

Your tool to media coverage

ELEKTRONIKFOKUS

www.elektronikfokus.dk



Latest version
available on
www.elektronikfokus.dk

M e d i a k i t

TechMedia 

As a FOKUSpartner on ELEKTRONIKFOKUS you will 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 readers via the newsletter.
- ✕ Press releases or news will be supplied through 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 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 get direct access to upload all of your news information on www.elektronikfokus.dk.

ONLY 7300 DKK (€ 980) per year

Call Johnny Elmeskov: tel.: +45 43 24 26 65
for further information

ELEKTRONIKFOKUS – it is crucial which professional media you choose:

ElektronikFOKUS is market leader and Denmark's largest dedicated digital publication aimed at the electronics industry.

The highly competent editorials of ElektronikFOKUS will ensure you a high level of seriousness and relevance of all published contents. Our primary task is to feed the professional electronic industry with business relevant, international news, technical articles, analyses, product releases and general info about companies and people.

Editorial focus is within: Production, design, development, embedded, IoT, cyber security, automation and robots, testing and measuring etc.

The vast majority of readers are electronics engineers and technicians.

This ensures you - as a FOKUSpartner - that you will get all your posts and editorial contributions presented in the most respected media of the industry.

ElektronikFOKUS is operated and published by the people behind Current Electronics.

Banner advertising

You additionally will get the possibility of advertising on www.elektronikfokus.dk or in the ElektronikFOKUS 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.elektronikfokus.dk:

Type*	Size W × H (px)	Price per month	Max. file size: Non animated/Static	Max. file size: Animated**
Top banner	560 × 140	605	100 KB	100 KB
Front banner	300 × 250	268	100 KB	100 KB
Category banner	300 × 250	75	100 KB	100 KB
Article banner	728 × 90	682	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 ELEKTRONIKFOKUS:

Type*	Size W × H (px)	Price per month	Max. file size:
Top banner	728 × 90	622	100 KB
Main banner	520 × 130	525	100 KB
Banner 1 - 6	250 × 250	296	100 KB

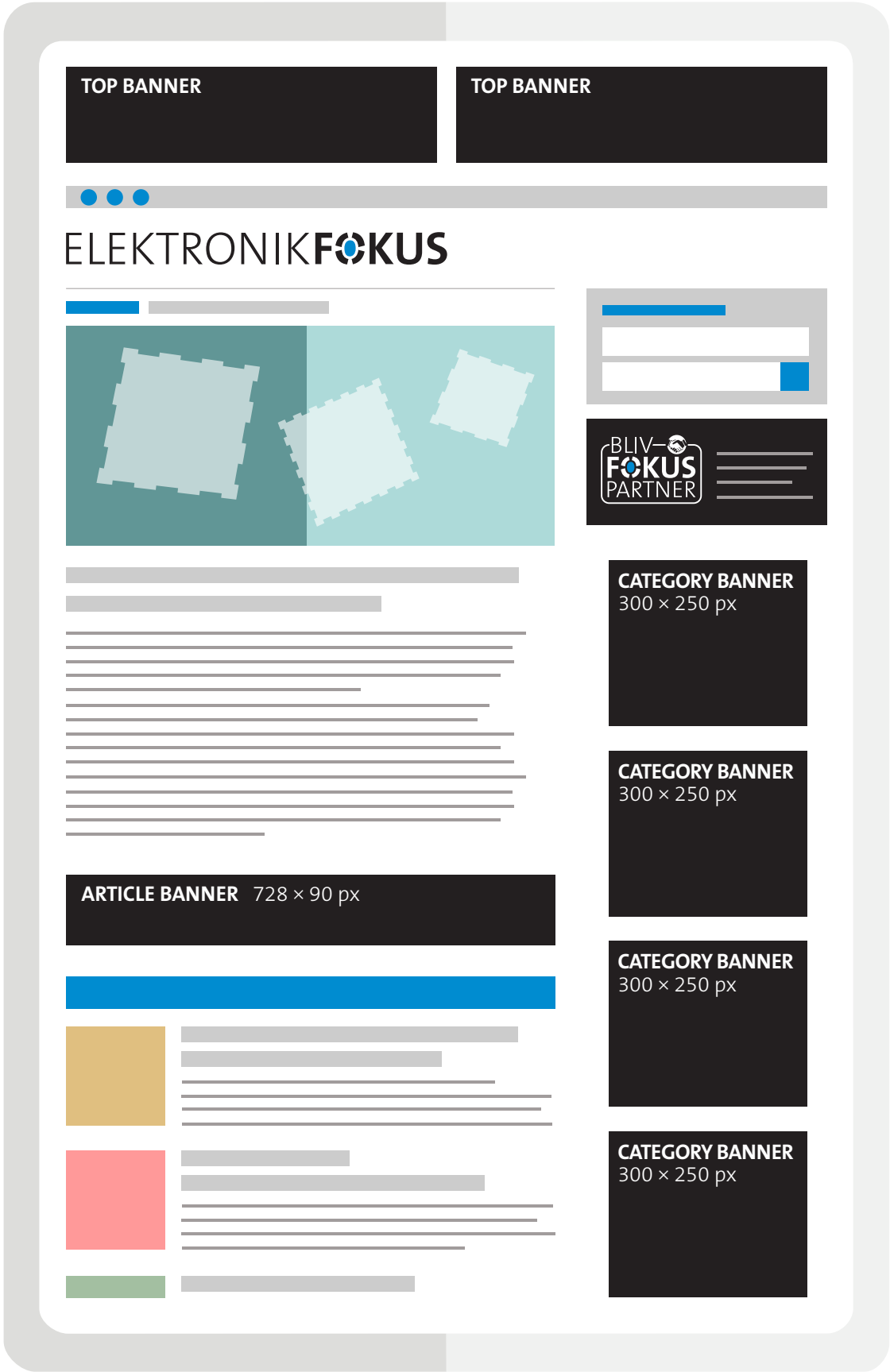
*Banner advertising in the newsletter is supported by the following formats in 72dpi: JPG, GIF and PNG.

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

Contact Information:

Banner booking:	Johnny Elmeskov Tel.: +45 43 24 26 65 · e-mail: je@techmedia.dk
Banner material:	Michael Barrett Boesen Tel.: +45 43 24 26 43 · e-mail: mb@techmedia.dk

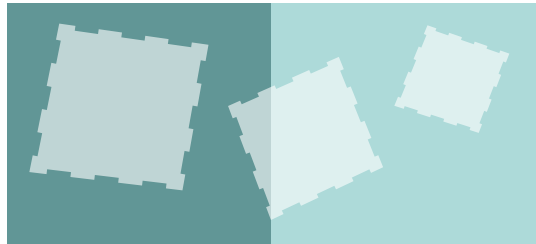




ELEKTRONIK**F**OKUS



TOP BANNER 728 × 90 px



MAIN BANNER 520 × 130 px



BANNER
250 × 250 px

BANNER
250 × 250 px

