

PLUS PROCES



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Editorial Calendar 2022

No.	Publication Date	Closing Date	Editorial Calendar
1	February 8	January 11	Water and environmental technology; waste management, wastewater treatment and energy optimization Packaging, labeling, packaging- and filling machines
2	March 15	February 11	Robotics and automation; robots, industry 4.0, factory and process automation Processing equipment; weighing and dosing, pumps and filtration Trade show: R-22, Odense, March 23-25 (DK)
3	April 20	March 17	Hygiene and food safety; traceability, production hygiene and microbiology Visual inspection; vision and x-ray technology Trade show: Anuga Foodtec, Cologne, April 26-29 (D) Trade show: IFFA, Frankfurt, May 14-19 (D)
4	June 8	May 2	Equipment for food production and processing; cooling, pumps, mixing, sealing and transmission technology
5	August 30	August 1	Robotics and automation; robots, industry 4.0, factory and process automation Hygiene and food safety; traceability, production hygiene and microbiology Trade show: Powtech, Nuremberg, August 30 - September 1 (D) Trade show: LabDays, Copenhagen, September 7-8 (DK) Trade show: Automatik, Brøndby, September 13-15 (DK)
6	September 27	August 26	Robotics and automation; robots, industry 4.0, factory and process automation Water and environmental technology; waste management, wastewater treatment and energy optimization Trade show: Scanpack, Gothenburg, October 4-7 (S) Trade show: SIAL, Paris, October, 15-19 (F)
7	October 25	September 26	Food Technology; process technology, automation, robots, packaging and filling machines, wastewater treatment, hygiene and cleaning Trade show: FoodTech, IFC & DiaLabXpo, Herning, November 1-3 (DK) Trade show: BrauBeviale, Nuremberg, November 8-10 (D) Follow-up, Automatik trade show
8	December 6	November 7	Equipment for food production and processing; eighing and dosing, pumps, valves, filtration, cooling, tanks and silos Hygiene and food safety; traceability, production hygiene and microbiology Follow-up, FoodTech trade show

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.

Advertisement Formats and Prices

Format	W × H (mm)	4 colours
1/1 page	185 × 265	4331
1/2 page vertical	90 × 265	2862
1/2 page horizontal	185 × 125	2862
1/3 page	185 × 85	2350
1/4 page vertical	90 × 125	1965
1/4 page horizontal	185 × 63	1965
1/8 page	90 × 63	1483
Back cover*	210 × 237	4656
Front cover	200 × 40	4360
Spread	388 × 265	6895
60×45	60 × 45	430

All prices in €. *Borderless. 3 mm extra for cutting on all 4 sides
Valid to December 31, 2022.

Other Prices:

Print to edge/Bleed	+ 10%
Special Placement	+ 10%
Advertisement space, mm price	€ 11,67

Inserts:

Please obtain quotation

Online possibilities:

We offer a wide range of online solutions e.g.:

Add link € 67

For other online options please go to the media kit on: foodfokus.dk

Repeat Discount **::

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

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 14 journal magazines the advertisement/s are placed in. These discounts cannot be combined with other discounts.

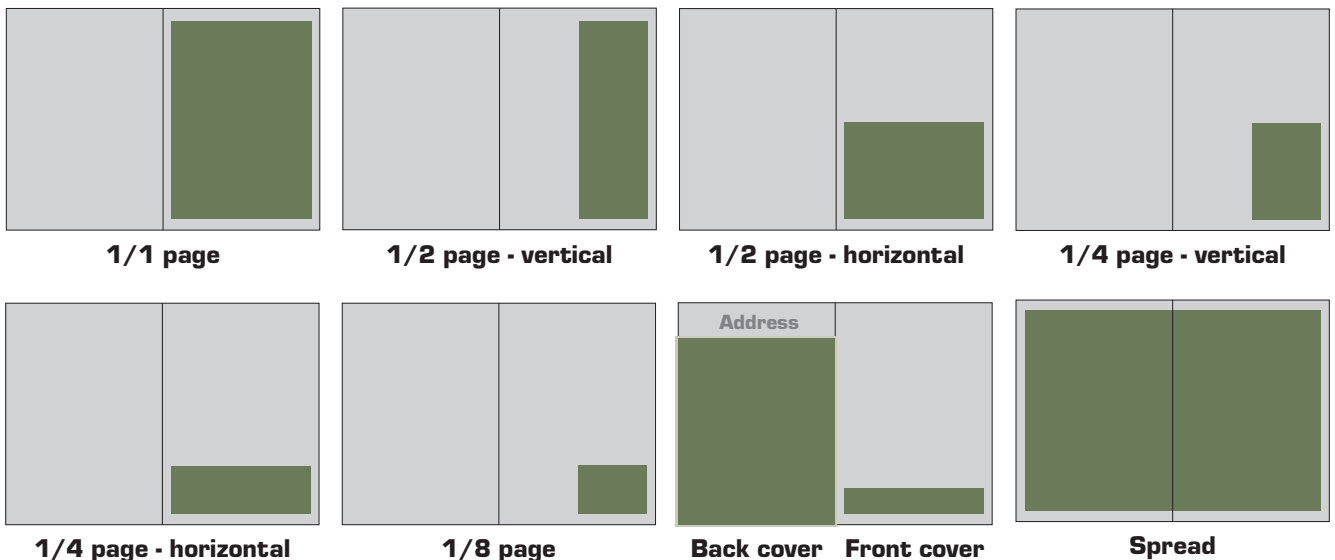
Advertisement Cancellation Deadline:

30 days prior to advertisement deadline - with the exception of first edition in August, which is 60 days prior to 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.

Contact Information:

Advertisement Bookings:	Jesper Bækmark Tel: +45 43 24 26 77 · e-mail: jb@techmedia.dk
Advertisement Material:	Marianne Dieckmann Tel: +45 43 24 26 82 · e-mail: md@techmedia.dk



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	80 g, My Sol

Colourprofiles:

Magazine	Download colourprofile - click here
Newspaper	Download colourprofile - click here

Publisher Information:

Publisher	TechMedia A/S Naverland 35 DK-2600 Glostrup Tel: +45 43 24 26 28 www.techmedia.dk
Editorial	Helle Friemann Nielsen, (editor-in-chief) Tel: +45 43 24 26 37 e-mail: hfn@techmedia.dk
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Buyers Guide	Heidi Thode Tel: +45 43 24 26 62 e-mail: ht@techmedia.dk
Print	PE Offset A/S Tømmervej 9 DK-6800 Varde
Subscription	Changes/cancellation: abonnement@techmedia.dk Order subscription at: www.techmedia.dk

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 Adobe Creative Cloud.

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.

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.

Using web and email addresses in advertisements:

It is possible to have clickable web and email addresses in the ads in the digital issues of Plus Proces.

How to do it:

- Web and email addresses must be text only
- Space must be added between web and email addresses and other text
- Email addresses are to be written in full and include @
- Web addresses are to be written in full and include www.

TechMedia A/S cannot be held responsible for web-links not working correctly.

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

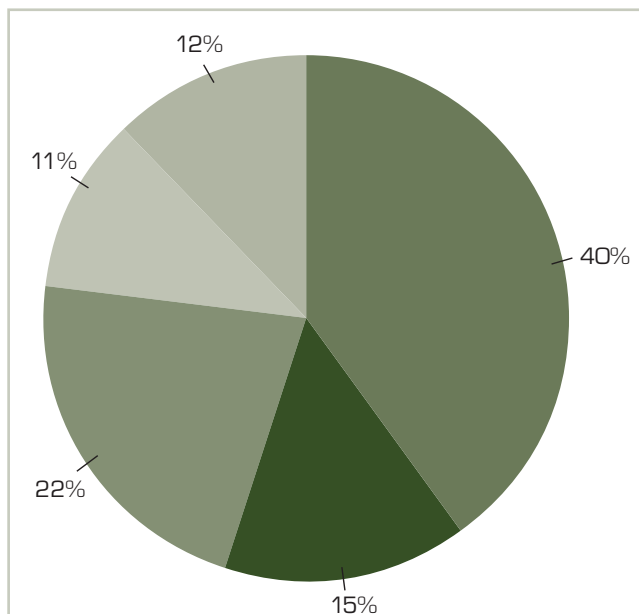
General Information

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.



Readership profile:

40% - 2007

Food industry
(Breweries, dairies, meat industry, fish processing industry, fruit and vegetable industry, the baking industry, the ingredient industry)

15% - 730

Food technologists

22% - 1085

Machine industry

11% - 551

Other industries
(Chemical industry, iron and metal industry, electronics industry)

12% - 597

Public enterprises

Printed circulation per issue: 4970

Monthly readers of the digital version: 383