PLUS **PROCES**






mediakit 2027

TechMedia

Editorial Calendar 2027

No.	Publication Date	Ad Material Deadline	Editorial Calendar
1	February 10	January 8	Water and environmental technology; waste management, wastewater treatment and energy optimization Packaging, labeling, packaging- and filling machines **Trade show: Anuga Foodtech, Köln, February 23-26 (D)**
2	March 31	February 18	Robotics and automation; robots, industry 4.0, factory and process automation Processing equipment; weighing and dosing, pumps and filtration **Trade show: Hannover Messe, Hannover, April 5-9 (D)**
3	May 5	March 30	Hygiene and food safety; traceability, production hygiene and microbiology Visuel inspection; vision and x-ray technology **Trade show: Robotbrag, Odense, May 13-14 (DK)** **Trade show: Industrimässorna Öresund, Malmö, May 19-20 (S)**
4	June 9	April 29	Equipment for food production and processing; cooling, pumps, mixing, sealing and transmission technology
5	September 8	August 6	Hygiene and food safety; traceability, production hygiene and microbiology Water and environmental technology; waste management, wastewater treatment and energy optimization **Trade show: LabDays, Aarhus, September 15-16 (DK)**
6	September 29	August 23	**Trade show: hi Tech & Industry Scandinavia and IFC 2027, Herning, October 5-7 (DK)** (Automation and robotics, sub suppliers, food processing technologies, machines, tools, welding, surface treatment and production and logistics). **Trade show: Danfish, Aalborg, October 12-14 (DK)**
7	October 20	September 17	Robotics and automation; robots, industry 4.0, factory and process automation Packaging, labeling, packaging- and filling machines **Trade show: Scanpack, Göteborg, October 26-29 (S)** **Trade show: BrauBeviale, Nuremberg, November 9-11 (D)**
8	December 8	November 3	Equipment for food production and processing; weighing and dosing, pumps, valves, filtration, cooling, tanks and silos Hygiene and food safety; traceability, production hygiene and microbiolog **Follow-up hi Tech & Industry Scandinavia 2027**

Please note that editorial deadlines are always a week earlier than the ad material deadline.
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	4625
1/2 page vertical	90 × 265	3063
1/2 page horizontal	185 × 125	3063
1/3 page	185 × 85	2520
1/4 page vertical	90 × 125	2104
1/4 page horizontal	185 × 63	2104
1/8 page	90 × 63	1588
Back cover	210 × 297*	4986
Front cover	200 × 40	4624
Spread	388 × 265	7373
60×45	60 × 45	456

All prices in €. *Borderless. 3 mm extra for cutting on all 4 sides
The prices are valid for the period January 1 - December 31 2027.

Other Prices:

Print to edge/Bleed + 10%
Special Placement + 10%

Inserts:
Please obtain quotation

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.

Contact Information:

Advertisement Bookings:	Jesper Bækmark Tel: +45 51 34 82 43 · e-mail: jb@techmedia.dk
Advertisement Material:	Maria Frausing Tel: +45 26 77 90 54 · e-mail: maria@techmedia.dk

Online Possibilities:

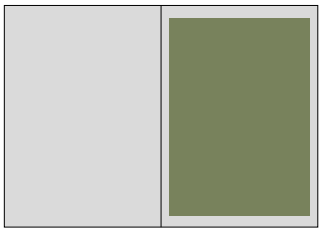
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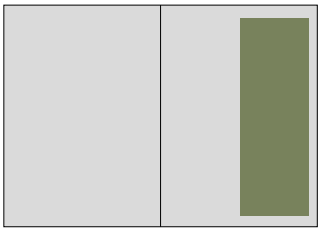
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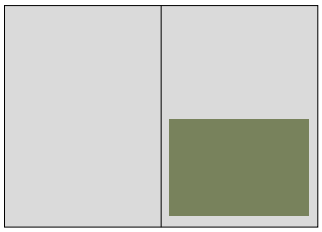
For other online options please call us or go to the digital platform of Plus Proces on www.foodprocesfokus.dk

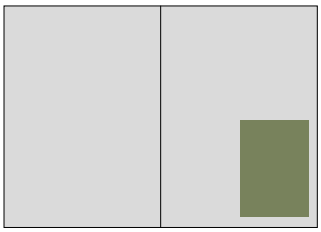
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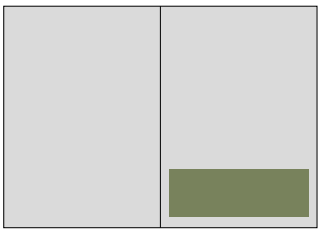
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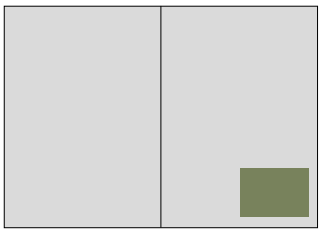

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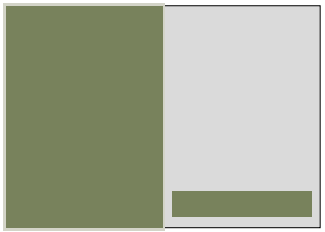

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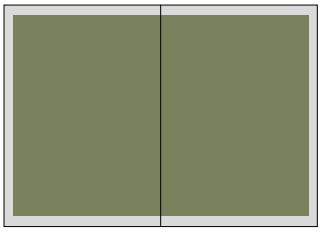

1/2 page - horizontal


1/4 page - vertical


1/4 page - horizontal


1/8 page


Back cover **Front cover**


Spread

PLUS PROCES

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 ApS Gammel Strandvej 20 DK-2990 Nivå Tel: +45 43 24 26 28 www.techmedia.dk
Editorial	Helle Friemann Nielsen, (editor-in-chief) Tel: +45 51 34 82 61 E-mail: hfn@techmedia.dk
Advertisements	Jesper Bækmark Tel: +45 51 34 82 43 E-mail: jb@techmedia.dk
Advertisement Material	Maria Frausing Tel: +45 26 77 90 54 E-mail: maria@techmedia.dk
Print	PE Offset A/S
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 ApS 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 ApS 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 ApS 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 Maria Frausing, tel: +45 26 77 90 54 or via e-mail: maria@techmedia.dk

General Information

Editorial objective:

Plus Proces is an independant periodical containing bona fide information for professionals on development and trends in the food industry. The journal is distributed to subscribers and non-subscripers, 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).

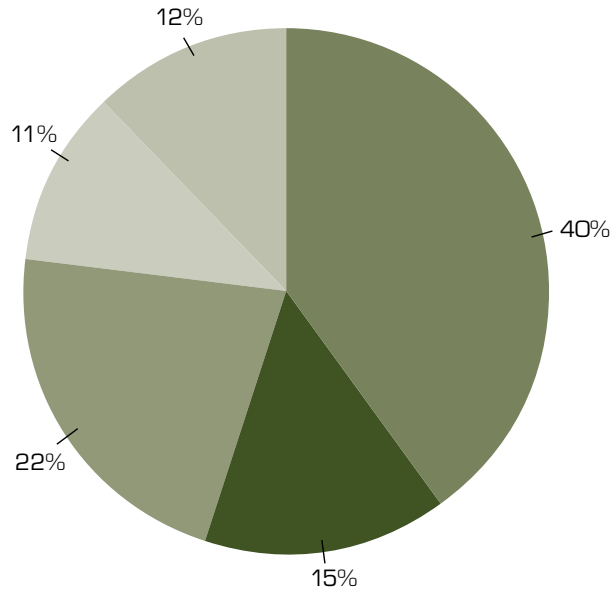
5 Professionals within the industry will always find relevant articles in Plus Proces.

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% - 2068**
  Food industry
  (Breweries, dairies, meat industry, fishprocessing industry, fruit and vegetable industry, the baking industry, the ingredient industry)
- **15% - 771**
  Food technologists
- **22% - 1132**
  Machine industry
- **11% - 566**
  Other industries
  (Chemical industry, iron and metal industry, electronics industry)
- **12% - 612**
  Public enterprises

Circulation per issue: 5149