



PACK

Marknader packnet.se

*We deliver packaging news
via magazine - web and events*

Media info 2024





MEDIA
PARTNER

SCAN
PACK

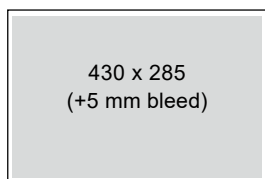
PACKNET.SE



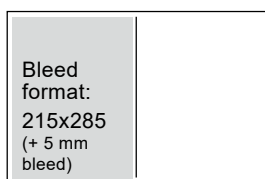
Publishing Dates 2024

| Edition | Publ.Date | Deadline | Feature | Exhibition/Event |
|---------|------------|-----------|--|---|
| 1 | march 4 | Feb 14th | Marking & Labeling, E-commerce, Transport & Logistic solutions | Anuga FoodTec  |
| 2 | April 26th | April 9th | Food packaging, sustainability, Pack Point Nordic | PackPointNordic  |
| 3 | June 14th | May 28th | Preview Scanpack Corrugated cardboard, Machine news, Glue and Tape | ScanPack  |
| 4 | Oct 8th | Sept 20th | Fair Issue Scanpack Packaging, Print & Design | Scanpack  |
| 5 | Nov 13th | Oct 28th | Scanpack Report, Food Packaging, Pharmaceutical packaging | Scanpack Report |
| 6 | Dec 16th | Nov 27th | Automation/Robot, Packaging machines, Plastic packaging | |
| + | Dec 16th | Nov 27th | Calendar 2025 (supplement in Packmarknaden No 6) | |

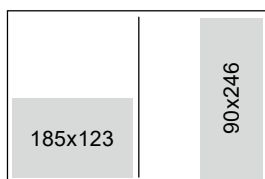
Formats and Prices Print



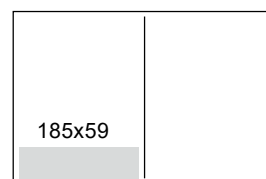
SPREAD
SEK 67 200



1/1-PAGE
SEK 39 900



1/2-PAGE
SEK 25 200



1/4-PAGE
SEK 16 500

INSERTS

2-page SEK 33 100
4-page SEK 36 700

COVER PAGES

2nd SEK 44 100
3rd SEK 40 900
4th SEK 45 000

NOTE! Leave space (30mm) on the top of the 4th coverpage for labelling.

Advertorials

Packmarknaden offers advertorial ads in the paper. Where you as an advertiser is able to get your message spread into a concept of editorial and comprehensive image.

As an advertiser, you contribute with facts, images and to be interviewed by a journalist. We compile, write and design your ad in an editorial way as a complete concept, which you approve.

Material

The files must be print optimized PDF files.

All colors must be in CMYK.

All images should be high resolution (300 dpi).

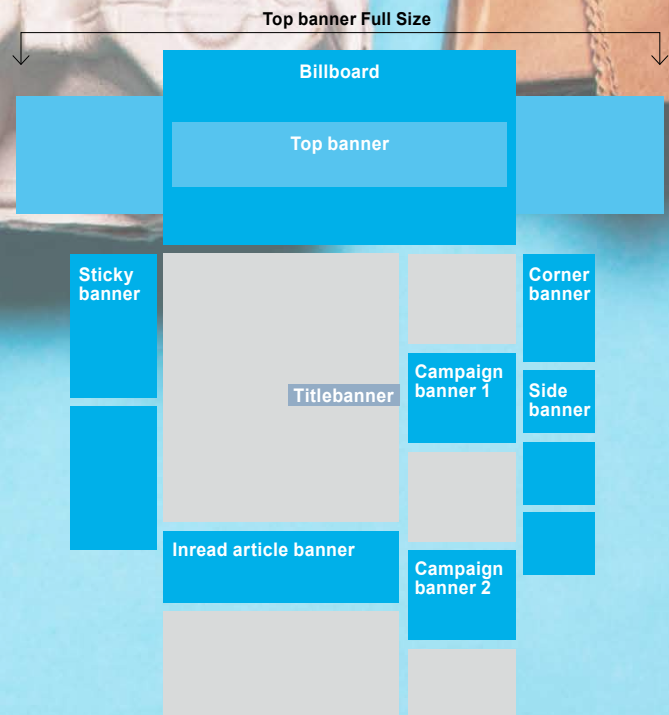
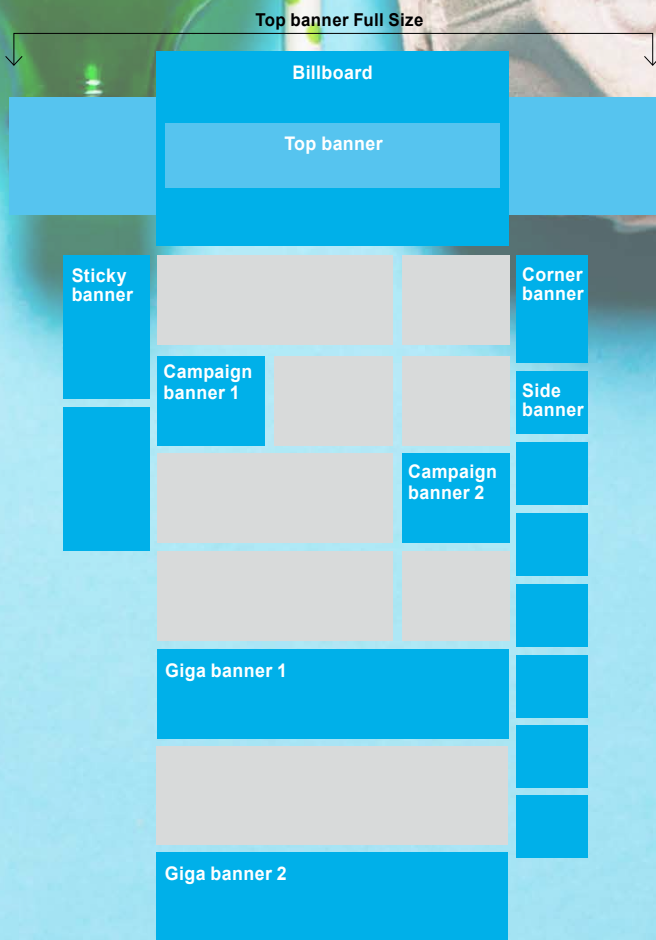
E-mail advertisement to:
annons.packmarknaden@nordiskemedier.se



Ad format & prices web/newsletter

Start page, prices per month

Article page, prices per month



| | |
|---|------------|
| Top banner Full Size 1800x450 px, static, max 250 kb | SEK 45 500 |
| Billboard 980x540 px, static or animated, max 150 kb | SEK 39 200 |
| Top banner 930x180 px, static or animated, max 70 kb | SEK 21 000 |
| Sticky banner 240x400 px, static or animated, max 90 kb | SEK 17 200 |
| Corner banner 200x300 px, static or animated, max 70 kb | SEK 11 000 |
| Side banner 200x175 px, static or animated, max 40 kb | SEK 3 300 |
| Campaign banner 1* 300x250 px, static or animated, max 70 kb | SEK 16 700 |
| Campaign banner 2** 300x250 px, static or animated, max 70 kb | SEK 11 500 |
| Giga banner 1 930x250 px, static or animated, max 70 kb | SEK 21 000 |
| Giga banner 2 930x250 px, static or animated, max 70 kb | SEK 11 500 |

* When you buy ad slot no 1 you will also be visible at ad slot no 3, further down on the page
 ** When you buy ad slot no 2 you will also be visible at ad slot no 4, further down on the page

File types
 Static jpg, animated gif, Html (zip-file) Script. All banners must be responsive.
 Animations should keep within 20 seconds.

Sticky banner, corner banner and side banner are only showed on desktop.

| | |
|--|------------|
| Top banner Full Size 1800x450 px, static, max 250 kb | SEK 45 000 |
| Billboard 980x540 px, static or animated, max 150 kb | SEK 39 200 |
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| Corner banner 200x300 px, static or animated, max 70 kb | SEK 11 000 |
| Side banner 200x175 px, static or animated, max 40 kb | SEK 3 300 |
| Campaign banner 1 300x250 px, static or animated, max 75 kb | SEK 13 300 |
| Campaign banner 2 300x250 px, static or animated, max 75 kb | SEK 10 400 |
| Title banner 300x60 px, static, max 20 kb | SEK 16 200 |
| Inread article banner 660x200 px, static or animated, max 100 kb | SEK 21 000 |

File types
 Static jpg, animated gif, Html (zip-file) Script. All banners must be responsive.
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Newsletter, prices per day

| | | |
|--------------------|---------------------|----------------------|
| Streamer | | |
| Top advert left | Top advert right | Top advert Full Size |
| | | |
| Middle advert left | Middle advert right | |
| | | |
| Bottom advert left | Bottom advert right | |
| | | |

Streamer 820x28 px.....SEK 22 000/day
Top ad Full Size 820x200 pxSEK 18 400/day
Top ad 400x200 px..... SEK 9 200/day
Middle ad 400x200 px..... SEK 6 340/day
Bottom ad 400x200 px SEK 4 600/day

The newsletter is distributed two times a week.

Membership package

- 12 months page banner on the portal
- 1 top ad in the newsletter
- 2 center ads in the newsletter
- 2 bottom ads in the newsletter
- 1 year membership

23 000 SEK

Membership

- The membership includes:
- Posts on the member page
 - Company profile
 - 50% discount on digital banners

12 900 SEK/year

Material

E-mail material including landing page to: annons@nordiskemedier.se
 Mark the material with packnet.se

Packmarknaden – a world of packaging!

Packmarknaden is the industry-leading media channel for everyone who has packaging on their daily agenda. Here, as a reader, you will find the latest news from the industry's suppliers and, as an advertiser, you will find a target group of professionals in the packaging value chain.

Packmarknaden has existed as a newspaper magazine since 1978 and is published with six issues per year. Each edition is distributed to around 3,000 professional recipients and additional editions are distributed at fairs and conferences Packmarknaden attends. The magazine is also published in e-magazine format for online reading, and as a subscriber you therefore always have access to "your" magazine by logging in to Packnet.se.

Packnet.se is the Packmarknaden online portal. Here, up-to-date news from the industry is conveyed, here there is a supplier register for those looking for new suppliers, and here our member companies can publish their own news about their company. As a company, you can also reach new customers with digital advertisements on Packnet.se or in one of the newsletters.

The newsletters are sent twice a week – Tuesdays and Thursdays – and summarizes the news flow to over 8,000 recipients who signed up for the newsletter free of charge. However, some articles are

behind login and therefore to be able to read all content on Packnet.se, a subscription to Packmarknaden is required. On Packnet.se you find favorable subscription offers on Packmarknaden!

In addition to our magazine and our daily online news coverage, we share knowledge about packaging to a professional target group through several events each year. You have probably heard of PACK@lunch – lunch seminar on packaging or PACK POINT NORDIC – a one-day packaging conference in Stockholm with a Scandinavian outlook or the PACK & PLAST packaging conference which focuses on the role of plastics for efficient distribution of goods.

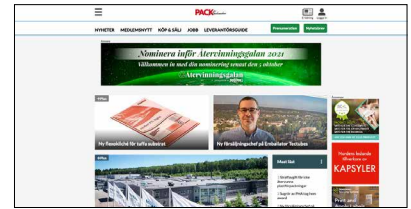
Links to our events can be found on Packnet.se under Menu and Calendar.

Welcome to a world of packaging!

Peter Olofsson Editor in chief



Events



PACK POINT NORDIC
Packaging conference focusing on food packaging.
www.packpointnordic.se



PACK@lunch
Free seminars about packaging in collaboration with hosting companies.
packatlunch.se

Packnet.se

Daily news from the Swedish and international packaging market.

Nyhetsbrevet

This week's news served to your inbox every Thursday.

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