

Your tool to media coverage

EMBALLAGEFOKUS

- in cooperation with www.Packnews.dk

www.emballagefokus.dk



M e d i a k i t

TechMedia 

As a FOKUSpartner on EMBALLAGEFOKUS you will get:

- ✘ A professional and relevant channel for the distributing of own news and press releases.
- ✘ A high degree of visibility.
- ✘ An important tool in your strategic marketing.
- ✘ Possibility of getting in contact with the readers via the newsletter.
- ✘ Press releases or news can be supplied through the relevant professional channels – when you wish!
- ✘ Possibility of searching for new qualified employees.
- ✘ Access to upload brochures and whitepapers.
- ✘ An easy and user friendly tool that does not steal your time!

Join us as a FOKUSpartner:

A good relationship with the press can be very beneficial. A dedicated inclusion of professional media in your external communication strategy gives you a number of benefits:

You will be able to:

- Share relevant knowledge
- Inform about employees and company news in general
- Share product information
- Communicate company policies

... Possibilities are endless!

The combination of PR and advertising is – without comparison – the best way to influence the market.

Also brochures and whitepapers:

To companies in technical businesses clear and precise product information is of vital importance. As a FOKUSpartner you will be able to upload information as brochures and whitepapers to the website.

We have made it easy for you to publish your news:

As a FOKUSpartner you will get direct access to upload all of your news information on www.emballagefokus.dk.

ONLY 6000 DKK per year

Call René Bodin for further information: tel. +45 43 24 26 47

EMBALLAGEFOKUS – it is crucial which professional media you choose:

EmballageFOKUS is a digital supplement to the well-known InPak printed magazine from TechMedia that covers all pro-aspects of packaging.

EmballageFOKUS is a digital news media that is frequently being updated. All articles for EmballageFOKUS are written by the editor covering every news in a highly professional and decent way.

EmballageFOKUS is targeted on the packaging industry in general: Labels, stickers, automation, machinery,

logistics/storage, food and non-food packaging and news in general: all relevant news and trends.

Further you will find other interesting articles about finance, marketing and general research.

As a FOKUSpartner you will on this platform get the opportunity to present yourself with editorial contributions. It will be displayed in a unique and graphical highlighted Partner-box in parallel with other important information for the industry.

Banner advertising

You additionally will get the possibility of advertising on www.emballagefokus.dk or in the EmballageFOKUS newsletter.

Banner advertising on these platforms is open to all, but as a FOKUSpartner you will get increased visibility by combining your partnership with advertising.

On the website www.emballagefokus.dk:

Type*	Size W × H (px)	Price per month	Max. file size: Non animated/Static	Max. file size: Animated**
Top banner	1140 × 140	1072	200 KB	200 KB
Front banner	300 × 250	403	100 KB	100 KB
Category banner	300 × 250	201	100 KB	100 KB
Article banner	728 × 90	669	100 KB	100 KB

*Banner advertising on the website is supported by the following formats in 72dpi: JPG, GIF and PNG.

SWF (Flash version 10.1 or older) and javascripts from third-party suppliers (AdSense etc.).

**Animated banners can have a max. length of 15 sec. but can only be used on the website (no animations in the newsletter).

All banners (with equal sizes) on the website main page are rotated mutually with each other.

All banners (with equal sizes) on the website category pages within the same category are rotated mutually with each other.

The topbanner position can be shared by a maximum of four advertisers.

In the newsletter from EMBALLAGEFOKUS:

Type*	Size W × H (px)	Price per month	Max. file size:
Top banner	728 × 90	1141	100 KB
Main banner	520 × 130	940	100 KB
Banner	250 × 250	671	100 KB

*Banner advertising in the newsletter is supported by the following formats in 72dpi: JPG, GIF and PNG.

No animated banners in the newsletter are possible.

All prices in €. Valid until December 31, 2018.

Contact Information:

Banner booking:	René Bodin Tel.: +45 43 24 26 47 · e-mail: rb@techmedia.dk
Banner material:	Michael Barrett Boesen Tel.: +45 43 24 26 43 · e-mail: mb@techmedia.dk





EMBALLAGE FOKUS

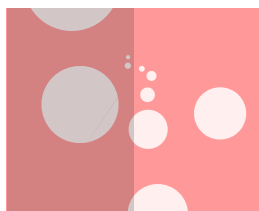
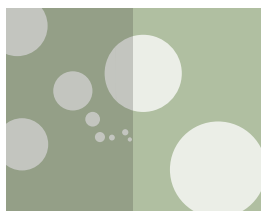
- in cooperation with  Packnews.dk



TOP BANNER 728 × 90 px



MAIN BANNER 520 × 130 px



BANNER
250 × 250 px

BANNER
250 × 250 px