

Your tool to media coverage

KLIMAFØKUS.dk

www.klimafokus.dk



Latest version
available on
www.klimafokus.dk

M e d i a k i t

TechMedia 

KlimaFOKUS is a news media with a website and a weekly newsletter. KlimaFOKUS writes about climate technology across disciplines, but brings it together in one place and connects the various industries so that readers can become wiser about any other stages in the green process.

KlimaFOKUS covers a wide range of industries: construction-, the electricity-, the food-, the engineering-, the chemical- and the transport industry.

In other words, events and news from the extensive climate area are referenced. Here we look at everything from the big inventions and decisions to the small climate-optimizing details.

FOKUSPARTNER

As a FOKUS partner, you get a unique opportunity to present your own editorial posts on KlimaFOKUS. They will be displayed in an independent, graphically highlighted partner box on KlimaFOKUS, and will thus be combined with other important information from a wide-ranging climate area.

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 about employees and company news in general
- Share 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.klimafokus.dk.

As a FOKUSpartner on KLIMAFOKUS^{.dk} you will get:

- ✕ A professional and relevant channel for the distributing of 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.
- ✕ An easy and user friendly tool that does not steal your time!

ONLY 805 Euros per year ex. VAT.

Please call us for further information:

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Banner advertising

You additionally will get the possibility of advertising on www.klimafokus.dk or in the KlimaFOKUS 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.klimafokus.dk:

Type*	Size W × H (px)	Price per month €	Max. file size: Non animated/Static	Max. file size: Animated**
Top banner	560 × 140	1164	100 KB	100 KB
Front banner	300 × 250	698	100 KB	100 KB
Category banner	300 × 250	349	100 KB	100 KB
Article banner	728 × 120	696	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 KLIMAFOKUS.dk:

Type*	Size W × H (px)	Price per month €	Max. file size:
Top banner	740 × 120	1396	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 size 100kb

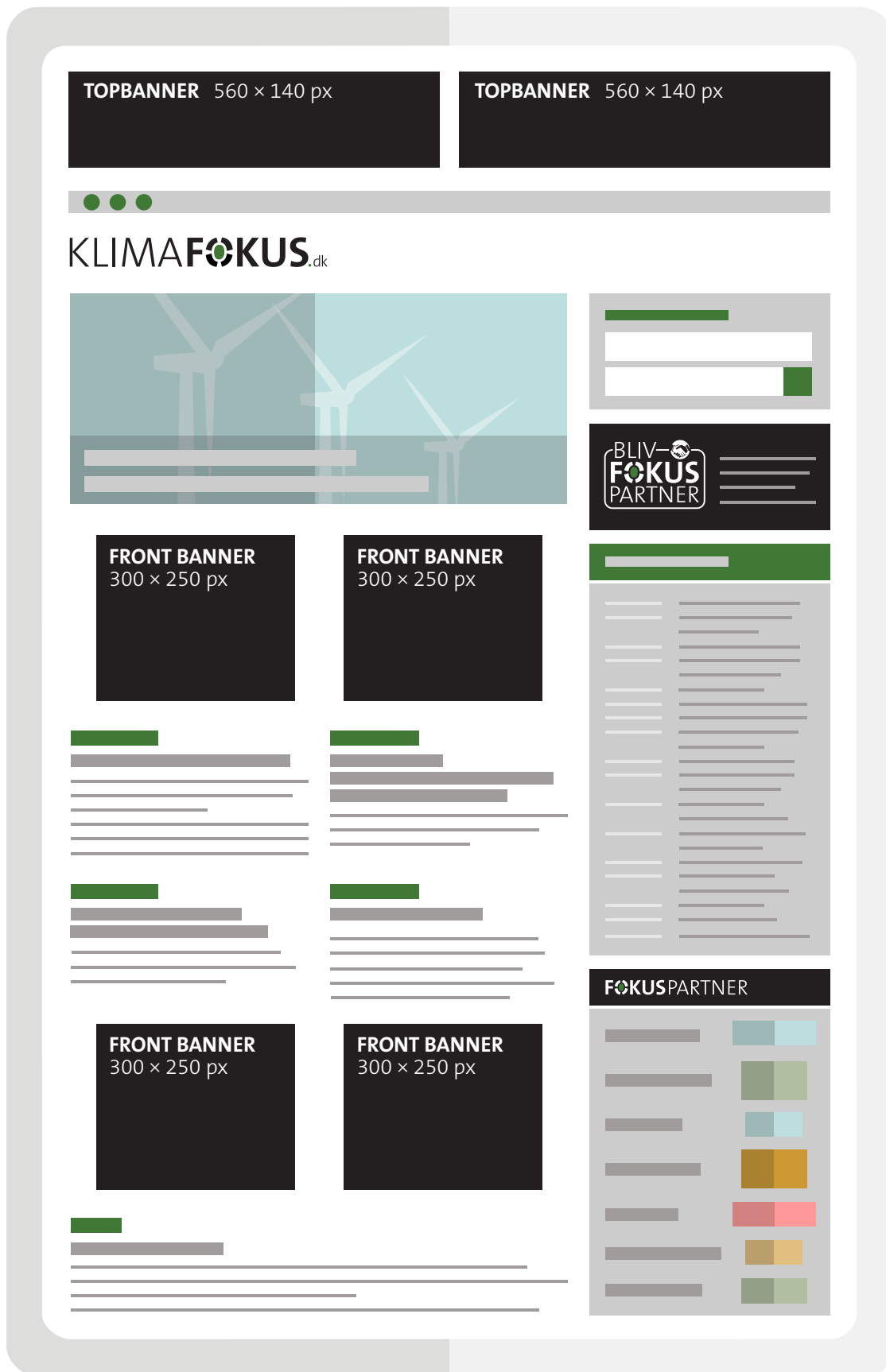
GIFs can be animated, but might encounter problems depending on the subscribers mail client.

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:

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Newsletter | newsletter banners

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*