

Your tool to media coverage

ELFOKUS

www.elfokus.dk



Latest version
available on
www.elfokus.dk

M e d i a k i t

TechMedia 

As a FOKUSpartner on ELFOKUS you will get:

- ✗ A professional and relevant channel for the distribution of own news and press releases.
- ✗ A high degree of visibility.
- ✗ An important tool in your strategic marketing.
- ✗ Possibility of getting in contact with 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 FOKUSpartner:

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

You will be able to:

- Share relevant knowledge
- Inform 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/or whitepapers to the website.

We have made it easy for you to publish news:

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

ONLY 6000 DKK per year

Call Tanja Wulff Dühning, tel.: +45 43 24 26 06
or René Bodin, tel.: +45 43 24 26 47
for further information

ELFOKUS – it is crucial which professional media you choose:

ELFOKUS gives you a quick and relevant overview of all news inside power electronics and installations. Further: ELFOKUS is the platform on which highly competent editorials have gathered best articles and the latest knowledge in the field.

ELFOKUS originates from the two TechMedia magazines: "Elteknik" and "Installations Nyt". It's the editors of these magazines who are behind the updates and the two weekly newsletters.

Banner advertising

You additionally will get the possibility of advertising on www.elfokus.dk or in the ELFOKUS 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.elfokus.dk:

Type*	Size W × H (px)	Price per month	Max. file size: Non animated/Static	Max. file size: Animated**
Top banner	560 × 140	615	100 KB	100 KB
Front banner	300 × 250	273	100 KB	100 KB
Category banner	300 × 250	205	100 KB	100 KB
Article banner	728 × 90	681	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. We do not offer support on HTML5 and javascripts.
We use Google Ad Manager.

**Animated banners can have a max. length of 15 sec.

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.

All banner positions on the website – including banner positions on each category page - can be shared by a maximum of two advertisers.

In the newsletter from ELFOKUS:

Type*	Size W × H (px)	Price per month	Max. file size:
Top banner	728 × 90	957	100 KB
Main banner	520 × 130	957	100 KB
Banner 1 - 2	250 × 250	273	100 KB
Banner 3 - 4	250 × 250	273	100 KB
Banner 5 - 6	250 × 250	273	100 KB

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

All prices in €. Valid until December 31, 2022.

Contact Information:

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Banner examples – front page of elfokus.dk



Banner examples – post and category pages on elfokus.dk



