

# MEDIAKIT 2024

Packnews & Livsmedelsnyheter

## WE ARE SCANPACK'S OFFICIAL ANNIVERSARY PARTNER IN 2024!

Scanpack celebrates 60 years

Packnews celebrates 90 years



**AGI  
Media**

### Contact and visitor address:

AGI Media i Malmö AB  
Altonagatan 5  
211 38 Malmö, Sweden

AGI  
MEDIA  
AB



Since the start, back in 1969, **AGI Media AB** has been the Nordic go-to news and knowledge source for the sign, print and packaging community. Over the years, our coverage has grown. Our exhibitions cover all Scandinavia and our magazines and newsletters now also includes special sites on the packaging industry, the food industry, additive manufacturing and Scandinavian graphic design.

From the onset, our mission has always been to cover the latest and most relevant news for the growing number of readers.

At the same time, AGI has been the preferred channel to reach decision makers and professionals in the industry. Our vision is to be a natural meeting point for the companies we cater for – from producers to suppliers.

# CONTACT



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Här är vinnarna i Packnorth Award 2023

N°04/2023

NYA  
NORD EMBALLAGE

ARGANG 89

# PACKNEWS

Originalt sedan 1981

Packnews.com - 240 kronor

Han satsar över  
**100 000 000**  
på etikettproduktion

Återvinner PET-flaskor i Kenya

Svensk stiftelse bakom stor  
återvinningsanläggning

Nu är Yangi redo för marknaden

Efter tio års utveckling är  
torrformningstekniken redo

Blue Ocean Closure väcker intresse

Förslutningar av fiber  
snart på marknaden



## PACKNEWS SE – ONLINE

The **Packnews** newsletter is distributed twice a week for free to the Swedish packaging industry. The newsletter is linked to stories on the website. All prices include exposure in both newsletters and website.

### PRICE INFO\*

**Top banner** €3 000/quarter

950x150px (website) and 610x140px (newsletter)

**Mid banner** €2 000/quarter

320x260px (website) and 610x140px (newsletter)

**Column banner** €1 250/quarter

120x170px (website and newsletter)

Banner is placed on the Packnews.se website and in every newsletter.

\* Prices are based on a 12 months agreement

**556 898 total number of impressions**

### Packnews.se Newsletter

- 2 newsletters per week
- 424 706 impressions per year
- 21 212 newsletter subscribers
- 94 newsletters per year
- 21,3% opening rate

### Packnews.se Website

- 132 192 page views per year

### COVERED AREAS:

- Packaging design
- Packaging materials
- Logistics
- Automation
- Prepress
- Finishing
- Workflow
- End-of-life
- Packaging and label printing
- Packaging converting
- Marketing trends

### Packnews Sweden newsletter

#### Top banner

610x140 px

## PACKNEWS SWEDEN



**Ecaborem iur, temo doluptatem renis**

consequam ex et aliqui alit occum estia volupta tusae. Equia perionsed ma quias ut auditatem iliquis dunt.

#### Mid banner

610x140 px



**Ecaborem iur, temo doluptatem renis**

consequam ex et aliqui alit occum estia volupta tusae. Equia perionsed ma quias ut auditatem iliquis dunt.

#### Column banner

120x170 px

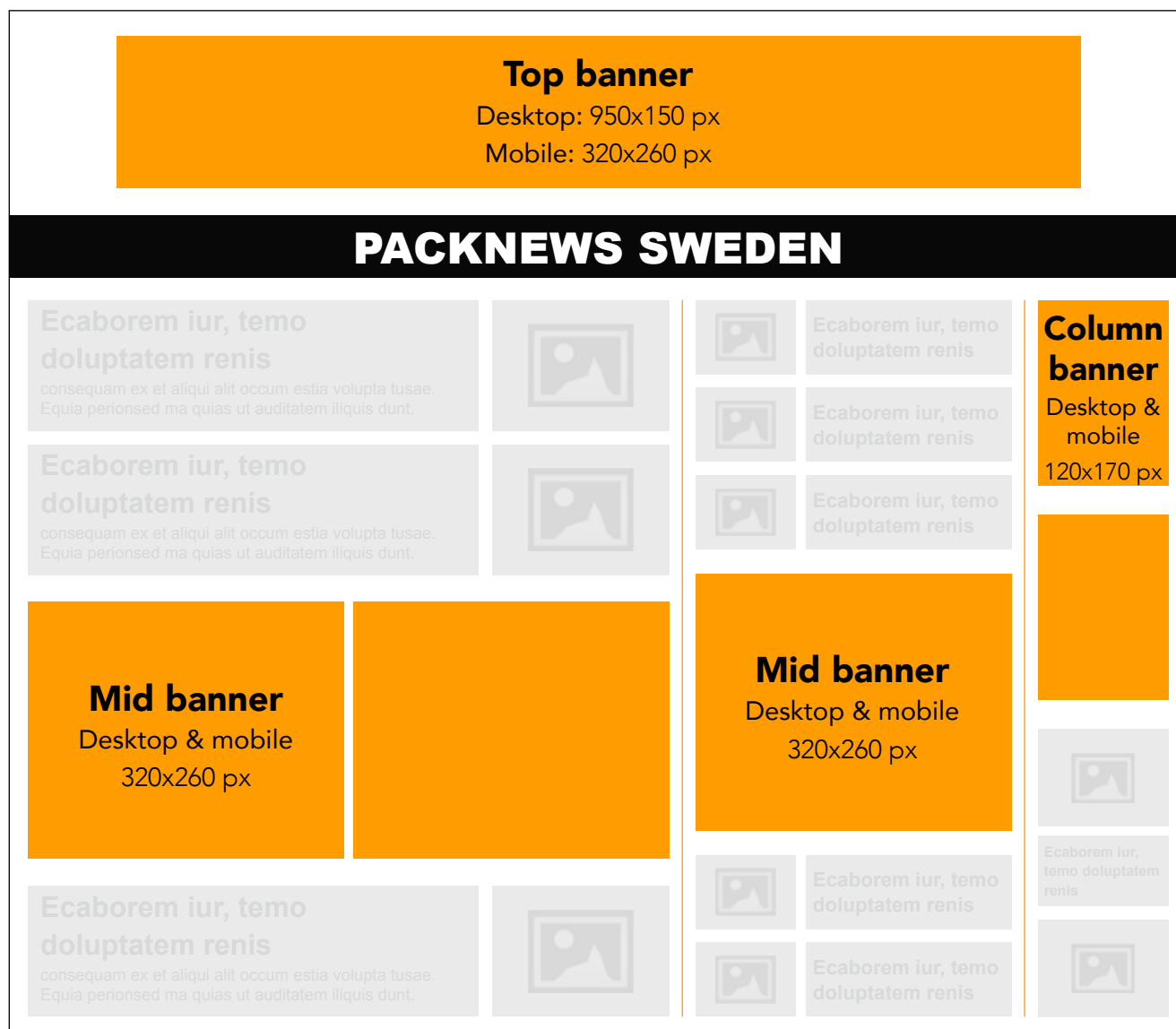


### Editorial coverage

All media packages include coverage from our editorial team that:

- Visit your events
- Interview your customers
- Introduce your new products
- Put your business in a context

## Packnews Sweden website



## ANNIVERSARY PARTNER

We are Scanpack's official anniversary partner in 2024.  
Contact us and find out how you can be a part of the celebration.  
*Scanpack celebrates 60 years – Packnews celebrates 90 years*



WANT TO ADVERTISE? PLEASE CONTACT:



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**Emil Hammarström**  
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## PACKNEWS – PRINT

**Packnews** (former nord emballage) is a printed magazine with four annual issues that are distributed to industries in the Nordic packaging value chain, from material via machinery, converters, brandowners to end-of-life.

### PRICE INFO\*

**Spread** €2970

428x300 mm + 5 mm bleed, Uncoated

**Full page** €1980

214x300 mm + 5 mm bleed, Uncoated

**Half page horizontal** €1180

214x144 mm + 5 mm bleed, Uncoated

**Half page vertical** €1180

97x300 mm + 5 mm bleed, Uncoated

**Quarter page vertical** €640

50x300 mm + 5 mm bleed, Uncoated

\* If you wish to advertise in more than one issue, please contact [daniel.wahlgren@agi.se](mailto:daniel.wahlgren@agi.se) for price information

**Approx. 2700 distributed copies per issue**

Issue	Ad deadline (cover/inlay)	Publication date
1/2024	Feb 6 / Feb 13, 2024	Feb 27, 2024
2/2024	May 27 / June 3, 2024	June 17, 2024
3/2024	Aug 20 / Aug 27, 2024	Sept 10, 2024
4/2024	Sept 24 / Oct 1, 2024	Oct 15, 2024
5/2024*	Nov 8 / Nov 8, 2024	Nov 15, 2024

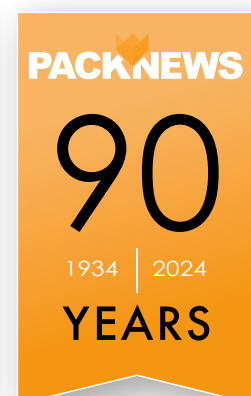
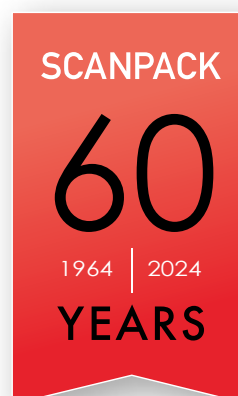
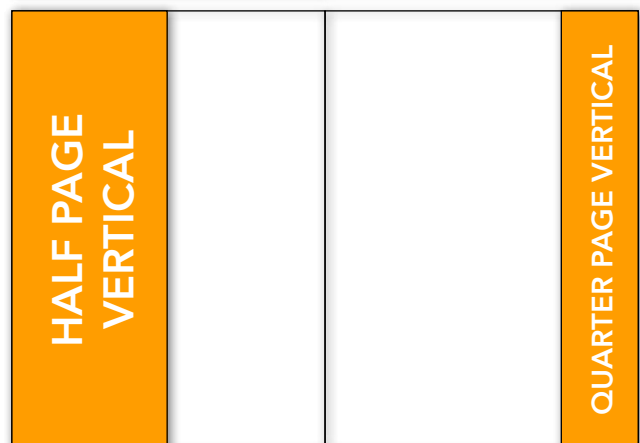
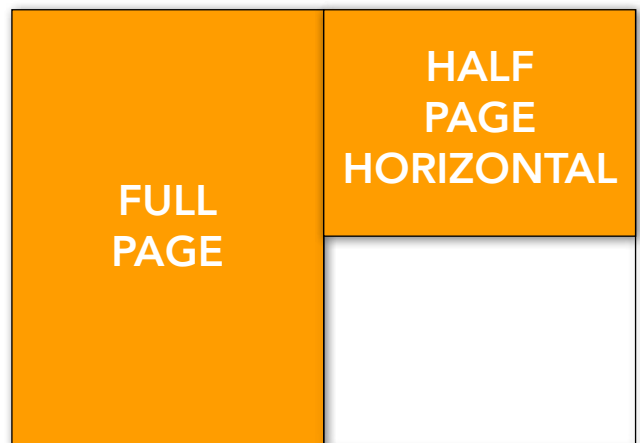
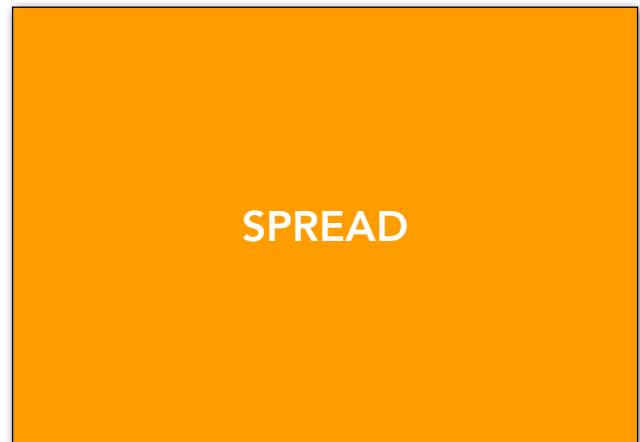
\*Digital edition

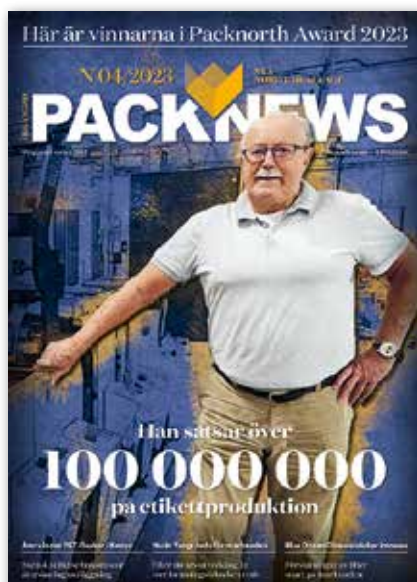
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*Packnews celebrates 90 years*





## PACK SUPPLIERS



**SEARCH AND FIND!**  
Who delivers what?

### Make your company searchable!

On Packsuppliers, the packaging industry finds your company and your products.

Packsuppliers is part of Packnews and marketed throughout the Nordic region via all Packnews channels, as well as in all editions of the printed magazine (4 issues per year).

### Be found among all the suppliers

All companies are categorized to make it easy for potential customers to find you. The price is only 4 995 SEK/year.



Read more and register at  
**[www.packsuppliers.se](http://www.packsuppliers.se)**

WANT TO ADVERTISE? PLEASE CONTACT:



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## PACKNEWS NO – ONLINE

The **Packnews** newsletter is distributed once a week for free to the Norwegian packaging industry. The newsletter is linked to stories on the website. All prices include exposure in both newsletters and website.

### PRICE INFO\*

**Top banner** €2 000/quarter

950x150px (website) and 610x140px (newsletter)

**Mid banner** €1 500/quarter

320x260px (website) and 610x140px (newsletter)

**Column banner** €750/quarter

120x170px (website and newsletter)

Banner is placed on the Packnews.no website and in every newsletter.

\* Prices are based on a 12 months agreement

**132 719 total number of impressions**

### Packnews.no Newsletter

- 1 newsletters per week
- 92 952 impressions per year
- 10 576 newsletter subscribers
- 47 newsletters per year
- 18,7% opening rate

### Packnews.no Website

- 39 767 page views per year

### COVERED AREAS:

- Packaging design
- Packaging materials
- Logistics
- Automation
- Prepress
- Finishing
- Workflow
- Packaging and label printing
- Packaging converting
- Marketing trends

### Packnews Norway newsletter

#### Top banner

610x140 px

### PACKNEWS NORWAY



**Ecaborem iur, temo doluptatem renis**

consequam ex et aliqui alit occum estia volupta tusae. Equia perionsed ma quias ut auditatem iliquis dunt.

#### Mid banner

610x140 px



**Ecaborem iur, temo doluptatem renis**

consequam ex et aliqui alit occum estia volupta tusae. Equia perionsed ma quias ut auditatem iliquis dunt.

#### Column banner

120x170 px



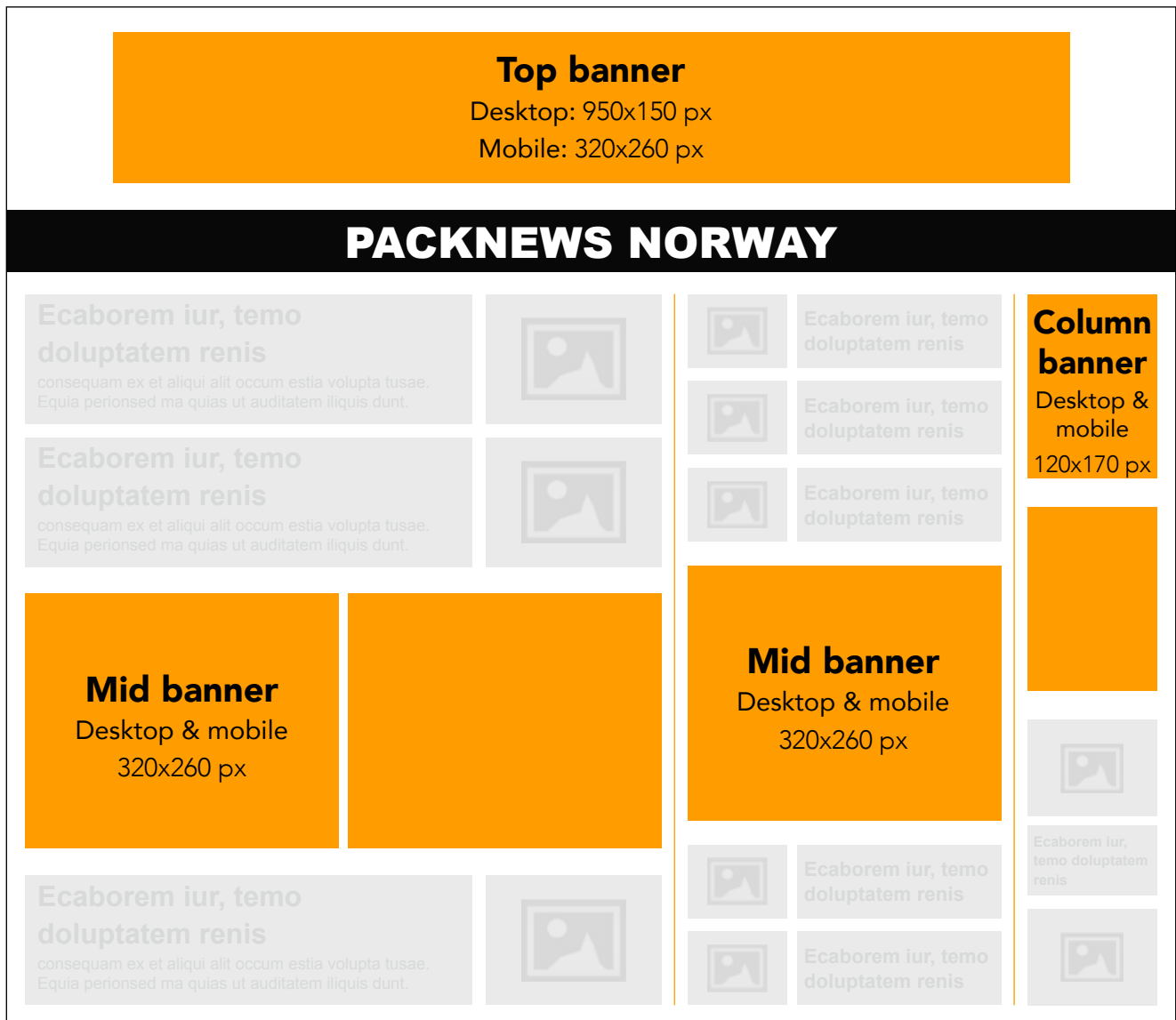
### Editorial coverage

All media packages include coverage from our editorial team that:

- Visit your events
- Interview your customers
- Introduce your new products
- Put your business in a context



## Packnews Norway website



## ANNIVERSARY PARTNER

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WANT TO ADVERTISE? PLEASE CONTACT:



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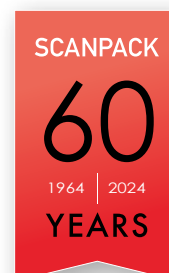
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## PACKNEWS FI – ONLINE

The **Packnews** newsletter is distributed once a week for free to the Finnish packaging industry. The newsletter is linked to stories on the website. All prices include exposure in both newsletters and website.

### PRICE INFO\*

**Top banner** €2 000/quarter

950x150px (website) and 610x140px (newsletter)

**Mid banner** €1 500/quarter

320x260px (website) and 610x140px (newsletter)

**Column banner** €750/quarter

120x170px (website and newsletter)

Banner is placed on the Packnews.no website and in every newsletter.

\* Prices are based on a 12 months agreement

**131 798 total number of impressions**

### Packnews.fi Newsletter

- 1 newsletters per week
- 91 190 impressions per year
- 9 152 newsletter subscribers
- 47 newsletters per year
- 21,2% opening rate

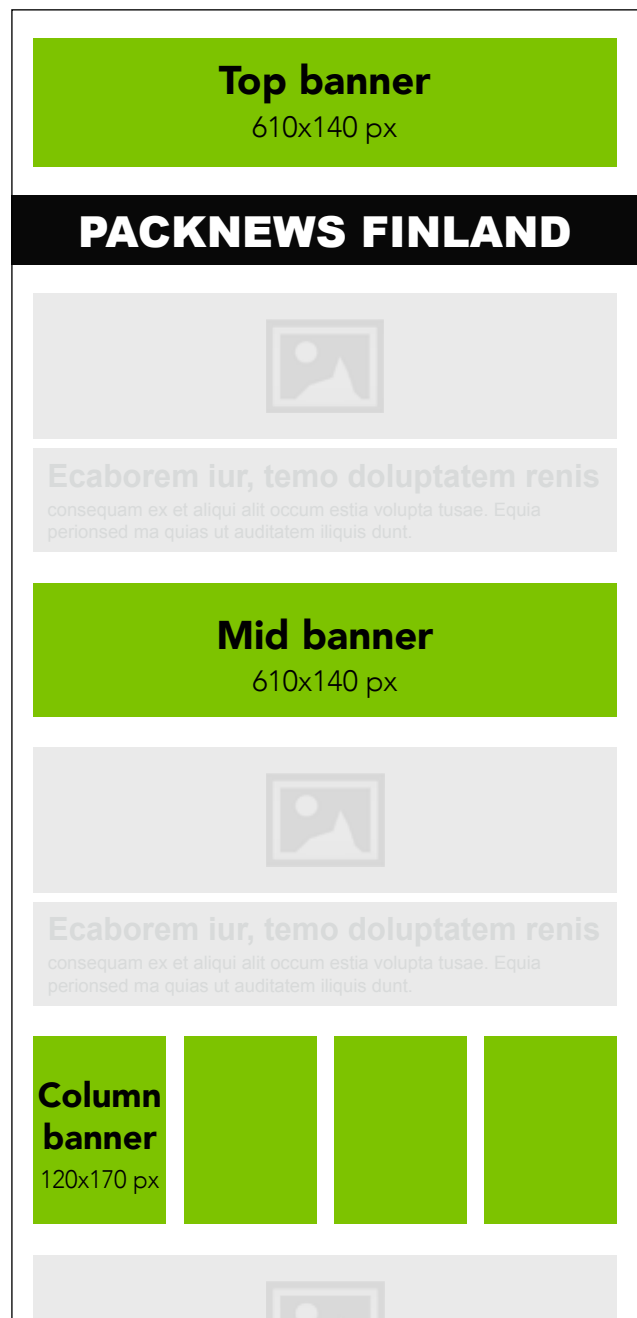
### Packnews.fi Website

- 40 608 page views per year

### COVERED AREAS:

- Packaging and label printing
- Packaging converting
- Marketing trends
- Packaging design
- Packaging materials
- Logistics
- Automation
- Prepress
- Finishing
- Workflow

### Packnews Finland newsletter



### Editorial coverage

All media packages include coverage from our editorial team that:

- Visit your events
- Interview your customers
- Introduce your new products
- Put your business in a context

## Packnews Finland website



## ANNIVERSARY PARTNER

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**Maria Turppa**  
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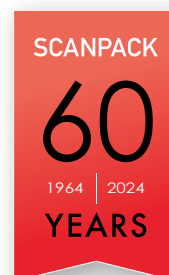
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# SIGN PRINT & PACKNEWS

www.signprintpack.dk

## ONLINE

**signprintpack.dk** is our website and newsletter for the Danish sign, print and packaging industry. It is sent out twice a week to those who registered for free on the website.

### PRICE INFO\*

**Top banner** €2 000/quarter

950x150px (website) and 610x140px (newsletter)

**Mid banner** €1 500/quarter

320x260px (website) and 610x140px (newsletter)

**Column banner** €1 000/quarter

320x260px (website and newsletter)

Banner is placed on the Sign, Print & Packnews DK website and in every newsletter.

\* Prices are based on a 12 months agreement.

**427 441 total number of impressions**

**Sign Print & Packnews DK newsletter**

- 2 newsletters every week
- 359 785 impressions per year
- 11 070 newsletter subscribers
- 94 newsletters per year
- 26,7% opening rate

**Sign Print & Packnews DK website**

- 67 656 page views per year

### COVERED AREAS:

- Printing
- Printed packaging and promotion
- Market trends
- Large format
- Signage
- Digital signage
- Prepress
- Visual communication
- Finishing
- Workflow

Sign, Print & Packnews Denmark  
newsletter

### Top banner

610x140 px

## SIGN, PRINT & PACKNEWS



**Ecaborem iur, temo doluptatem renis**

consequam ex et aliqui alit occum estia volupta tusae. Equia perionsed ma quias ut audiatem iliquis dunt.

### Mid banner

610x140 px



**Ecaborem iur, temo doluptatem renis**

consequam ex et aliqui alit occum estia volupta tusae. Equia perionsed ma quias ut audiatem iliquis dunt.

### Column banner

120x170 px



## Editorial coverage

All media packages include coverage from our editorial team that:

- Visit your events
- Interview your customers
- Introduce your new products
- Put your business in a context



## Sign, Print & Packnews Denmark website

**Top banner**  
Desktop: 950x150 px  
Mobile: 320x260 px

**SIGN, PRINT & PACKNEWS**

**Ecaborem iur, temo doluptatem renis**  
consequam ex et aliqui alit occum estia volupta tusae.  
Equia perionsed ma quias ut auditem iliquis dunt.



**Ecaborem iur, temo doluptatem renis**  
consequam ex et aliqui alit occum estia volupta tusae.  
Equia perionsed ma quias ut auditem iliquis dunt.



**Mid banner**  
Desktop & mobile  
320x260 px

**Ecaborem iur, temo doluptatem renis**  
consequam ex et aliqui alit occum estia volupta tusae.  
Equia perionsed ma quias ut auditem iliquis dunt.





**Ecaborem iur, temo doluptatem renis**



**Ecaborem iur, temo doluptatem renis**



**Ecaborem iur, temo doluptatem renis**

**Mid banner**  
Desktop & mobile  
320x260 px



**Ecaborem iur, temo doluptatem renis**



**Ecaborem iur, temo doluptatem renis**

**Column banner**  
Desktop & mobile  
120x170 px



**Ecaborem iur, temo doluptatem renis**



**Ecaborem iur, temo doluptatem renis**

## ANNIVERSARY PARTNER

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Traffic - advertising material  
traffic@agi.se

# SIGN PRINT & PACK

www.signprintpack.dk

DENMARK

## SIGNPRINTPACK.DK – PRINT

**Sign Print & Pack** is a printed magazine with two annual issues that are distributed to all companies within printing, sign making, large format, packaging and converting in Denmark each year.

### PRICE INFO\*

**Spread** €2 970

428x300 mm + 5 mm bleed, Coated

**Full page** €1 980

214x300 mm + 5 mm bleed, Coated

**Half page horizontal** €1 180

214x144 mm + 5 mm bleed, Coated

**Half page vertical** €1 180

97x300 mm + 5 mm bleed, Coated

**Quarter page vertical** €640

50x300 mm + 5 mm bleed, Coated

\* If you wish to advertise in more than one issue, please contact [daniel.wahlgren@agi.se](mailto:daniel.wahlgren@agi.se) for price information

**Approx. 1700 distributed copies per issue**

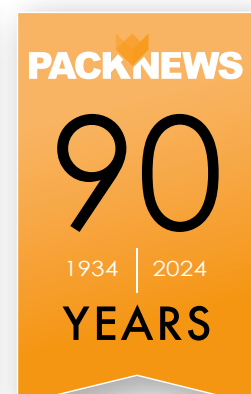
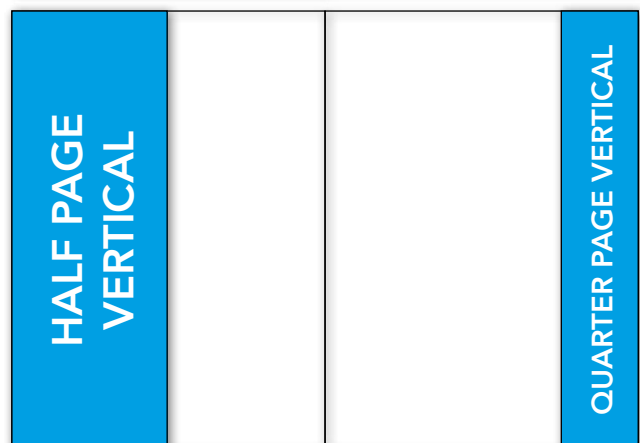
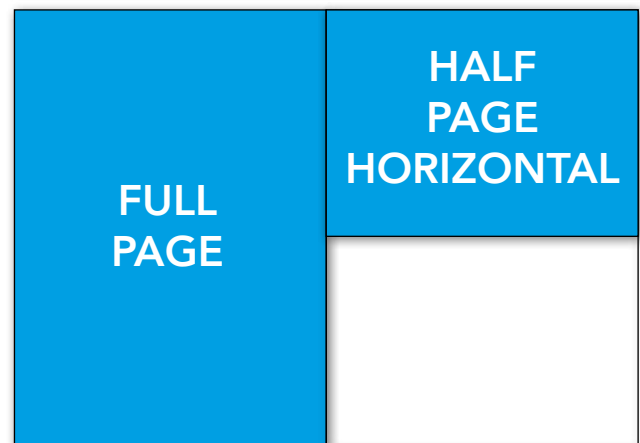
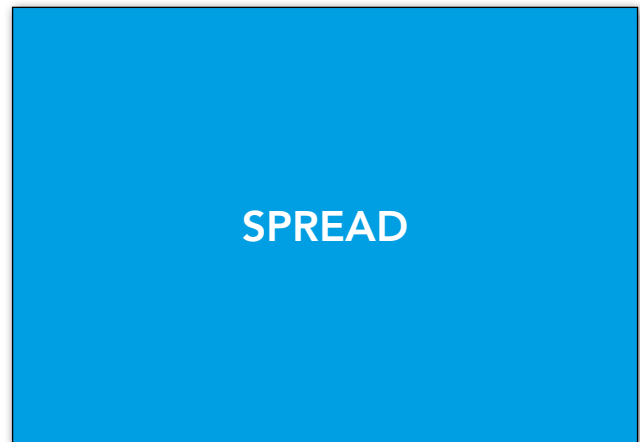
Issue	Ad deadline	Publication date
Sign, Print & Pack 605	April 11, 2024	May 10, 2024
Sign, Print & Pack 606	Aug 9, 2024	Aug 30, 2024

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Hendrik van den Born  
Art director  
hendrik.vdborn@agi.se

# LIVSMEDELS NYHETER

www.livsmedelsnyheter.se

## ONLINE

The **Livsmedelsnyheter** newsletter is distributed once a week for free to the Swedish food industry. The newsletter is linked to stories on the website. All prices include exposure in both newsletters and website.

### PRICE INFO\*

**Top banner** €2 000/quarter

950x150px (website) and 610x140px (newsletter)

**Mid banner** €1 500/quarter

320x260px (website) and 610x140px (newsletter)

**Column banner** €750/quarter

120x170px (website and newsletter)

Banner is placed on the Packnews.se website and in every newsletter.

\* Prices are based on a 12 months agreement

**261 565 total number of impressions**

### Livsmedelsnyheter.se Newsletter

- 1 newsletters per week
- 160 199 impressions per year
- 15 423 newsletter subscribers
- 47 newsletters per year
- 22.1% opening rate

### Livsmedelsnyheter.se Website

- 101 366 page views per year

### COVERED AREAS:

- Raw material
- Trends
- Retail
- Consumer behavior
- Regulations
- Machinery
- New products
- Business
- Packaging
- Nutrition/health
- Environment

### Livsmedelsnyheter newsletter

#### Top banner

610x140 px

## LIVSMEDELSNYHETER



**Ecaborem iur, temo doluptatem renis**

consequam ex et aliqui alit occum estia volupta tusae. Equia perionsed ma quias ut auditatem iliquis dunt.

#### Mid banner

610x140 px



**Ecaborem iur, temo doluptatem renis**

consequam ex et aliqui alit occum estia volupta tusae. Equia perionsed ma quias ut auditatem iliquis dunt.

#### Column banner

120x170 px



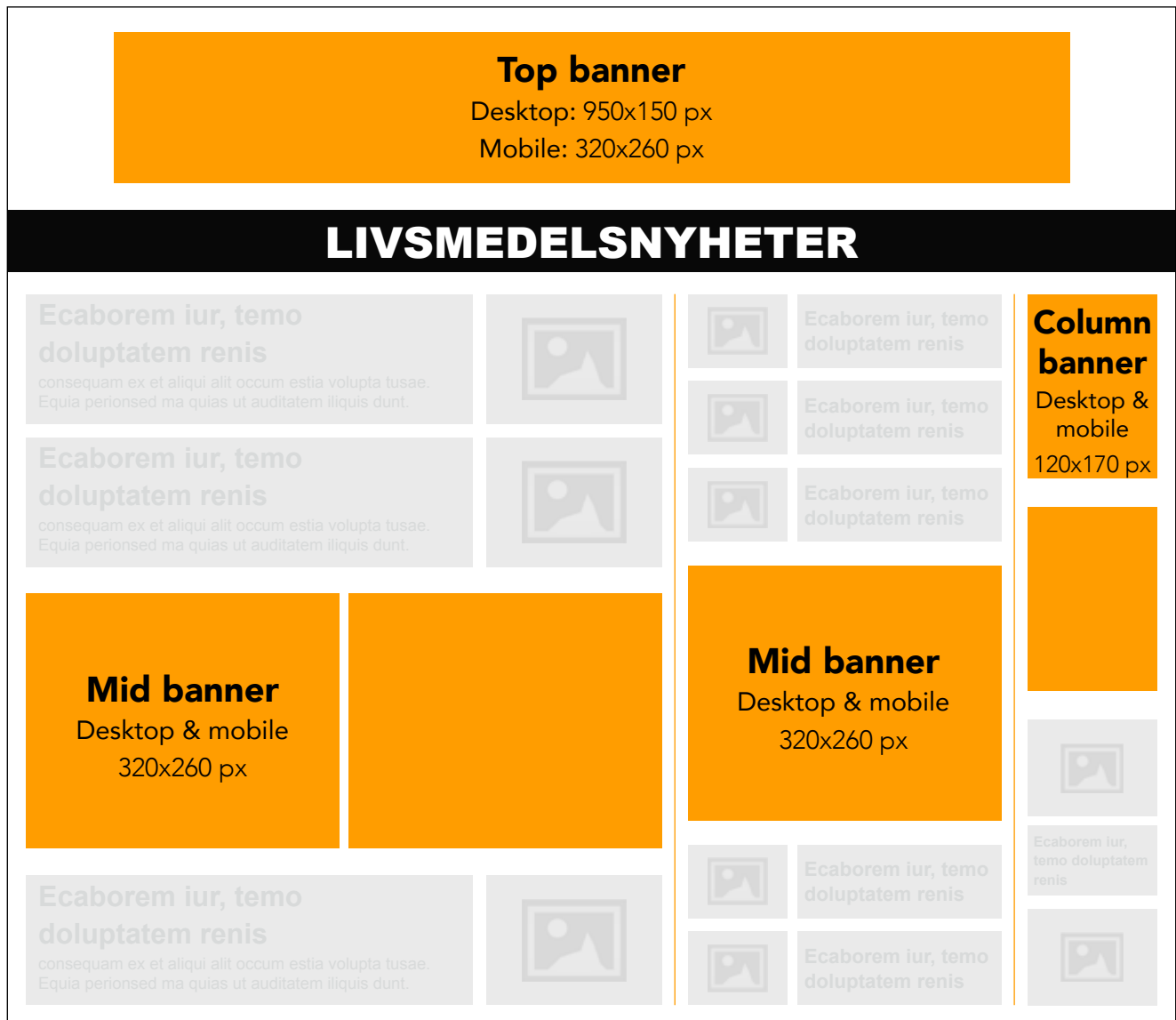
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- Introduce your new products
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## Livsmedelsnyheter website



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**AGI  
Media**

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VAT: SE559412611101