



Media information 2024

# Motor-magasinet

A part of Nordiske Medier A/S

**Motor-magasinet**

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## Motor-magasinet

Motor-magasinet is the leading news outlet for everyone working in the automotive industry. Drawing on over 50 years of experience as an independent news provider to car workshops, dealers, and wholesalers, we delve deep into the industry through company visits, car fairs, motorsport events, and our coverage of events at the Danish Parliament, covering everything that matters in the industry. We report on the people and businesses in the automotive sector, covering the latest trends and opportunities, providing readers with the best insights to develop their businesses.

Motor-magasinet is published both as a newspaper and digitally on [motormagasinet.dk](http://motormagasinet.dk). Here, we cover topics related to cars, auto trade, new technologies, and inform about political initiatives that impact the industry. Additionally, Motor-magasinet sends out a daily newsletter to over 9,500 decision-makers in the automotive sector, who regularly use the newsletter to stay informed about what's happening among suppliers, customers, and competitors.

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Mobile: +45 28 58 88 43

**Contact the editorial team**  
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Website: [www.motormagasinet.dk](http://www.motormagasinet.dk)



# Target Audience & Statistics



Facts about Motor-magasinet

Motor-magasinet in Numbers

Target Audiences – Print

Target Audiences – Online



# Facts about Motor-magasinet

Motor-magasinet is an industry publication with **\*\*64,000** print readers and a total circulation of **16,380\***. Motor-magasinet's newsletter is sent daily to over **9,900** industry professionals, and we currently have 116 member companies actively using Motor-magasinet's member portal in their daily operations. These companies are located throughout the country and are evenly distributed in terms of size. The user profile and recipients of the newsletter

are characterized by being decision-makers, primarily directors, procurement managers, production managers, and sales managers. Additionally, sales representatives and general buyers are included, as they use the newsletter to stay updated on what is happening with their customers and suppliers. Our newsletter recipients are all relevant individuals within the industry. We regularly contact key personnel in the industry by phone to ensure that

we are reaching the right target audience with our newsletter. There is continuous turnover in the recipients of the newsletters due to job changes and similar reasons. We regularly unsubscribe recipients if we receive requests to update their subscription or if they are no longer interested in receiving the newsletter.



**Total Circulation**  
16.380 \*



**Readership**  
At 1 Insertion  
64.000 \*\*



**Online visitors**  
120.619  
visitors/month \*\*\*



**Online Visitors**  
210.929 visitors/month \*\*\*



**Newsletter**  
Sent daily to 9.913 recipients



**Newsletter**  
Open rate: 37.11%

\* Print circulation and e-paper \*\* Index Denmark Gallup, full year 2022/2023 \*\*\* motormagasinet.dk – May 2023



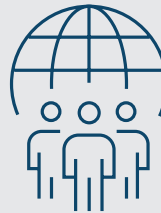
## About Motor-magasinet

# Who reads Motor-magasinet?



Over  
**83%**

of our readers have rated Motor-magasinet as  
a good or excellent media



Over  
**36%**

of our readers are employed in companies with  
more than 100 employees

**Motor·magasinet**

Over  
**92%**

of our readers consider Motor-magasinet their  
primary source of information





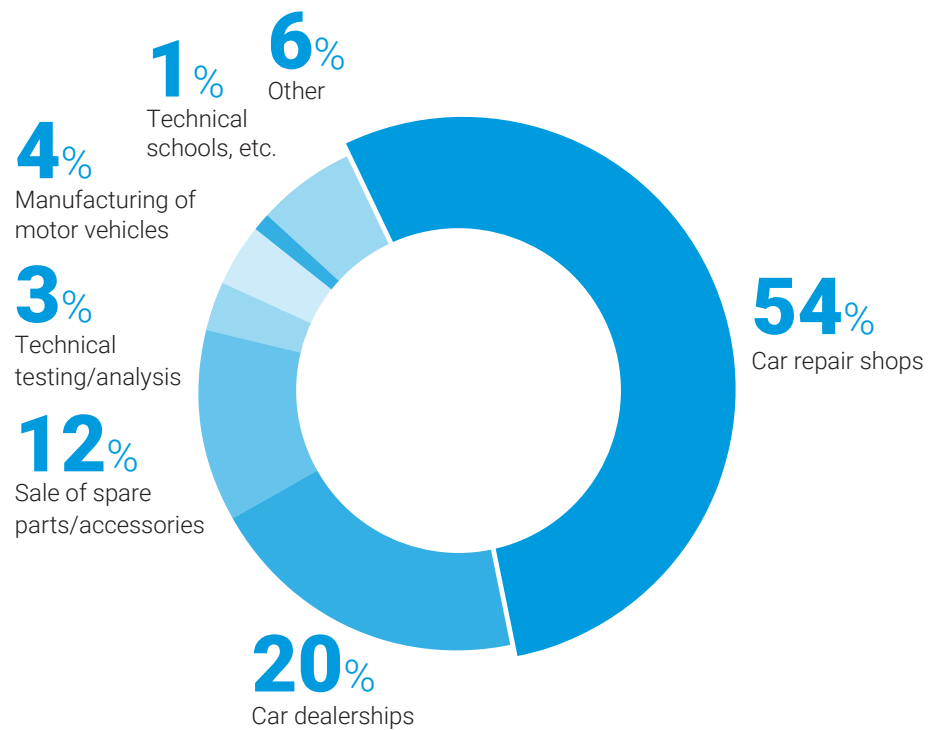
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Here, we cover topics related to cars, auto trade,  
new technology, and provide information about  
political initiatives that impact the industry.

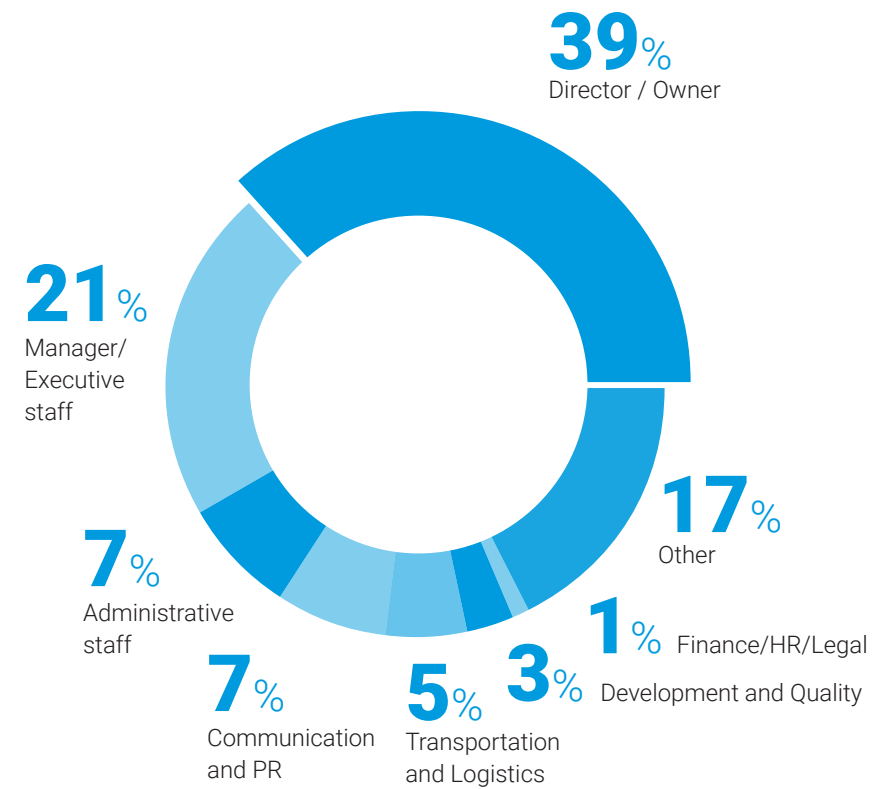


# Target audience for print

Distribution in terms of company



Distribution by Position





45%

of Motor-magasinet digital subscribers prefer to stay updated via Motor-magasinet's e-paper



43%

of Motor-magasinet full subscribers consider the print edition to be the most important aspect of their subscription



55%

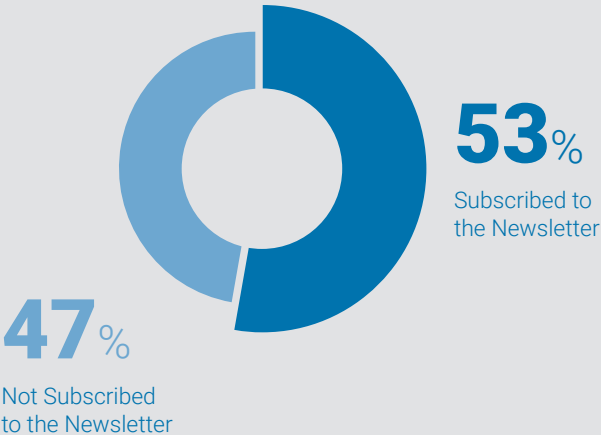
of Motor-magasinet digital subscribers find the e-edition to be the most important aspect of their subscription



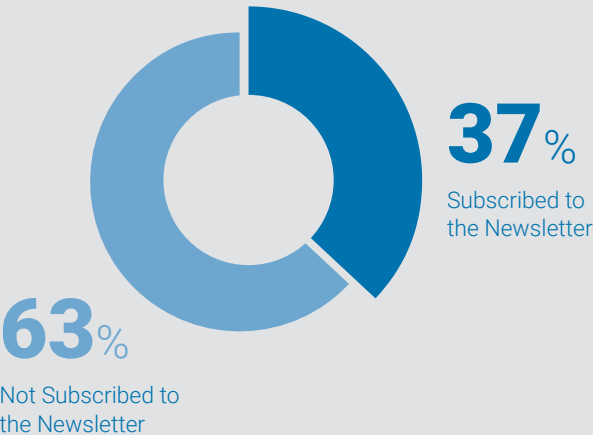
# Online Target Audience

## Clarification of Target Audience

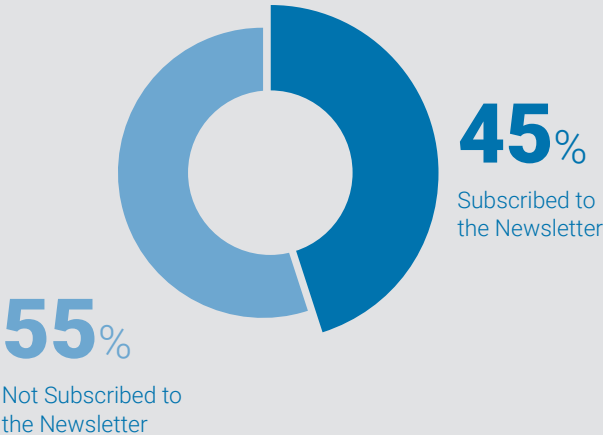
Wholesale and Retail Trade of Spare Parts and Accessories for Motor Vehicles

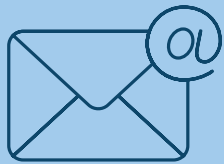


Auto Repair Shops



Wholesale and retail trade of passenger cars, vans, and minibuses.

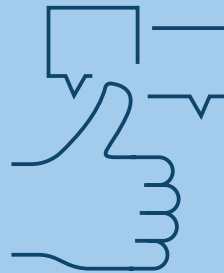




Over

96%

of Motor-magasinet's readers receive the  
Motor Magazine newsletter



Over

45%

of Motor-magasinet's readers prefer to stay  
updated through Motor Magazine's newsletter



Over

88%

of Motor-magasinet's newsletter recipients  
read half or the entire newsletter daily



## Print Publications

# Editorial Content and Sections

Motor-magasinet is an independent journalistic media outlet covering the entire automotive industry. We provide unbiased journalistic content based on ethical principles, meaning we do not take sides. More than just a newspaper, we offer both breadth and depth, even in the digital realm, publishing special magazines and e-newsletters, among other content.

Our aim at Motor-magasinet is to provide readers and advertisers with an indispensable tool to stay well-informed about industry developments. We cover individuals and businesses, trends, and opportunities. Motor Magazine contextualizes industry developments, making it easier for readers to grasp the industry landscape and enhance their businesses. We illuminate the challenges faced by the industry, both among its stakeholders and in dealings with policymakers and authorities.

The newspaper is edited following "magazine principles," using graphic design to make complex relationships easy to understand at a glance. We believe that finding solutions in an industry undergoing rapid digitalization and green transformation should be straightforward. Motor-magasinet aims to bring together all stakeholders in the automotive industry to strengthen the sector and optimize profitability.



# Planned Releases in 2024



**Fremtidens Autobranche**  
Release date: 26. January 2024  
Deadline: 5. January 2024



**Classic Car**  
Release date: 2. August 2024  
Deadline: 1. July 2024



**Autobranche's Top 100**  
Release date: 20. September 2024  
Deadline: 30. August 2024



**Hvem er Hvem**  
Release date: 24. May 2024  
Deadline: 1. May 2024



Motor-magasinet, Transportmagasinet, and Mester Tidende publish 'På Gule Plader', which is released as a supplement in all three magazines simultaneously.



**Autogrossister & Værksteder**  
Release date: 23. August 2024  
Deadline: 2. August 2024

Here is an overview of planned publications in 2024:

**Special Magazines:**  
Fremtidens Autobranche  
Hvem er hvem  
Classic Car Race  
Autogrossister & Værkstedskæder  
Autobranche's Top 100

**2nd Section:**  
På Gule Plader

## Motor-magasinet

Motor-magasinet's main newspaper is physically published every Friday, except during holidays, and can be read online as an e-paper the day before from 3:30 PM onwards.

For the detailed publication schedule, **please refer to** the online platform.



## The second section and special magazines

# På Gule Plader

Motor-magasinet, Transportmagasinet, and Mester Tidende publish "På Gule Plader," which serves as a supplement to all three magazines simultaneously. The same yellow plate articles are featured in all three media outlets, and we also include the same advertisements in these three media, all targeted at the same readership: decision-makers at importers, dealerships, workshops, suppliers, and, most importantly, buyers.

"På Gule Plader" is published four times a year. The recipients of "På Gule Plader" include craftsmen, hauliers, dealers, workshop managers, suppliers, etc.

### Readership figures:

With one insertion: 111,000\*

Circulation: 59,659

\*Index Denmark/Gallup, 1st half of 2022/2023

**Check** the publication schedule online.

**På Gule Plader** Nordiske Medier

Motor-magasinet Transportmagasinet Mester Tidende Fredag 19. november 2021

## TEST: Fiat Ducato

Den nye Fiat Ducato er netop kommet til Danmark med ny smidig motor og letgående manuel gearkasse.

Side 4





# Autogrossister & Værksteder

What happens under the workshops' lifts? What's on the wholesalers' shelves? And where is the industry heading?

These are the central questions that the special magazine Autogrossister & Værksteder provides answers to.

The magazine is structured around analyses and interviews with key leaders in the aftermarket.

We ask: What's the current status?

What are the key challenges right now?

And what are the opportunities?

In our articles, the industry's top analysts summarize the current situation and offer their insights on how auto wholesalers and workshops can move forward most successfully.

	Publication	Deadline
Autogrossister & værksteder	23-08-2024	02-08-2024



# Autobranshens Top 100

Autobranshens Top 100" - Which companies in the Danish automotive industry earn the most? And how much do they actually earn? "Autobranshens Top 100" provides a comprehensive overview of the entire industry and examines the strongest companies across ten sub-sectors, including dealerships, leasing companies, workshops, and wholesalers.

In the top lists, we go through the companies with the best overall results, the highest turnover, and the strongest return on equity. We also take a look at the companies' revenue growth and the growth in the number of employees.

Additionally, "Autobranshens Top 100" includes this special list: Top 10 - the largest deficits before tax.

	Publication	Deadline
Autobranshens Top 100	20-09-2024	30-08-2024

2022 // Autobranshens  
**TOP 100**

Generationskiftet hos au2parts:  
• Niels K. Skak førte grossister sammen  
• Hvad bliver Asger Poulsens første træk?

Rokaden hos au2parts:  
**Direktøren om ny strategi**

Jensen

AutoStore

Engendered by EWEMENT LOGIC

05.2

Foto: Xxxx

10 brancheanalyser af: Autogenbrugere // Autogrossister // Bilforhandlere // Bilimportører // Digitalisering // Biludlejere // Dæk-leverandører // Leasingsselskaber // Reservedels-leverandører // Værksteder

Nordiske Medier

**Motor-magasinet**

# Hvem er Hvem i Autbranchen

With an annual turnover in the billions, the Danish automotive industry is one of the most significant sectors in Denmark.

The special magazine "Hvem er Hvem i Autbranchen" puts a face to the names of the individuals leading the many companies that excel in this field.

The magazine also covers the most important financial figures of these numerous companies.

	Publication	Deadline
Hvem er Hvem	24-05-24	01-05-2024





# Classic Car Race

Classic Car Race is a luxury magazine where we talk to the fastest racers in the history of motorsport.

It's also a magazine that highlights the numerous business opportunities in this part of the Danish automotive industry.

Additionally, Classic Car Race boasts a strong visual profile with a collection of the best images and wildest memories from the motorsport world over the past decades.

	Publication	Deadline
Classic Car Race	02-08-2024	01-07-2024



# Print formats and specifications

## A. Full Page Spread

Format: W: 546 H: 365 mm..... DKK 39,850

## B. 1/1 Full Page

Format: W:266xH:365 mm..... DKK 24,300

## C. Portrait A4

Format: W: 176x270 mm..... DKK 18,990

## D. Half Page Landscape

Format: W:266xH:180 mm..... DKK 17,990

## E. Half Page Portrait

Format: W:131xH:365 mm..... DKK 17,990

## F. Quarter Page

Format: W: 131xH:180 mm..... DKK 11,290

## G. Module Back Page

Format: W:266xH:180 mm..... DKK 19,990

## H. Module Front Page

Format: W: 63xH:50 mm..... DKK 3,500

## I. Module Front Page

Format: W: 86xH:120 mm..... DKK 9,990

## J. Trading Place

Eks. på str.: W:131xH:100 mm..... DKK 3,990

## K. Trading Place

Eks. på str.: W: 86xH:100 mm..... DKK 2,990

## L. Job and Reception Ads

Example Size: W: 131xH:180 mm

4 colors: ..... DKK 5,300

## M. Job and Reception Ads

Example Size: W: 86xH:100 mm..DKK 3,000

## Priser andre formater

Text Page Ads per mm..... DKK 20

Back Page per mm..... DKK 30

Job and Profile per mm..... DKK 10

Heading including

4 colors (<300 mm.)..... DKK 15

Special Placement..... + 15%

All prices are excluding VAT.

Advertisement production with

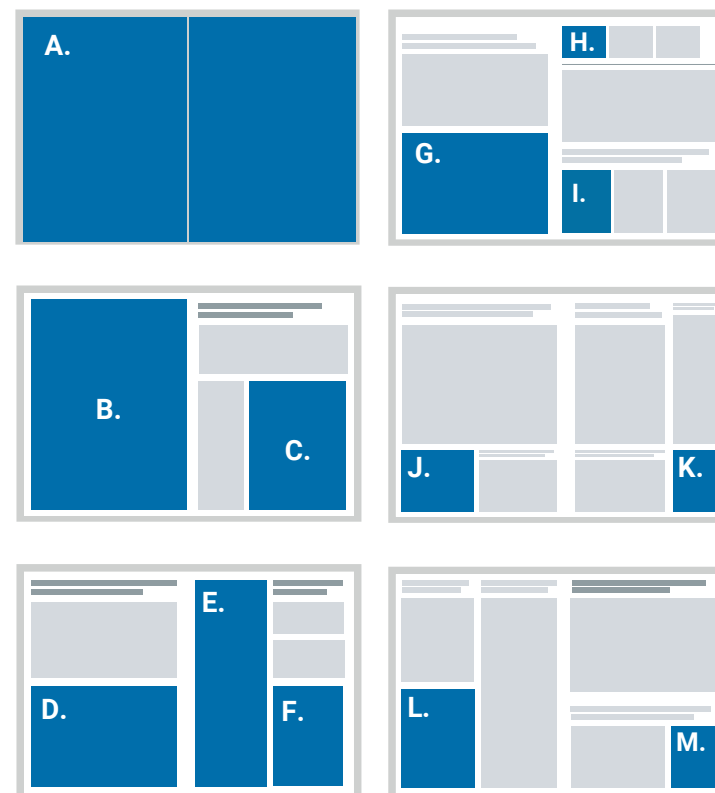
1 correction from..... DKK 600

## Discounts

If you wish to place multiple ads, feel free to contact us for a good deal.

Please see contact information on the last page. Formats are material formats that will be slightly reduced to fit the newspaper magazine format.

All prices are excluding VAT unless otherwise stated. We reserve the right for typographical errors and price adjustments.



For technical specifications and conditions, please refer to the back of this media kit.

# Online Formats and Specifications

## Banner advertising on the front page

Our site is responsive, and the banners adapt to the screen they are displayed on.

The banners share space with up to 3 others.

However, title banners are displayed alone, while sticky banners share space with up to 2 others.

The banners rotate with page changes.

All banners can be static or animated, in HTML5, gif, or script, except for the title banner. Animated banners are available in the formats: .jpg, .gif, .png, or HTML5.

\* Sticky banners, corner page banners, and side banners are only displayed on desktop.

For technical specifications and conditions, please refer to the back of the media information.

## Banner advertising on the front page



1) Top banner  
Format: W: 930 pixels x H: 180 pixels  
Size: max. 70 kB  
Front page + other pages ..... 12,000 DKK



1.2) Billboard  
Format: W: 980 pixels x H: 540 pixels  
Size: max. 150 kB  
Front page + other pages ..... 25,500 DKK



2) Sticky banner\*  
Format: W: 240 pixels x H: 400 pixels  
Size: max. 90 kB  
Front page + other pages ..... 10,000 DKK



3) Corner banner\*  
Format: W: 200 pixels x H: 300 pixels  
Size: max. 70 kB  
Front page + other pages ..... 6,500 DKK



4) Side banner\*  
Format: W: 200 pixels x H: 175 pixels  
Size: max. 40 kB  
Front page + other pages ..... 2,000 DKK



5) Campaign Banner - Front page  
Format: W: 300 pixels x H: 250 pixels  
Size: max. 70 kB  
Front page pos. 5.1 - 5.3: ..... 7,750 DKK  
Front page pos. 5.2 - 5.4: ..... 5,000 DKK



5) Campaign Banner 1&2 - Other pages  
Format: W: 300 pixels x H: 250 pixels  
Size: max. 70 kB  
Other pages pos. 5.1 - 5.3: ..... 3,900 DKK  
Other pages pos. 5.2 - 5.4: ..... 3,000 DKK



6) Gigabanner 1&2  
Format: W: 980 pixels x H: 250 pixels  
Size: max. 150 kB  
Front page pos. 6.1: ..... 4,850 DKK  
Front page pos. 6.2: ..... 2,500 DKK



## Banner Advertising on Article Pages

Our site is responsive, and the banners adapt to the screen they are displayed on.

The banners share space with up to 3 others.

However, title banners are displayed alone, while sticky banners share space with up to 2 others.

The banners rotate with page changes.

All banners can be static or animated, in HTML5, gif, or script, except for the title banner. Animated banners are available in the formats: .jpg, .gif, .png, or HTML5.

\* Sticky banners, corner page banners, and side banners are only displayed on desktop.

For technical specifications and conditions, please refer to the back of the media information.

## Banner Advertising on Article Pages



1) Top banner  
Format: W: 930 pixels x H: 180 pixels  
Size: max. 70 kB  
Article..... 12,000 DKK



7) Article Banner  
Format: W: 660 pixels x H: 200 pixels  
Size: max. 100 kB  
Article..... 7,500 DKK



1.2) Billboard  
Format: W: 980 pixels x H: 540 pixels  
Size: max. 150 kB  
Article..... 25,500 DKK



2) Sticky banner\*  
Format: W: 240 pixels x H: 400 pixels  
Size: max. 90 kB  
Article..... 10,000 DKK



8) Campaign banner 1&2 – Article  
Format: W: 300 pixels x H: 250 pixels  
Size: max. 70 kB  
Article pos. 8.1:..... 7,750 DKK  
Article pos. 8.2:..... 5,000 DKK



3) Corner banner\*  
Format: W: 200 pixels x H: 300 pixels  
Size: max. 70 kB  
Article..... 6,500 DKK



9) Title Banner  
Format: W: 300 pixels x H: 60 pixels  
Banner er statisk  
Size: max 20 kB  
Article..... 13,000 DKK



4) Side banner\*  
Format: W: 200 pixels x H: 175 pixels  
Size: max. 40 kB  
Article..... 2,000 DKK

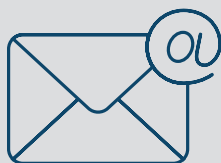
## Advertising in the newsletter

The newsletter is sent out to the industry via email and is read by decision-makers, buyers, and other professionals in the field who wish to stay updated on the industry's most current news.

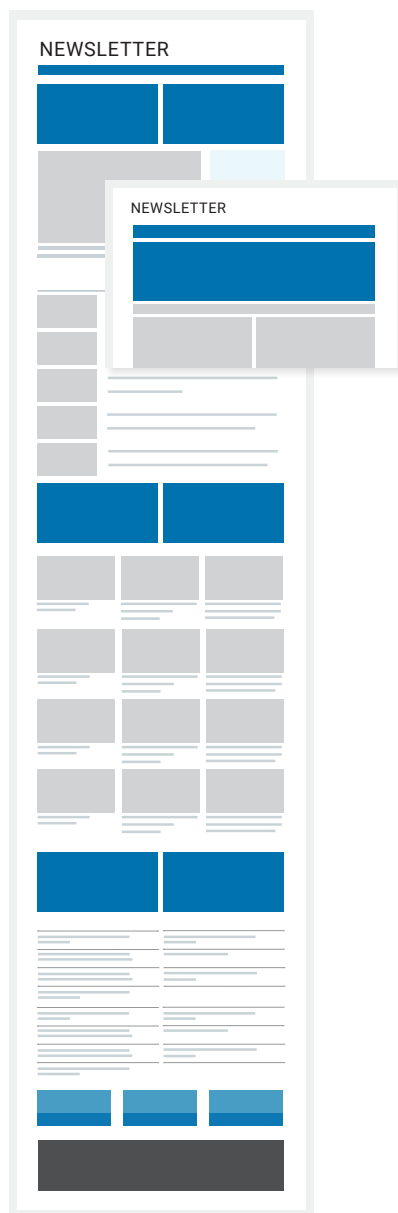
General specifications for the advertisements in the newsletter are:

- Advertisements are static.
- Finished material should be provided in the file formats: .jpg, .gif, or .png.
- The finished graphic file must not exceed 50 KB in size.

For technical specifications and conditions, please refer to the end of the media information.



Over  
**96%**  
of Motor-magasinet's subscribers receive  
the Motor-magasinet newsletter.



Top ad  
Format: W: 400 x H: 200 pixels  
Price per publication: ..... 3,000 DKK



Streamer  
Format: W: 820 x H: 28 pixels  
Price per week: ..... 7,500 DKK



Mid ad  
Format: W: 400 x H: 200 pixels  
Price per publication: ..... 2,000 DKK



Bottom ad  
Format: W: 400 x H: 200 pixels  
Price per publication: ..... 1,500 DKK  
  
Bottom ad full size  
Format: W: 820 x H: 200 pixels  
Price per publication: ..... 3,000 DKK

# Membership

## Medlemskab+

With a Membership+, you are connected to a media consultant who assists you in getting started and provides professional media advice, ensuring that you get the most out of your membership.

### Benefits of Membership+

- Access to all the advantages of a regular membership
- We set up your membership so you get off to a good start
- Assistance in creating sales advertisements for your products and sharing your news on our media
- Annual discussions and advice regarding target audiences, media and channel selection, and more.

## PREFERRED CHOICE

## Basic Membership

### Selected options with a membership include:

- Plan and share news posts on the membership portal.
- Post 1 news update per day in the media's newsletter.
- Unlimited creation of sales advertisements.
- Access to Market Overview: a tool that keeps you updated on the competitors you want to follow.
- Easy collaboration with multiple users linked to the same profile.

## NewsBooster

### Purchase NewsBooster for your membership and receive

- Assistance in building and showcasing your brand on the membership portal.
- A dedicated partnership where you'll be connected with one of Nordiske Medier's professional writers.
- The opportunity to ease your workload as we write and publish up to two stories per month about your company.
- Compelling and search engine-optimized content that strengthens your visibility to potential customers and partners.

**Contact us** for prices via email: [salg@nordiskemedier.dk](mailto:salg@nordiskemedier.dk)



# The technical specifications – Online

## Deadline

The deadline is arranged with the graphic designer, who will provide the booked advertising campaign, specifications, and deadline. Delivery of Finished Material If finished material is provided, the deadline is 2 business days before the start.

The advertisement, including the link to the landing page, is sent directly to the email: [online@nordiskemedier.dk](mailto:online@nordiskemedier.dk).

## Graphic Assistance

If you need a graphic designer to assist with your design, the following requirements apply to images, logos, and text.

Images should be at least 80 DPI in the file formats .jpg, .tiff, .eps, .psd, and .png.

Logos and graphic elements are provided as .eps or .ai vector graphics. The text is sent separately in .docx format or in the email with the material. Material for our production should be received no later than 10 days before the advertising campaign is scheduled to start.

Banners are created for free when banners are ordered for a minimum of 2 months; otherwise, the price is 500 DKK per banner.

## Banner Advertising

Our site is responsive, and the banners adapt to the screen they are displayed on. Please note that the banners are legible on different screens.

The banners share space with up to 3 others. However, title banners are displayed alone, while sticky banners share space with up to 2 others.

The banners rotate with each page shift. All banners can be either static or animated – HTML5, gif, or script – except for the title banner. Banners are delivered in the following formats: .jpg, .gif, .png, or HTML5.

## Specific to HTML5 banners

When delivering HTML, we need to receive a zip file with the entire source material.

The zip file must not exceed 4 MB. It

is advantageous for the HTML5 file to stay within a 20-second timeframe.

HTML5 files can only be used for banners on the portal, as the file type cannot be handled by email programs. If HTML and script banners are not made responsive, a fallback banner must be provided for use on mobile and tablet screens.

## Guidelines for advertisers

It must be clear to the readers what is an advertisement and what are articles written by the editorial team.

Therefore, advertisements should distinguish themselves from the layout - both on the portal and in the newsletter, so that readers are not misled and do not believe that an advertisement is an article written by the editorial team.

In general, advertisers are requested to use a different font than ours.

On the website, the word "Advertisement" automatically appears just

above the banner, but when advertising in the newsletter, the word "Advertisement" should clearly appear at the top of the advertisement, if there is any doubt that it is an advertisement - so we comply with the legislation in this area.

If we consider the advertisement to be too close to the editorial texts, we will request a change in font and/or the addition of the company's logo, so that it is clear that it is an advertisement.

This is done to comply with the rules set out by the Consumer Ombudsman.

Furthermore, only advertising for one's own company and products is allowed - meaning no misleading or negative mention of competitors - in order to also comply with the Marketing Act.

# The technical specifications – Print

## Materiale

Material should be sent to:  
materiale@motormagasinet.dk

## Compensation

Compensation for materials is negotiated individually, with a maximum of 5%.

## Cancellation Conditions

Cancellations and date changes must be made in writing at least 14 days before the publication date. If changes in the insertion plan result in the conditions for obtained discounts not being met, the improperly paid discount will be retroactively debited.

## Reproduction

If Nordiske Medier does not receive fully finished advertising material, the completion of the material will be invoiced at 0,5 DKK per millimeter.

## Formater

Newspaper Format.....	Tabloid
Column Height.....	365 mm
1 column.....	41 mm
2 columns.....	86 mm
3 columns.....	131 mm
4 columns.....	176 mm
5 columns.....	221 mm

6 columns.....	266 mm
1/1 page.....	266x365 mm
2x1/1 page (spread).....	546x365 mm
Newspaper Paper Quality.....	49 gram
Number of columns.....	6
*To the Edge:.....	Not possible
*On Special Supplements: 5 mm for trimming, but without crop marks.	

## Complaints regarding color advertisements

For the printing of color ads, the newspaper assumes no responsibility for any minor deviations from the original material's colors. The newspaper reserves the right to reject complaints about ads where the material has been previously flagged as less suitable for reproduction or where the submission deadline has been exceeded.

## Specifications

Layout-fil: Adobe IDML fil InDesign. pakket med alle links.

## PDF

PDF file produced with Acrobat Distiller containing All fonts, images, graphics, and colors defined as CMYK (job settings for Acrobat Distiller can be requested).

For further details, refer to the Industry Standard for digital advertising material agreed upon bet-

ween DRRB, DFF, and DDPFF.

Various descriptions, setting files, etc., can be obtained at [www.kankanikke.dk](http://www.kankanikke.dk).

## Images/Illustrations/Graphics

Color: All Photoshop formats at a minimum of 300 dpi.

Black and White: All Photoshop formats at a minimum of 200 dpi.

Line Drawing: EPS and Ai. TIFF, EPS, and JPG at a minimum of 600 dpi. The "overprint" function must not be used.

## Colors

CMYK-defined (RGB and Pantone are converted to CMYK).

**Compression:** Stuffit, Zip.

## Other Matters

Refer to our terms and conditions on [www.nordiskemedier.dk](http://www.nordiskemedier.dk) or email from your consultant for further details.

# Nordiske Mediers Industry Media in Denmark

Nordiske Medier is the largest media house in the Nordic region within industry-specific media. With our industry-specific media, we cover all sectors of Nordic business and reach numerous industry professionals every day in various branches.

**Licitationen**

 **BUILDING** SUPPLY

**Mester Tidende**

**Energy** Supply

 **WOOD** SUPPLY

**Jern-Maskinindustrien**

 **METAL** SUPPLY

 **FOOD** SUPPLY

**PLASTFORUM**

 **ELECTRONIC** SUPPLY

**Motor-magasinet**

**Transportmagasinet**

 **Lastbil Magasinet**

**SCM**News

**Søfart**

**Retail**News

**MedTech**News

**Learn more** about all our trade media on [omos.nordiskemedier.dk](https://omos.nordiskemedier.dk)

Nordiske Medier

Phone: +45 72 28 69 70

Email: [info@nordiskemedier.dk](mailto:info@nordiskemedier.dk)

CVR: 10150825