

Directly addressed to
30 000 decision
makers

*The official
magazine for
SCANPACK
2018*

Distributed as
a supplement
with
Dagens Industri

SCAN PACK

GOTHENBURG

23-26 OCT.2018



Reach the decision
makers in the industry,
take the opportunity to
participate in
Scanpack's newsletter!



**Dagens
industri**

DISTRIBUTION	103 100 EX IN DAGENS INDUSTRI + 30 000 EX DIRECTLY ADDRESSED
ADD SCOPE	328 000 POTENTIAL READERS
FORMAT	TABLOID (248x372 mm)
NUMBER OF PAGES	16-24 PAGES
MATERIAL DAY	WEEK 36 2018
ISSUE DATE	WEEK 40 2018 (DIRECTLY ADDRESSED W.39)



Next year it's time for Scanpack 2018 - Northern Europe's No.1 packaging exhibition with 500 exhibitors and 17,000 participants.

At SCANPACK 23-26 October, the packaging industry's leading suppliers gather to show future packaging solutions, latest innovations and new packaging methods.

HERE packaging buyers from all industries meet to discover recent trends and new technology that change and streamline the entire packaging process.

NOW Is your chance to be visible and reach out to the whole industry in connection with the fair!

OP Communication, together with the Swedish Exhibition & Congress Centre in Gothenburg will produce the official magazine and the newsletters for Scanpack 2018 and you will be able to participate in the following options:

The official magazine that will be distributed as a fair magazine and as a supplement.

The official magazine for Scanpack 2018 will be distributed in one of the biggest daily newspaper in Sweden, Dagens Industri with 330 000 readers. The official fair magazine will also be directly addressed to 30,000 professionals in the industry. The magazine will also be handed out at the fair and will serve as the official fair guide and source of inspiration for all visitors and exhibitors at Scanpack 2018.

Newsletters with banners sent regularly before the fair (50,000 recipients / mailing).

THE MAGAZINE AND THE NEWSLETTERS will be packed with inspiring articles about what's happening in the industry, inspiration, the fair's activities and programs and of course, lifting yourself as an exhibitor.

TAKE THE CHANCE to inspire, inform and reach the industry in a tailor-made context - through the newsletters and the official magazine for Scanpack 2018!

CROSS-MEDIA Advertising

Reach your audience through our channels in social media. Ask the project manager for more information!

All Includes: Landing Page, Article, Ad Buffer, Segmentation, Traffic, Optimization, Technology and Analysis

 Facebook post



NATIVE-ARTICLE



We build your campaign page with the help of experienced web developers and skilled journalists and lead relevant traffic to your campaign through Facebook.

PRODUCTION

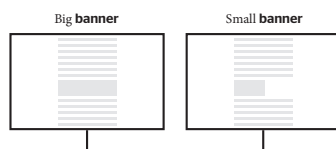
GRAPHIC PRODUCTION OR ADJUSTMENT OF ADVERTISING

1495 SEK (including two proof face, additional proofs are charged 1200 SEK/h)

PRICES | BANNERS

Prices for banners in newsletters that are regularly sent by Scanpack to the industry before the fair. Each newsletter reaches 50,000 decision makers in the industry.

Format	Size (px)	Price (SEK)
Big banner	640 x 220	17 900
Small banner	300 x 200	12 500



Questions?

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OP COMMUNICATION

PRICES

Format	Size (mm)	Price (SEK)
Backside	248x372	197 600
Rink front page	248x40	68 250
1/1-page	248x372	172 900
1/2-page	248x183	96 824
1/3-page	248x120	64 548
1/4-page	122x183	48 412
1/8-page	122x90	24 206
3-column	148x120	38 727
2-column	97x120	25 818
Rink Ad inside	248x40	20 384

Prices are incl. VAT, excl. VAT. Upon request, 15% will be added to list price. Payment: 10 days net, billing takes place on the day of issue.

FORMAT

