

PLUS PROCES



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Editorial Calendar 2024

No.	Publication Date	Closing Date	Editorial Calendar
1	February 6	January 12	Water and environmental technology; waste management, wastewater treatment and energy optimization Packaging, labeling, packaging- and filling machines
2	March 5	February 9	Robotics and automation; robots, industry 4.0, factory and process automation Processing equipment; weighing and dosing, pumps and filtration Trade show: R-24, Odense, March 13-15 (DK) Trade show: Anuga Foodtec, Cologne, March 19-22 (D)
3	April 16	March 12	Hygiene and food safety; traceability, production hygiene and microbiology Visual inspection; vision and x-ray technology Trade show: Hannover Messe, Hannover, April 22-26 (D)
4	June 4	May 7	Equipment for food production and processing; cooling, pumps, mixing, sealing and transmission technology
5	September 3	August 9	Robotics and automation; robots, industry 4.0, factory and process automation Hygiene and food safety; traceability, production hygiene and microbiology Trade show: Automatik, Brøndby, September 10-12 (DK) Trade show: LabDays, Copenhagen, September 4-5 (DK)
6	September 24	August 29	Food technology; process technology, automation, robotics, packaging, labeling, packaging- and filling machines, process- and wastewater, hygiene and cleaning Trade show: FoodTech and IFC, Herning, October 1-3 (DK) Trade show: SIAL, Paris, October 19-23 (F) Trade show: Scanpack, Gothenburg, October 22-25 (S)
7	November 12	October 18	Follow-up Automatik Follow-up FoodTech Robotics and automation; robots, industry 4.0, factory and process automation Water and environmental technology; waste management, wastewater treatment and energy optimization
8	December 3	November 8	Equipment for food production and processing; weighing and dosing, pumps, valves, filtration, cooling, tanks and silos Hygiene and food safety; traceability, production hygiene and microbiology

Please note that editorial deadlines are always a week earlier than closing dates for advertisements.
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	4547
1/2 page vertical	90 × 265	3005
1/2 page horizontal	185 × 125	3005
1/3 page	185 × 85	2467
1/4 page vertical	90 × 125	2064
1/4 page horizontal	185 × 63	2064
1/8 page	90 × 63	1557
Back cover*	210 × 237	4888
Front cover	200 × 40	4546
Spread	388 × 265	7239
60×45	60 × 45	451

All prices in €. *Borderless. 3 mm extra for cutting on all 4 sides
Valid to December 31, 2023.

Other Prices:

Print to edge/Bleed	+ 10%
Special Placement	+ 10%
Advertisement space, mm price	€ 12,25

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

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.

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%

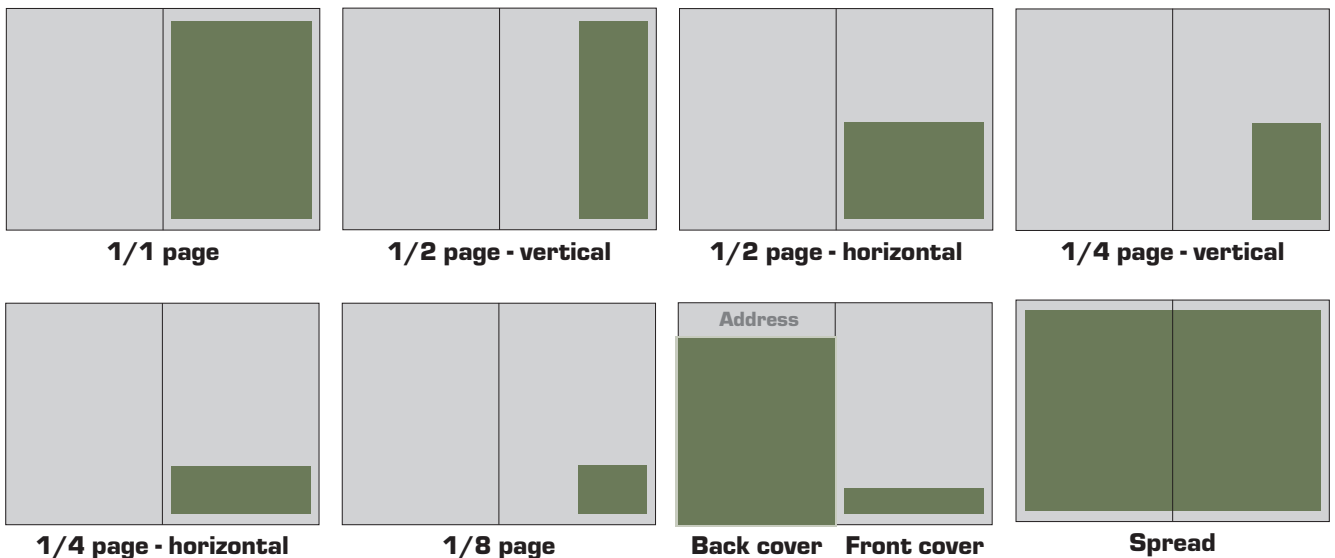
Turnover Discount**:

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.

Contact Information:

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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, Arctic Matt

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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Print	PE Offset A/S Tømmervej 9 DK-6800 Varde
Subscription	Order subscription, changes/cancellation at: abonnement@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

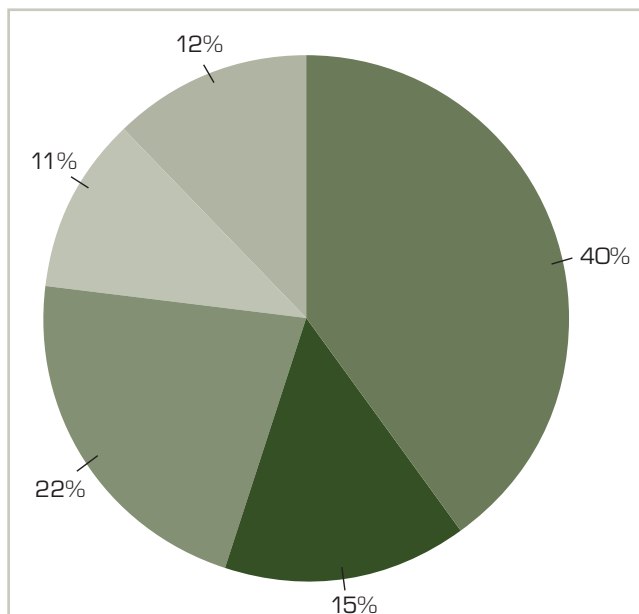
General Information

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 and beverage 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% - 2004

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

■ 15% - 752

Food technologists

■ 22% - 1102

Machine industry

■ 11% - 551

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

■ 12% - 601

Public enterprises

Printed circulation per issue: 5010

Recipients of the digital version: 1349