

Your tool to media coverage

KLIMAFØKUS

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 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

Please call us for further information:

Morten Weihrauch

Tel.: 43 24 26 33

E-mail: mw@techmedia.dk

René Bodin

Tel.: 43 24 26 47

E-mail: rb@techmedia.dk

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	1141	100 KB	100 KB
Front banner	300 × 250	684	100 KB	100 KB
Category banner	300 × 250	342	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.

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

In the newsletter from KLIMAFOKUS:

Type*	Size W × H (px)	Price per month	Max. file size:
Top banner	728 × 90	1369	100 KB
Main banner	520 × 130	959	100 KB
Banner	250 × 250	684	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:

Bannerbooking:	Morten Weihrauch Tel.: +45 43 24 26 33 · e-mail: mw@techmedia.dk René Bodin Tel.: +45 43 24 26 47 · e-mail: rb@techmedia.dk
Bannermaterial:	Michael Barrett Boesen Tel.: +45 43 24 26 43 · e-mail: mb@techmedia.dk

The wireframe illustrates the layout of the KLIMAFOKUS website frontpage. At the top, there are two **TOPBANNER** areas, each measuring 560 x 140 px. Below these is a navigation bar with three green circular indicators. The main header features the **KLIMAFOKUS** logo. A large hero image shows wind turbines. To the right of the hero image is a search bar and a **BLIV-FOKUS PARTNER** button. The main content area is divided into two columns. The left column contains four **FRONT BANNER** blocks, each 300 x 250 px, arranged in a 2x2 grid. The right column contains a long list of text blocks, a **FOKUSPARTNER** section with a grid of colored squares, and a footer area with a list of text blocks. The layout uses a color palette of greys, greens, and blues.

The image shows a website layout template for KLIMAFOKUS. At the top, there are two 'TOPBANNER' blocks, each measuring 560 x 140 px. Below these is a navigation bar with three green dots. The main header features the 'KLIMAFOKUS' logo. The main content area is divided into two columns. The left column contains a large image of wind turbines, followed by several horizontal bars representing text. Below this is an 'ARTICLE BANNER' measuring 728 x 90 px. The right column features a search bar, a 'BLIV-FOKUS PARTNER' logo, and three 'CATEGORY BANNER' blocks, each measuring 300 x 250 px. At the bottom of the main content area, there are three colored squares (yellow, red, green) followed by horizontal bars representing text.

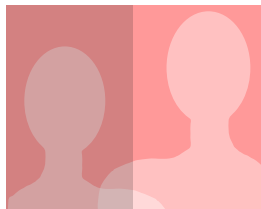
KLIMAFOKUS

TOP BANNER 728 × 90 px



Placeholder for text content, consisting of several horizontal lines of varying lengths.

MAIN BANNER 520 × 130 px



Placeholder for text content, consisting of several horizontal lines of varying lengths.



Placeholder for text content, consisting of several horizontal lines of varying lengths.

BANNER
250 × 250 px

BANNER
250 × 250 px

Placeholder for a long column of text content, consisting of numerous horizontal lines of varying lengths and some colored accents (red, green, yellow, blue).