

Your tool to media coverage

TEKNISKFOKUS

- digital platform for **teknisk nyt**

www.tekniskfokus.dk



Latest version
available on
www.tekniskfokus.dk

M e d i a k i t

TechMedia 

As a FOKUSpartner on TEKNISKFOKUS you get:

- ✘ A professional and relevant channel for distributing 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.
- ✘ In general: 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 clients and the public about employee changes and company news in general
- Distribute 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.tekniskfokus.dk.

ONLY 6000 DKK per year

Call Tomas Thordarson for further information: tel. +45 43 24 26 61

TEKNISKFOKUS is a digital platform for the magazine Teknisk Nyt

TekniskFOKUS is a digital platform for the magazine Teknisk Nyt.

Just as the magazine, TekniskFOKUS addresses engineers, machine builders and technicians within the Danish machine and process industry. The primary focus is on automation, production and process optimization.

TekniskFOCUS offers a relevant overview of news and events within the process and machine industries.

The platform is supported by a weekly newsletter, which summarizes the main news.

TekniskFOKUS is the new version of the former platform, teknisknyt-online.dk.

Banner advertising

You additionally will get possibility of advertising on www.tekniskfokus.dk or in the TekniskFOKUS 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.tekniskfokus.dk:

Type*	Size W × H (px)	Price per month	Max. file size: Non animated/Static	Max. file size: Animated**
Top banner	1140 × 140	1.119	200 KB	200 KB
Front banner	300 × 250	671	100 KB	100 KB
Category banner	300 × 250	335	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.

HTML5 with clickTag 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 **TEKNISKFOKUS**:

Type*	Size W × H (px)	Price per month	Max. file size:
Top banner	728 × 90	1.342	100 KB
Main banner	520 × 130	940	100 KB
Banner	250 × 250	671	100 KB

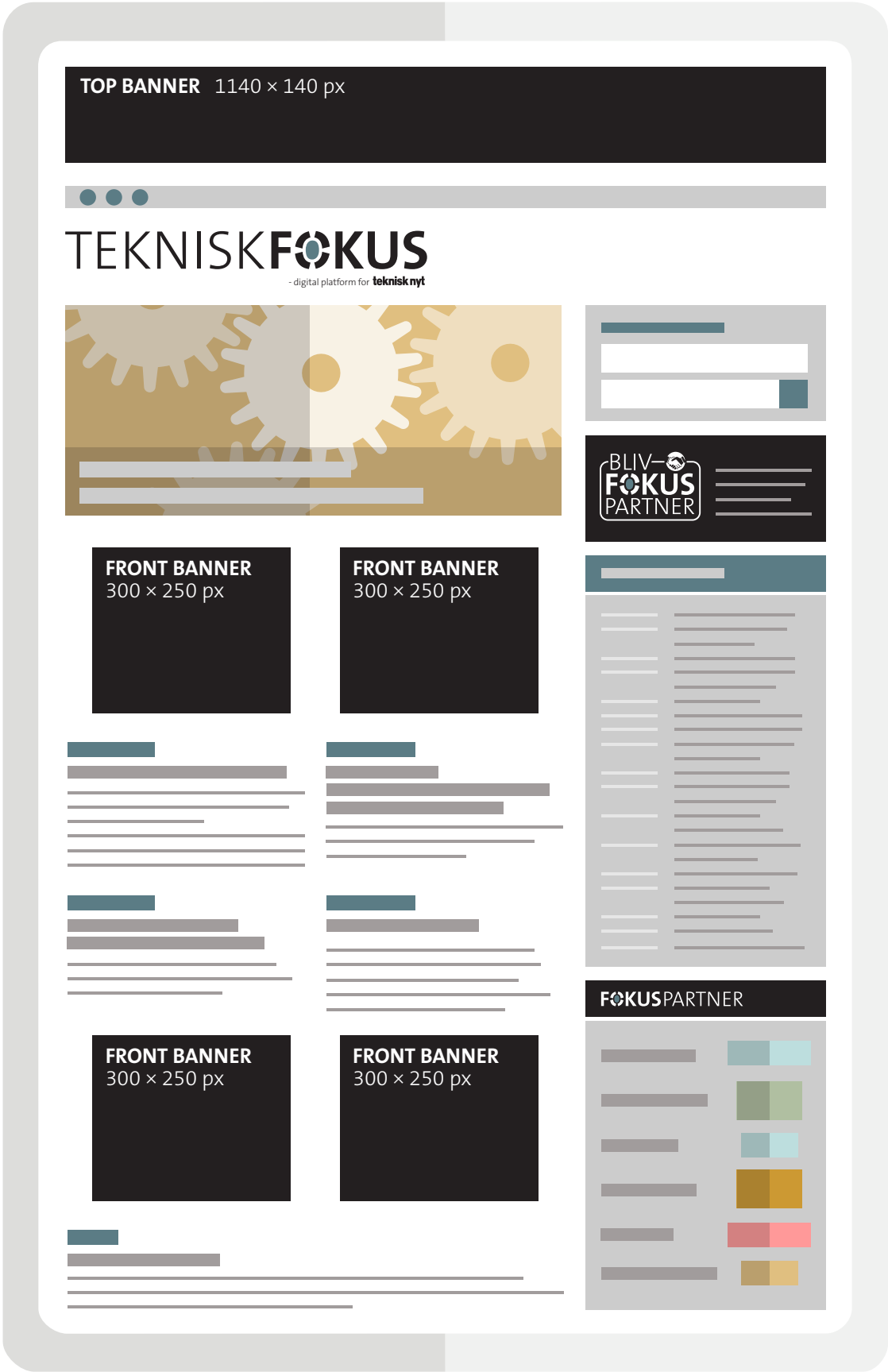
*Banner advertising in the newsletter is supported by the following formats in 72dpi: JPG, GIF and PNG.

No animated banners in the newsletter are possible.

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

Kontaktoplysninger:

Banner booking:	Tomas Thordarson Tel.: 43 24 26 61 · e-mail: tt@techmedia.dk
Banner material:	Michael Barrett Boesen Tel.: +45 43 24 26 43 · e-mail: mb@techmedia.dk





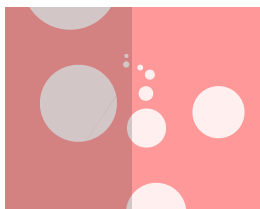
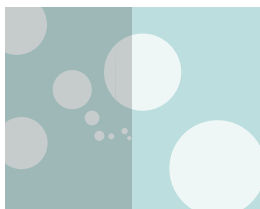
TEKNISKFOKUS



TOP BANNER 728 x 90 px



MAIN BANNER 520 x 130 px



BANNER
250 x 250 px

BANNER
250 x 250 px

