

EDITORIAL CALENDAR 2017

BOOKING DEADLINES

Week	Date	Special sections & Magazines	Themes in 1 st section	1 st section	Job ads	Special sections & Magazines
2	13.01			04.01	10.01	
3	20.01			11.01	17.01	
4	27.01		Future Energy Solutions	18.01	24.01	
5	03.02			25.01	31.01	
6	10.02		Bio Tech	01.02	07.02	
7	17.02			08.02	14.02	
8	24.02	Education		15.02	21.02	14.02
9	03.03	Production		22.02	28.02	21.02
10	10.03		Internet of Things	01.03	07.03	
11	17.03	Climate Protection		08.03	14.03	07.03
12	24.03	Career, DSE Lyngby		15.03	21.03	14.03
13	31.03	Electronic	IT-Security	22.03	28.03	21.03
14	07.04	IT Talent		29.03	04.04	28.03
16	21.04	Production		12.04	18.04	11.04
17	28.04		Infosecurity	19.04	25.04	
18	05.05			26.04	02.05	
19	11.05	Infrastructure	Future Industrial Robots	03.05	09.05	02.05
20	19.05	Profile		10.05	16.05	21.04
22	02.06	Production		24.05	30.05	23.05
23	09.06		Wireless Technology	31.05	06.06	
24	16.06			07.06	13.06	
25	23.06	Summer Jobfinder		14.06	20.06	13.06
32	11.08			02.08	08.08	
33	18.08			09.08	15.08	
34	25.08			16.08	22.08	
35	01.09			23.08	29.08	
36	08.09			30.08	05.09	
37	15.09	Production		06.09	12.09	05.09
38	22.09	Carrer, Jobtræf Odense		13.09	19.09	12.09
39	29.09			20.09	26.09	19.09
40	06.10		DSE Aalborg	27.09	03.10	
41	13.10	Electronic		04.10	10.10	03.10
43	27.10	Career, Jobtræf Aarhus		18.10	24.10	17.10
44	03.11	Production	Project Tools	25.10	31.10	24.10
45	10.11	Education		01.11	07.11	31.10
46	17.11	Climate Protection		08.11	14.11	07.11
47	24.11	IT Company Rank		15.11	21.11	
48	01.12	Production		22.11	28.11	21.11
49	08.12	I IOT		29.11	05.12	
50	15.12	Software Development		06.12	11.12	
51	22.12	Year Book		13.12	19.12	17.11

EDITORIAL CALENDAR 2017

INGENIØREN

1ST SEKTION

Ingeniøren is Denmark's leading and biggest media publication within the field of technology and science. Ingeniøren provides readers with in-depth, thought-provoking journalism on technological developments and social issues. Ingeniøren is published on Fridays, has 150.000 weekly readers and a circulation of 78.000. Ingeniøren is the obvious first choice for advertising when the target group is engineers, technical specialists and people with an interest in technology and science. Ingeniøren is published 41 times in 2017.

SPECIAL SECTIONS

PRODUCTION

Ingeniøren's Production tracks the development in the machinery and production business with in-depth articles, a focus on the newest trends and company cases. The section is published six times a year with the newspaper Ingeniøren. Among Production's readers are managers, project managers and developers with association to the field and business of production, as well as thousands of decision makers that through their job have influence and responsibility in purchasing machinery and equipment for production.

CLIMATE PROTECTION

In the special section Climate Protection we take the temperature on how far we have gotten with climate and environmental protection in Denmark. The section focuses on current solutions and possible solutions under development. By identifying a number of core solutions and challenges within climate protection Ingeniøren offers readers from consulting companies, municipalities, suppliers and entrepreneurs in-depth insights into the climate issues and inspires them to take action and engage in the current debate. Climate Protection is published in March and November.

ELECTRONIC

Ingeniørens Electronic section focuses on development within the field of electronics with in-depth articles and new trends as well as company cases. The section is published twice a year with the newspaper Ingeniøren. Among the readers are managers, project managers and developers that are linked to electronic business as well as thousands of decision makers that through their jobs have influence and responsibility for the purchase of electronics.

EDUCATION

Ingeniøren's Education section focuses on courses, including master programs as well as professional courses and management. The readers are provided with news and trends in relation to engineers, courses and development. The section is published twice a year. The target group consists of managers and employees with an educational background in engineering, technique, science and IT.

INFRASTRUCTURE

Ingeniørens section about infrastructure focuses on an industry where billions are invested in construction work and new technology. The section is published in May and provides readers with in-depth articles about the development of Denmark's railways and the expansions and trains. The subject is interesting for all the readers of Ingeniøren - especially engineers and technicians in the train and railway industry and the thousands of engineers considering a career within the railway industry.

CAREER

Ingeniørens job fair section coincide with the three yearly job fairs for engineers and engineering students. The job fair section Career includes practical information about the job fairs Ingeniørens Jobtræf at Syddansk and Aarhus University as well as the DSE fair at DTU in Lyngby. The job fair section focuses on career opportunities and trends in the engineering field. The job fair section is sent out to all of Ingeniøren's subscribers and are therefore read by both students, graduates and job seekers with an educational background in engineering, technique, science and it. In addition, the job fair section is distributed at the three job fairs.

SUMMER JOBFINDER

Summer Jobfinder is a significant part of Ingeniøren's last edition before the summer holidays. This edition has a longer life time since more than six out of ten readers take it out and read the edition during the holidays, where many are considering new job opportunities. Summer Jobfinder focuses specifically on work life and career. The edition also includes new and current projects for engineers, challenges and new career opportunities. In addition, the edition is filled with career tricks, project tools, further educational possibilities and more.

IT COMPANY RANK

IT Company Rank is published once a year as print edition with the newspaper Ingeniøren and as an e-magazine to Mediehuset Ingeniørens 500.000 monthly users via ing.dk, version2.dk and ida.dk. IT Company Ranks primary target group is it-professionals as well as graduates with an educational background in engineering, technology and science and an interest in working in the it industry. IT Company Rank is the yearly employer brand ranking that updates Version2's, Jobfinders and Ingeniørens readers on the job market and current career trends.

IT TALENT

IT-talent is a brand new magazine from Version2 and Ingeniøren. IT-talent focuses on Denmark's most talented it-employees within areas such as development, architecture, consultancy, hardware and management. The magazine contains portraits and interviews with the biggest it-talents as well as trends in the expanding it-industry. The magazine addresses engineers, it-professionals and other graduates that are engaged in it, and with its focus on talents inspiration and pride are created amongst the readers.

MAGAZINES

PROFILE

Ingeniøren's Profile magazine are published once a year in May and are based around Ingeniørens yearly image analysis of Denmark's 111 biggest engineer workplaces. The magazine contain a ranking of the most attractive engineer workplaces spiced up with analysis and cases on engineers career opportunities and companies recruitment challenges. The magazine addresses the readers of Ingeniøren, especially engineers and techno professionals with an interest in career opportunities and are distributed along with the newspaper.

YEAR BOOK

The Year Book is an engaging and very entertaining look back at the year gone by in relation to the biggest and most important articles in the newspaper Ingeniøren. The magazine especially addresses engineers and techno professionals. The magazine is published with the last edition of Ingeniøren in December.