

Your tool to media coverage

FOODPROCESFØKUS.dk

- digital platform for **PLUS PROCES**

www.foodprocesfokus.dk



Latest version
available on
www.foodprocesfokus.dk

M e d i a k i t

TechMedia

As a FOKUSpartner on FOODPROCESFOKUS.dk 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.foodprocesfokus.dk.

ONLY 6000 DKK per year ex. VAT.

Call Jesper Bækmark for further information: tel. +45 43 24 26 77

FOODPROCESFOKUS.dk is a digital platform for the magazine Plus Proces

FoodprocesFOKUS addresses – like the magazine Plus Proces – actors in the foodtec industry, including machine builders and technical decisionmakers such as production managers, quality managers, laboratory managers, IT managers, product development managers and buyers.

The predominant focus is on food technology and industrial production/processing of food and beverages. The primary areas are process and production equipment and machines for the industrial production of food, automation, IT and robot technology, packaging and filling machines, hygiene and food safety and laboratory technology.

FoodprocesFOKUS provides an overview of news and events within the foodtech area – big and small. The platform is supported by a weekly newsletter that summarizes the week's news.

FoodprocesFOKUS is operated and published by the people behind Plus Proces.

Banner advertising

You additionally will get possibility of advertising on www.foodprocesfokus.dk or in the FoodprocesFOKUS 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.foodprocesfokus.dk:

Type*	Size W × H (px)	Price per month €	Max. file size: Non animated/Static	Max. file size: Animated**
Top banner	1140 × 140	1.164	200 KB	200 KB
Front banner	300 × 250	698	100 KB	100 KB
Category banner	300 × 250	349	100 KB	100 KB
Article banner	728 × 120	724	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.

The topbanner position can be shared by a maximum of four advertisers.

In the newsletter from

Type*	Size W × H (px)	Price per month €	Max. file size:
Top banner	740 × 120	1.396	100 KB
Main banner	740 × 120	978	100 KB
Big banner 1	740 × 120	957	100 KB
Big banner 2	740 × 120	957	100 KB
Banner 1 - 6	300 × 250	698	100 KB

*Banner advertising in the newsletter is supported by the following formats in 72dpi: JPG, PNG and GIF. Max file size 100kb

GIFs can be animated, but might encounter problems depending on the subscribers mail client.

All prices in €, ex. VAT. Valid until December 31, 2024.

We make reservations for any errors and missing entries in the price list.

Contact information:

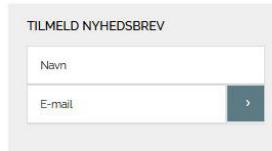
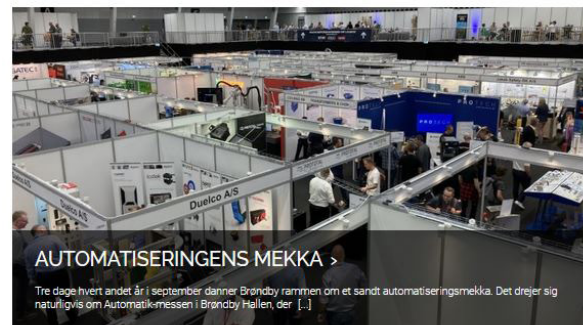
Banner booking:	Jesper Bækmark Tel.: +45 43 24 26 77 · e-mail: jb@techmedia.dk
Banner material:	Michael Barrett Boesen Tel.: +45 43 24 26 43 · e-mail: mb@techmedia.dk

Website | frontpage banners

MOCKUP



TOP BANNER
1140 x 140 px



FRONT BANNER
300 x 250 px

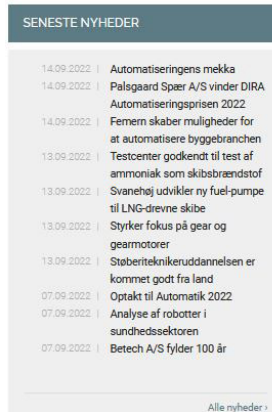


Aktuelt 14. 09. 2022
PALSGAARD SPÆR A/S VINDER DIRA AUTOMATISERINGSPRISEN 2022

DIRA Automatiseringsprisen går i år til Danmarks ældste spærfabrik Palsgaard Spær, der ligger i den jyske by Hampen. Spærfabrikken har automatiseret [...]

Aktuelt 14. 09. 2022
FEMERN SKABER MULIGHEDER FOR AT AUTOMATISERE BYGGEBRANCHEN

Konstruktionen af den kommende Femernforbindelse skaber nye muligheder for at implementere robotter, automation og droner i byggeriet på Nordeuropas [...]



FRONT BANNER
300 x 250 px

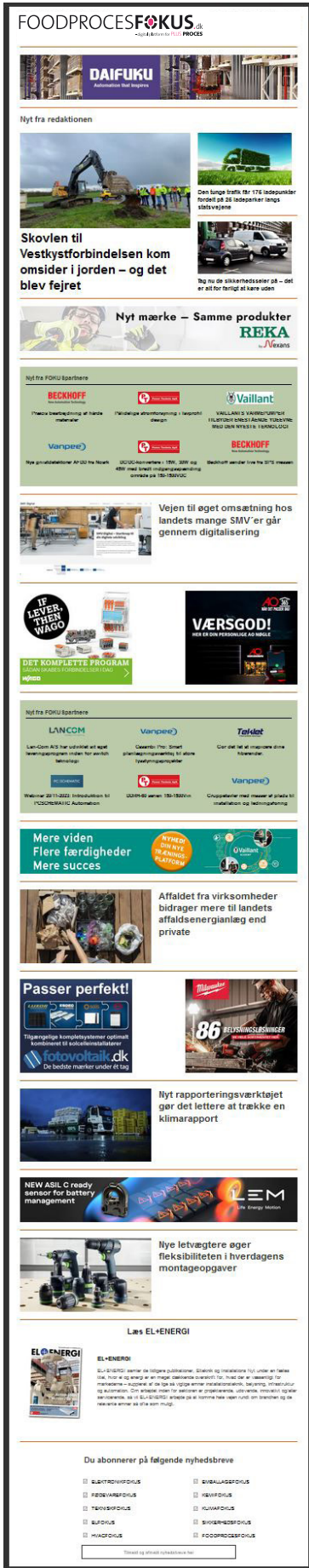
Offshore og marine 13. 09. 2022
TESTCENTER GODKENDT TIL TEST AF AMMONIAK SOM SKIBSBRÆNDSTOF

Alfa Laval's verdensførende testcenter i Aalborg er som det første sted i Danmark blevet godkendt til test med ammoniak som brændstof i søfarten. Tilladelsen betyder, at Alfa Laval nu udvider sit testcenter og er samtidig en vigtig milepæl i et igangværende EUDP-projekt, der forsøger at accelerere [...]

MOCKUP



MOCK-UP



TOP BANNER 740 × 120 px

MAIN BANNER 740 × 120 px

BANNER 1 300 × 250 px

BANNER 2 300 × 250 px

BIG BANNER 1 740 × 120 px

BANNER 3 300 × 250 px

BANNER 4 300 × 250 px

BIG BANNER 2 740 × 120 px

BANNER 5 300 × 250 px - *NOT SHOWN*

BANNER 6 300 × 250 px - *NOT SHOWN*