

# Plus Proces



m e d i a k i t 2 0 1 8

# Editorial Calendar 2018

No.	Publication Date	Closing Date	Editorial Calendar
1	February 6	January 18	<b>Water, environmental technology and processing equipment</b> Waste management, process water, wastewater management, reduction of water consumption, reduction of power and energy consumption Process equipment including pumps and filtering systems
2	March 13	February 20	<b>Robotics, automation and food hygiene</b> Robotics, vision, traceability HACCP, measurements of hygiene, food hygiene and food microbiology, quality management, clothing and cleaning <b>Trade show: Anuga FoodTech, Cologne, March 20-23</b>
3	April 17	March 19	<b>Packaging and logistics</b> Packaging machinery of foods and beverages, packaging materials, labelling, automatic equipment for inspection and sorting, weighing and dosing, equipment for transportation in the factory
4	May 23	May 2	<b>Equipment for food processing and automation</b> Cooling, equipment for weighing, pumps, valves, actuators, sensors, pumps etc. Machines and equipment, robotics, automation, weighing and dosing, pumps, maintenance and lubrication, transmission technology
5	September 4	August 14	<b>Robotics, automation and hygiene</b> Digitization, industry 4.0, vision and IT, traceability and HACCP, processing hygiene, cleaning and disinfection, measurements of hygiene, food hygiene and food microbiology, quality management, quality assurance, food safety <b>Trade show: Automatik, Brøndby, September 11-13 (DK)</b> <b>Trade show issue: LabDays Copenhagen, September 12-13 (DK)</b>
6	October 2	September 10	<b>Packaging, water, cooling, moist controlling and process equipment</b> Packaging materials, labelling, automatic equipment for inspection and sorting, weighing and dosing, equipment for transportation in the factory Waste management, process water, waste water, filtration, water quality and analysis of water, sensors in the production line, heating and cooling, equipment for moist controlling, process equipment including pumps and filtering systems <b>Trade show: SIAL, Paris, October 21-25 (F)</b> <b>Trade show: Scanpack, Gothenburg, October 23-26 (S)</b>
7	November 6	October 16	<b>Food technology and ingredients</b> Ingredients and additives, weighing and dosing, pumps, maintenance, lubrication, transmissions, gears etc. <b>Trade show: FoodTech, Herning, November 13-15 (DK)</b> <b>Trade show: Danish Food Contest, Herning, November 13-15 (DK)</b> <b>Trade show: BrauBeviale, Nürnberg, November 13-15 (D)</b>
8	December 11	November 23	<b>Food processing and logistics</b> Machines and equipment for food processing and packaging Quality management, quality assurance, food safety, weighing and dosing, pumps, maintenance and lubrication, transmission technology ect.

Please notice that the editorial deadline is 8 days earlier than the closing date for adverts. Subject to alterations without notice.  
This list will be updated on a regular basis. Newest version on [www.techmedia.dk](http://www.techmedia.dk).

# Advertisement Formats and Prices

Format	W × H (mm)	4 colours
1/1 page	185 × 265	3995
1/2 page vertical	90 × 265	2641
1/2 page horizontal	185 × 125	2641
1/3 page	185 × 85	2172
1/4 page vertical	90 × 125	1816
1/4 page horizontal	185 × 63	1816
1/8 page	90 × 63	1367
Back cover*	210 × 237	4296
Front cover	200 × 40	3995
Spread	388 × 265	6361
www-advertisement	60 × 45	397

All prices in €. \*Borderless. 3 mm extra for cutting on all 4 sides  
Valid to December 31, 2018.

## Other Prices:

Print to edge/Bleed	+ 10%
Special Placement	+ 10%
Advertisement space, mm price	€ 5,37
Inserts:	
Please obtain quotation	

## Online possibilities:

We offer a wide range of online solutions.  
Please refer to separate media information on: [foodfokus.dk](http://foodfokus.dk)

## Advertisement Cancellation Deadline:

30 days prior to the Advertisement deadline. (Not valid for line inclusions in the Buyers Guide)

*Advertisement prices are exclusive of VAT and any expense related to completing the advertisement material. Reservations are made for misprints, price or expense changes.*

## Repeat Discount\*\*:

3 insertions	-5%
5 insertions	-10%
8 insertions	-15%
www - 5 insertions	-5%
www - 10 insertions	-10%

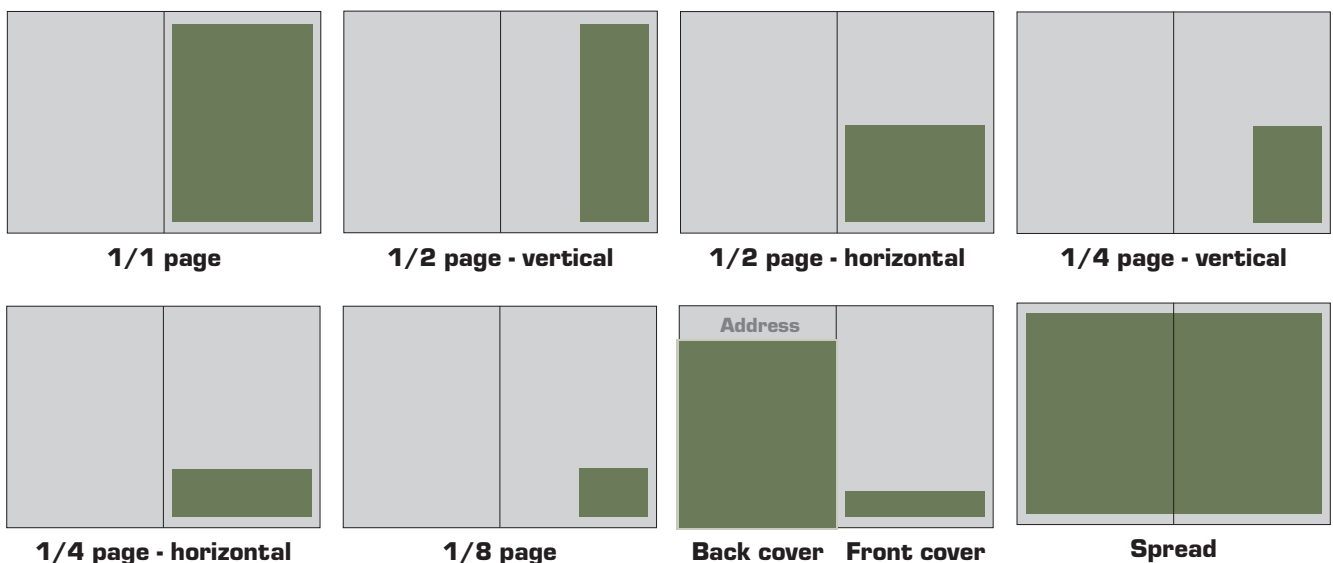
## Turnover Discount\*\*:

At € 6700	-5%
At € 13400	-10%
At € 20100	-15%
At € 26800	-20%
At € 33500	-25%

\*\* Turnover/quantity or repeat discounts are achieved regardless which of TechMedia's 15 journal magazines the advertisement/s are placed in. These discounts cannot be combined with other discounts.

## Contact Information:

<b>Advertisement Bookings:</b>	Jesper Bækmark Tel: +45 43 24 26 77 · e-mail: <a href="mailto:jb@techmedia.dk">jb@techmedia.dk</a>
<b>Advertisement Material:</b>	Marianne Dieckmann Tel: +45 43 24 26 82 · e-mail: <a href="mailto:md@techmedia.dk">md@techmedia.dk</a>



# Technical Information

## Magazine Specifications:

Format	A4
Colour	CMYK
No. of columns	4
Column height	265 mm
Column width	43 mm
Column spacing	4,5 mm
Print to edge (borderless)	W 210 × H 297 mm + 3 mm trimming

## Print Specifications:

Print Technique	Offset, European scale
Paper	Rapido Silk, 90 g

## Publisher Information:

<b>Publisher</b>	TechMedia A/S Naverland 35 DK-2600 Glostrup Tel: +45 43 24 26 28 Fax: +45 43 24 26 26 www.techmedia.dk
<b>Editorial</b>	Dann Bjarke Jensen (editor-in-chief) Tel: +45 43 24 26 22 e-mail: dbj@techmedia.dk
<b>Advertisements</b>	Jesper Bækmark Tel: +45 43 24 26 77 e-mail: jb@techmedia.dk
<b>Advertisement Material</b>	Marianne Dieckmann Tel: +45 43 24 26 82 e-mail: md@techmedia.dk
<b>Buyers Guide</b>	Heidi Thode Tel: +45 43 24 26 62 e-mail: ht@techmedia.dk
<b>Print</b>	PE Offset A/S Tømmervej 9 DK-6800 Varde
<b>Subscription</b>	Changes/cancellation: abonnement@techmedia.dk Order subscription at: www.techmedia.dk

## Electronic Advertisement Material

### General:

Data quantities <10 MB can be emailed to the recipient.

Data quantities >10 MB must be submitted via  
www.wetransfer.com

We work in the PC environment using the following tools:  
InDesign, Illustrator and Photoshop.

### Fonts:

As a starting point, the used fonts are to be submitted;  
they can be included in a PDF or vectored before  
submission.

### PDF:

PDF's are to be submitted in print quality 300 dpi.  
TechMedia A/S is not liable for errors in the submitted  
PDF material.

### Advertisement Text:

Text for advertisements can be submitted in a Word document or written in an email.

### Photos:

Photos are to be submitted in print quality 300 dpi in TIFF format (file name.tif) or J-PEG format (file name.jpg). Photos submitted in lower than the requested quality can be used, however TechMedia A/S cannot be held responsible for the quality.

Photos from the internet are usually not of print quality.

### Graphics and Logos:

As a starting point, graphics and logos are to be submitted in Illustrator-EPS format (file name.eps) or –AI (file name.ai). Alternatively, material can be submitted in PDF format (file name.pdf), TIFF format (file name.tif) or J-PEG format (file name.jpg).

Logos from the internet are usually not of print quality.

### Contact:

We value good customer communications and are willing to mentor and offer advice within our areas of expertise. Should we on receipt of advertisement material have any doubts or questions regarding the material or quality, we always contact the customer.

For questions regarding advertising material in Plus ProceS, please contact Marianne Dieckmann, tel: +45 43 24 26 82 or via e-mail: md@techmedia.dk

# General Information

## Editorial objective:

Plus Proces is an independent periodical containing bona fide information for professionals on development and trends in the food industry. The journal is distributed to subscribers and non-subscribers, reaching decision-makers within trade, industry and laboratories, related to food, beverage and the tobacco industry.

## Nine good reasons for choosing Plus Proces

- 1 Plus Proces has the highest number of recipients, making it Denmark's most important trade journal.
- 2 The foundation stones of Plus Proces are:
  - Equipment and machinery for industrial processing of foods and beverages
  - Industrial automation, robotics and IT
  - Food analysis and equipment and instruments for the Food lab
  - Ingredients for use in the food and beverage industry
- 3 Plus Proces is the only trade journal with an All-Danish approach to the food and beverage industry. Consequently all articles are exclusively chosen to meet the requirements of the trade.
- 4 The editorial contents of Plus Proces cover such subjects as industrialized food production/technology, quality control (laboratories and analysis) quality testing and product development and sales (market trends).
- 5 Professionals within the industry will always find relevant articles in Plus Proces.
- 6 Plus Proces is distributed to all Food Technologists and Fisheries Technicians in Denmark.
- 7 The editorial line is generally more in-depth than comparative journals.
- 8 Every issue carries themes of immediate interest to the carefully selected target groups within the food industry.
- 9 Genuine paper and print quality.

