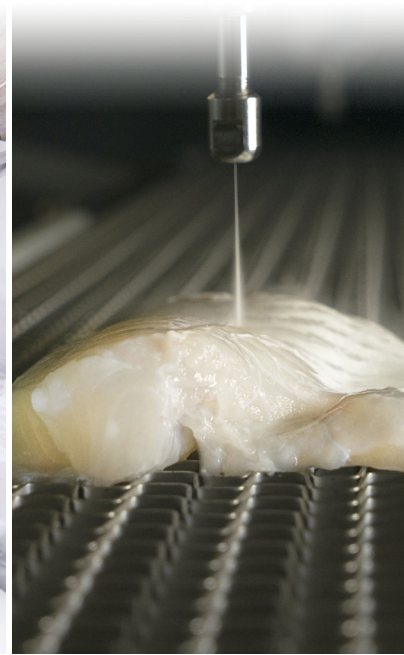


# PLUS PROCES



mediakit 2025

# Editorial Calendar 2025

No.	Publication Date	Closing Date	Editorial Calendar
1	February 11	January 16	Water and environmental technology; waste management, wastewater treatment and energy optimization Packaging, labeling, packaging- and filling machines
2	March 25	February 28	Robotics and automation; robots, industry 4.0, factory and process automation Processing equipment; weighing and dosing, pumps and filtration <b>Trade show: Hannover Messe, Hannover, March 31 - April 4 (D)</b>
3	April 29	April 1	Hygiene and food safety; traceability, production hygiene and microbiology Visual inspection; vision and x-ray technology <b>Trade show: Robotbrag, Odense, May (DK)</b> <b>Trade Show: Industrimässorna Öresund, Malmö, May 21-22 (S)</b>
4	June 3	May 7	Equipment for food production and processing; cooling, pumps, mixing, sealing and transmission technology
5	September 2	August 8	Hygiene and food safety; traceability, production hygiene and microbiology Water and environmental technology; waste management, wastewater treatment and energy optimization <b>Trade show: LabDays, Aarhus, September 10-11 (DK)</b> <b>Trade show: Drinktec, Munich, September 15-19 (D)</b> <b>Trade show: Powtec Technopharm, Nuremberg, September 23-25 (D)</b>
6	September 23	August 28	Automation and robotics, sub suppliers, food processing technologies, machines and production and logistics <b>Trade show: hi Tech &amp; Industry Scandinavia and IFC 2025, Herning, September 30 - October 2 (DK)</b> <b>Trade show: Danfish, Aalborg, Oktober 7-9 (DK)</b>
7	November 4	October 13	<b>Follow-up hi Tech &amp; Industry Scandinavia 2025</b> Robotics and automation; robots, industry 4.0, factory and process automation Packaging, labeling, packaging- and filling machines
8	December 9	November 10	Equipment for food production and processing; weighing and dosing, pumps, valves, filtration, cooling, tanks and silos Hygiene and food safety; traceability, production hygiene and microbiolog

Please note that editorial deadlines are always a week earlier than closing dates for advertisements.  
Subject to alterations without notice. This list will be updated on a regular basis. Newest version on [www.techmedia.dk](http://www.techmedia.dk).

# Advertisement Formats and Prices

Format	W × H (mm)	4 colours
1/1 page	185 × 265	4625
1/2 page vertical	90 × 265	3063
1/2 page horizontal	185 × 125	3063
1/3 page	185 × 85	2520
1/4 page vertical	90 × 125	2104
1/4 page horizontal	185 × 63	2104
1/8 page	90 × 63	1588
Back cover*	210 × 237	4986
Front cover	200 × 40	4624
Spread	388 × 265	7373
60×45	60 × 45	456

All prices in €. \*Borderless. 3 mm extra for cutting on all 4 sides  
The prices are valid for the period 1 January - 31 December 2025.

## Repeat Discount\*\*:

3 insertions	-5%
5 insertions	-10%
8 insertions	-15%

## Turnover Discount\*\*:

At € 6700	-5%
At € 13400	-10%
At € 20100	-15%
At € 26800	-20%
At € 33500	-25%

\*\* Turnover/quantity or repeat discounts are achieved regardless which of TechMedia's 13 journal magazines the advertisement/s are placed in. These discounts cannot be combined with other discounts.

## Contact Information:

<b>Advertisement Bookings:</b>	Jesper Bækmark Tel: +45 43 24 26 77 · e-mail: jb@techmedia.dk
<b>Advertisement Material:</b>	Marianne Dieckmann Tel: +45 43 24 26 82 · e-mail: md@techmedia.dk

## Other Prices:

Print to edge/Bleed	+ 10%
Special Placement	+ 10%

## Inserts:

Please obtain quotation

## Online possibilities:

We offer a wide range of online solutions e.g.:

Add link € 67

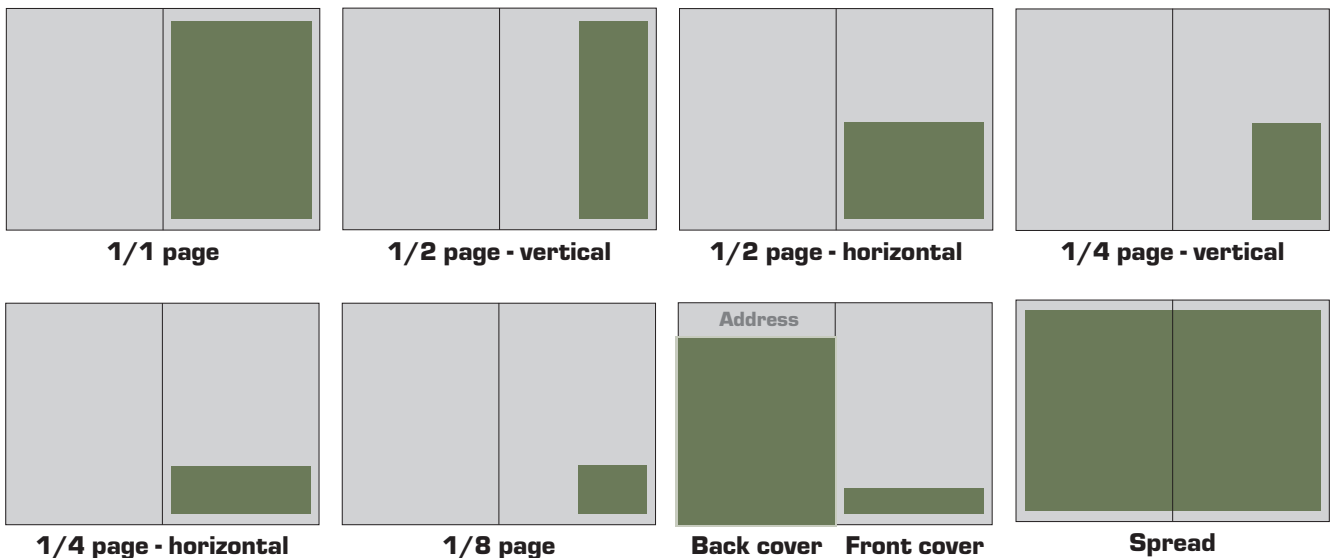
For other online options please go to the media kit on: [foodfokus.dk](http://foodfokus.dk)

## Advertisement

### Cancellation Deadline:

30 days prior to advertisement deadline - with the exception of first edition in August, which is 60 days prior to advertisement deadline.

*Advertisement prices are exclusive of VAT and any expense related to completing the advertisement material. Reservations are made for misprints, price or expense changes.*



# Technical Information

## Magazine Specifications:

Format	A4
Colour	CMYK
No. of columns	4
Column height	265 mm
Column width	43 mm
Column spacing	4,5 mm
Print to edge (borderless)	W 210 × H 297 mm + 3 mm trimming

## Print Specifications:

Print Technique	Offset, European scale
Paper	80 g, Arctic Matt

## Colourprofiles:

Magazine	Download colourprofile - <a href="#">click here</a>
Newspaper	Download colourprofile - <a href="#">click here</a>

## Publisher Information:

<b>Publisher</b>	TechMedia A/S Naverland 35 DK-2600 Glostrup Tel: +45 43 24 26 28 www.techmedia.dk
<b>Editorial</b>	Helle Friemann Nielsen, (editor-in-chief) Tel: +45 43 24 26 37 E-mail: hfn@techmedia.dk
<b>Advertisements</b>	Jesper Bækmark Tel: +45 43 24 26 77 E-mail: jb@techmedia.dk
<b>Advertisement Material</b>	Marianne Dieckmann Tel: +45 43 24 26 82 E-mail: md@techmedia.dk
<b>Print</b>	PE Offset A/S Tømmervej 9 DK-6800 Varde
<b>Subscription</b>	Order subscription, changes/cancellation at: abonnement@techmedia.dk

## Advertisement Material

### General:

Data quantities <10 MB can be emailed to the recipient.  
Data quantities >10 MB must be submitted via  
www.wetransfer.com.

We work in the PC environment using  
Adobe Creative Cloud.

### Fonts:

As a starting point, the used fonts are to be submitted;  
they can be included in a PDF or vectored before  
submission.

### PDF:

PDF's are to be submitted in print quality 300 dpi.  
TechMedia A/S is not liable for errors in the submitted  
PDF material.

### Photos:

Photos are to be submitted in print quality 300 dpi in  
TIFF format (file name.tif) or J-PEG format (file name.jpg).  
Photos submitted in lower than the requested quality  
can be used, however TechMedia A/S cannot be held  
responsible for the quality.  
Photos from the internet are usually not of print quality.

### Graphics and Logos:

As a starting point, graphics and logos are to be  
submitted in Illustrator-EPS format (file name.eps) or -AI  
(file name.ai). Alternatively, material can be submitted in  
PDF format (file name.pdf), TIFF format (file name.tif) or  
J-PEG format (file name.jpg).  
Logos from the internet are usually not of print quality.

### Using web and email addresses in advertisements:

It is possible to have clickable web and email addresses  
in the ads in the digital issues of Plus Proces.

#### How to do it:

- Web and email addresses must be text only
- Space must be added between web and email addresses  
and other text
- Email addresses are to be written in full and include @
- Web addresses are to be written in full and include www.

TechMedia A/S cannot be held responsible for web-links  
not working correctly.

### Contact:

We value good customer communications and are willing  
to mentor and offer advice within our areas of expertise.  
Should we on receipt of advertisement material have any  
doubts or questions regarding the material or quality, we  
always contact the customer.

For questions regarding advertising material in  
Plus Proces, please contact Marianne Dieckmann,  
tel: +45 43 24 26 82 or via e-mail: md@techmedia.dk

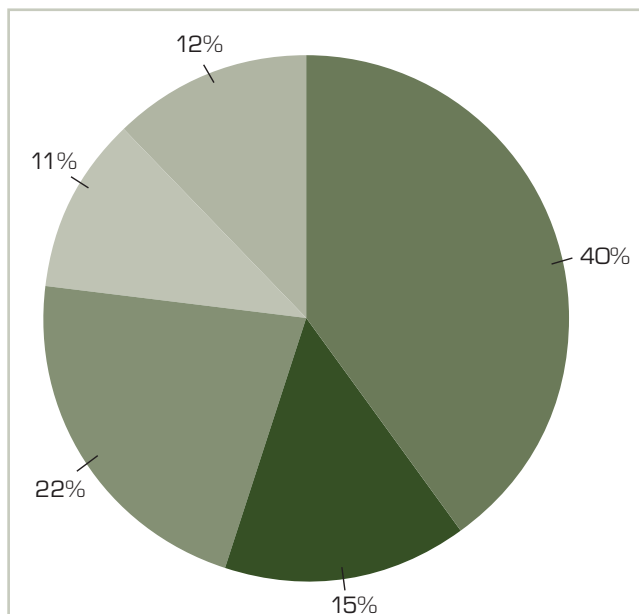
# General Information

## Editorial objective:

Plus Proces is an independent periodical containing bona fide information for professionals on development and trends in the food industry. The journal is distributed to subscribers and non-subscribers, reaching decision-makers within trade, industry and laboratories, related to food and beverage industry.

## Nine good reasons for choosing Plus Proces

- 1** Plus Proces has the highest number of recipients, making it Denmark's most important trade journal.
- 2** The foundation stones of Plus Proces are:
  - Equipment and machinery for industrial processing of foods and beverages
  - Industrial automation, robotics and IT
  - Food analysis and equipment and instruments for the Food lab
  - Ingredients for use in the food and beverage industry
- 3** Plus Proces is the only trade journal with an All-Danish approach to the food and beverage industry. Consequently all articles are exclusively chosen to meet the requirements of the trade.
- 4** The editorial contents of Plus Proces cover such subjects as industrialized food production/technology, quality control (laboratories and analysis) quality testing and product development and sales (market trends).
- 5** Professionals within the industry will always find relevant articles in Plus Proces.
- 6** Plus Proces is distributed to all Food Technologists and Fisheries Technicians in Denmark.
- 7** The editorial line is generally more in-depth than comparative journals.
- 8** Every issue carries themes of immediate interest to the carefully selected target groups within the food industry.
- 9** Genuine paper and print quality.



## Readership profile:

- **40% - 2004**  
Food industry  
(Breweries, dairies, meat industry, fishprocessing industry, fruit and vegetable industry, the baking industry, the ingredient industry)
- **15% - 752**  
Food technologists
- **22% - 1102**  
Machine industry
- **11% - 551**  
Other industries  
(Chemical industry, iron and metal industry, electronics industry)
- **12% - 601**  
Public enterprises

**Printed circulation per issue: 5010**

**Recipients of the digital version: 1349**