Your tool to media coverage

SIKKERHEDSF\$KUS.dk

www.sikkerhedsFOKUS.dk



M e d i a k i t



As a FOKUSpartner on SIKKERHEDSF%KUS.« 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.

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.

Press releases or news can be supplied through the relevant professional channels – when you wish!

- imes 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!

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.sikkerhedsFOKUS.dk.

ONLY 6000 DKK per year ex. VAT.

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

SIKKERHEDSF%KUS. - it is crucial which professional media you choose:

Through relevant editional content, SikkerhedsFOKUS give you a comprehensive overview within the security and safety business.

The website and newsletter offer good articles and other relevant editorial content on areas like: Fire protection, surveillance, IT-security, laboratory safety and personal safety etc. You additionally will get the possibility of advertising on www.sikkerhedsFOKUS.dk or in the SikkerhedsFOKUS 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.sikkerhedsFOKUS.dk:

Туре*	Size W × H (px)	Price per month €	Max. file size: Non animated/Static	Max. file size: Animated * *
Top banner	560 × 140	630	100 KB	100 KB
Front banner	300 × 250	279	100 KB	100 KB
Category banner	300 × 250	210	100 KB	100 KB
Article banner	728 × 120	695	100 KB	100 KB

*Banner advertising on the website is supported by the following formats in 72 dpi: 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 SIKKERHEDSF%KUS. :

Туре*	Size W × H (px)	Price per month \in	Max. file size:
Top banner	740 × 120	979	100 KB
Main banner	740 × 120	979	100 KB
Big banner 1	740 × 120	892	100 KB
Big banner 2	740 × 120	892	100 KB
Banner 1 - 6	300 × 250	282	100 KB

*Banner advertising in the newsletter is supported by the following formats in 72 dpi: JPG, PNG and GIF. Max size 100 KB GIFs can be animated, but might encounter problems depending on the subscribers mail client.

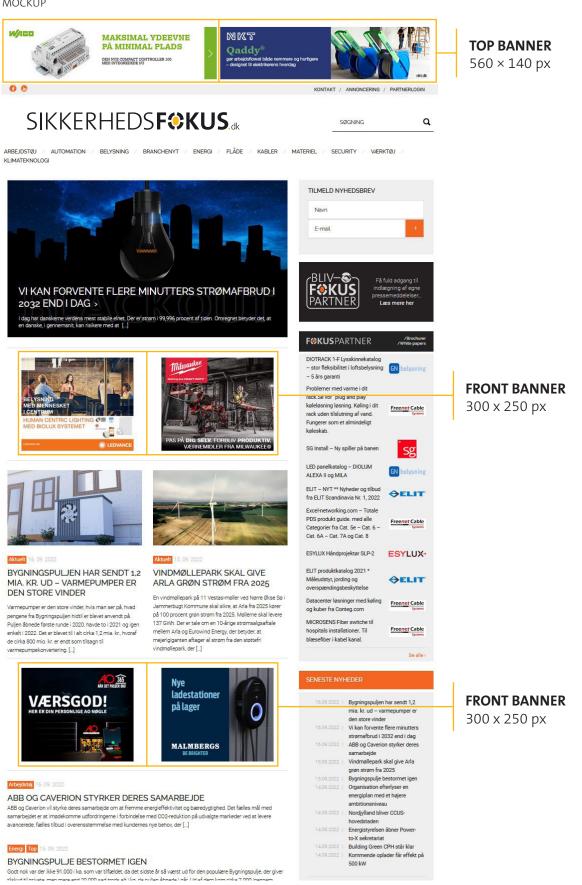
All prices in €, ex. VAT. Valid until December 31, 2024.

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

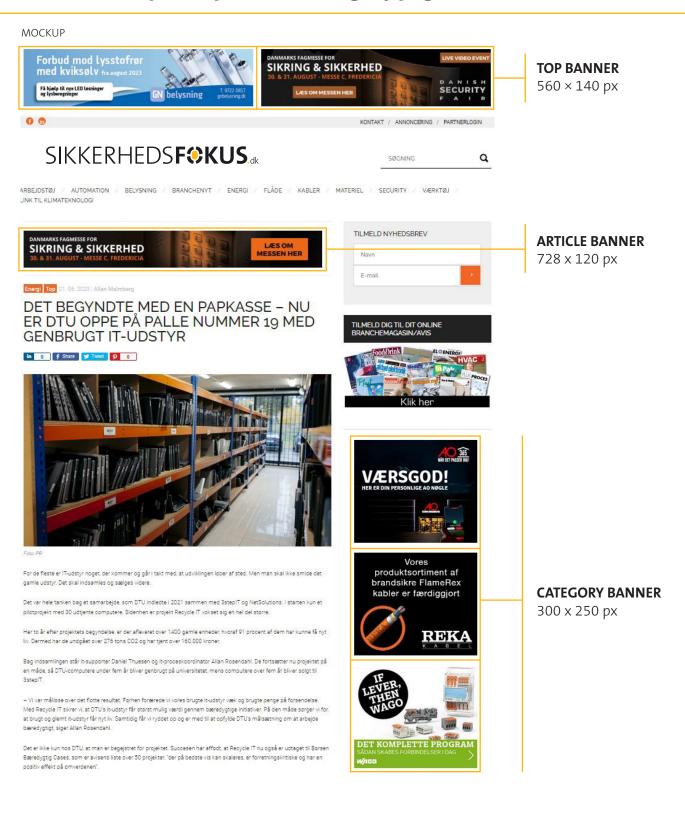
Contact Information:

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

МОСКИР



Banner examples – post and category pages on sikkerhedsFOKUS.dk



Banner examples – newsletter from sikkerhedsFOKUS.dk



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