



Media information 2024

Søfart

A part of Nordiske Medier A/S

Søfart

Content

Søfart.....	3
Facts About Søfart.....	5
About Søfart.....	6
Target Audience for Print.....	8
Target Audience for Online.....	10
Editorial Content.....	12
Søfart's Publications.....	13
Print formats	14
Online formats and specifications.....	16
Banner advertising on the front page.....	16
Banner advertising on the article page.....	17
Advertising in the newsletter.....	18
Membership.....	19
Technical Specifications - Online.....	20
Technical Specifications - Print.....	21



Søfart

Søfart is the only maritime media that goes in-depth and covers the breadth of the Blue Denmark.

We keep our finger on the pulse when it comes to developments within the following niches in the industry: shipping companies, ports, shipyards, equipment manufacturers, service companies, freight forwarders, and port operators.

Our mission is to create inspiration and enthusiasm among all stakeholders in these sectors.

Contact: Editor-in-Chief Nicolai Østergaard
Direct phone: +45 26 19 86 57
Email: nos@sofart.dk

Contact the editorial team
Email: red@sofart.dk
Website: www.sofart.dk

Target Audience & Statistics

A large container ship is shown from an elevated perspective, sailing on a dark, choppy sea. The ship is filled with numerous colorful shipping containers stacked on its deck. The ship's wake is visible in the water. The overall scene is in a dark, monochromatic style with some color highlights on the containers.

Facts About Søfart

Søfart in Numbers

Target Audiences - Print

Target Audiences - Online

Facts About Søfart

Søfart is an industry media with a total circulation of **12,766***. Søfart’s newsletter is sent daily to over **9,200** individuals in the industry, and we currently have 208 member companies actively using Søfart’s member portal in their daily operations.

These companies are located throughout the country and are evenly distributed in terms of company size.

The user profile and recipients of the newsletter are characterized by being decision-makers – primarily CEOs, purchasing managers, production managers, and sales managers. In addition, there are general salespeople and buyers who use the newsletter to stay updated on what is happening with their customers and suppliers.

Our newsletter recipients are all relevant recipients.

We regularly contact all key individuals in the industry by phone to ensure that we reach the right target audience with our newsletter. Furthermore, there is an ongoing turnover of recipients in the newsletters due to job changes and similar reasons.

We unsubscribe recipients continuously if we receive the newsletter back.



TOTAL CIRCULATION
12.766 *



ONLINE VISITORS
100.983 visitors per month**



ONLINE PAGE VIEWS
198.586 views per month**



NEWSLETTER
Sent daily to 9.249 recipients



NEWSLETTER
Open rate (unique opens)
37.35%

* Print circulation and e-newspaper ** soefart.dk – May 2023

Who reads Søfart?



Over

83%

of our readers have rated Søfart
as a good or excellent media



Over

36%

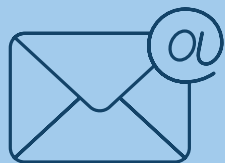
of our readers are employed in
a company with more than
100 employees

Søfart

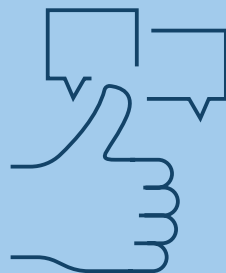
Over

81%

of our readers consider Søfart
as their primary source of
information



Over
47%
of Søfart's readers believe it is
important to receive Søfart's
newsletter



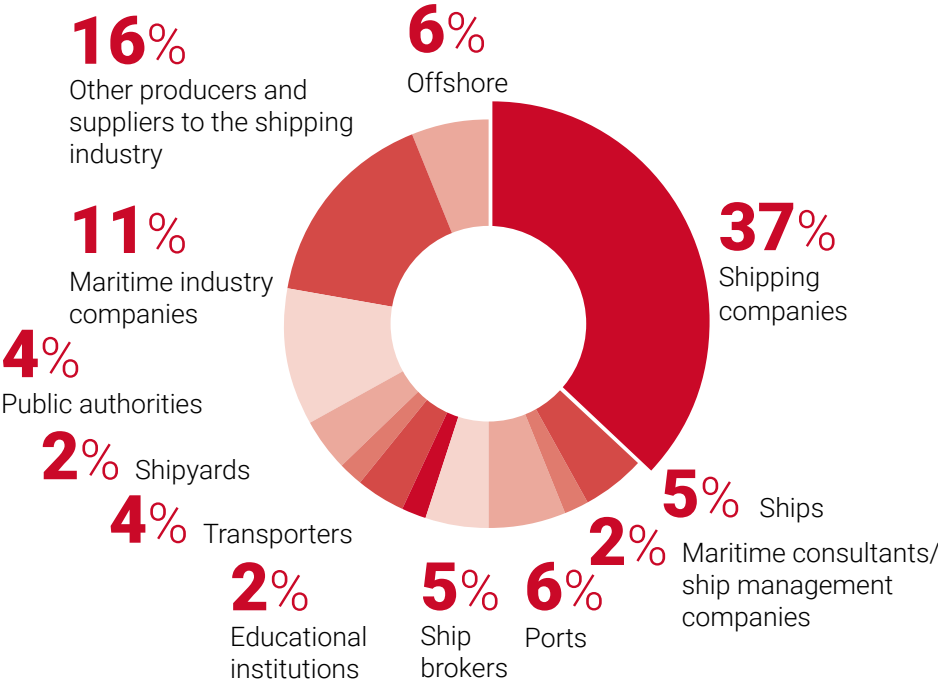
Over
27%
of Søfart's readers prefer to
stay updated through Søfart's
newsletter



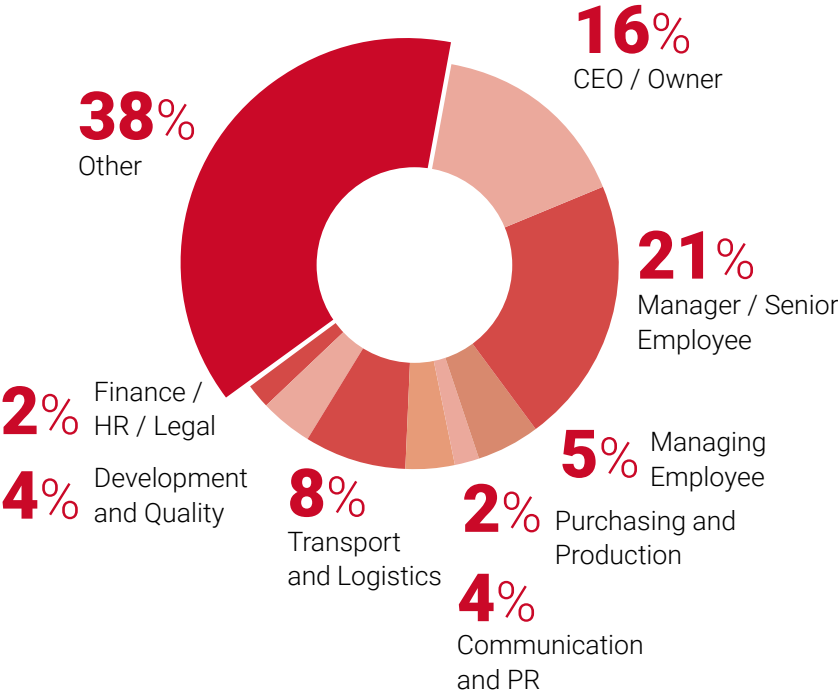
Over
90%
of Søfart's newsletter recipients
read the entire newsletter or at
least half of it daily

Target Audience for Print

Distribution in relation to companies



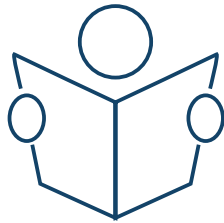
Distribution in relation to job positions



Geographical distribution
of Søfart recipients



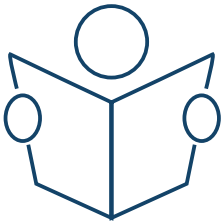
- 14 % Region Capital
- 35 % Region Zealand
- 25 % Region Southern Denmark
- 13% Region Central Denmark
- 13 % Region Northern Denmark



Over

94%

of Søfart’s readers are between
the ages of 51-61 years



Over

65%

of Søfart’s readers believe that
the most important element
of their subscription is the
e-newspaper



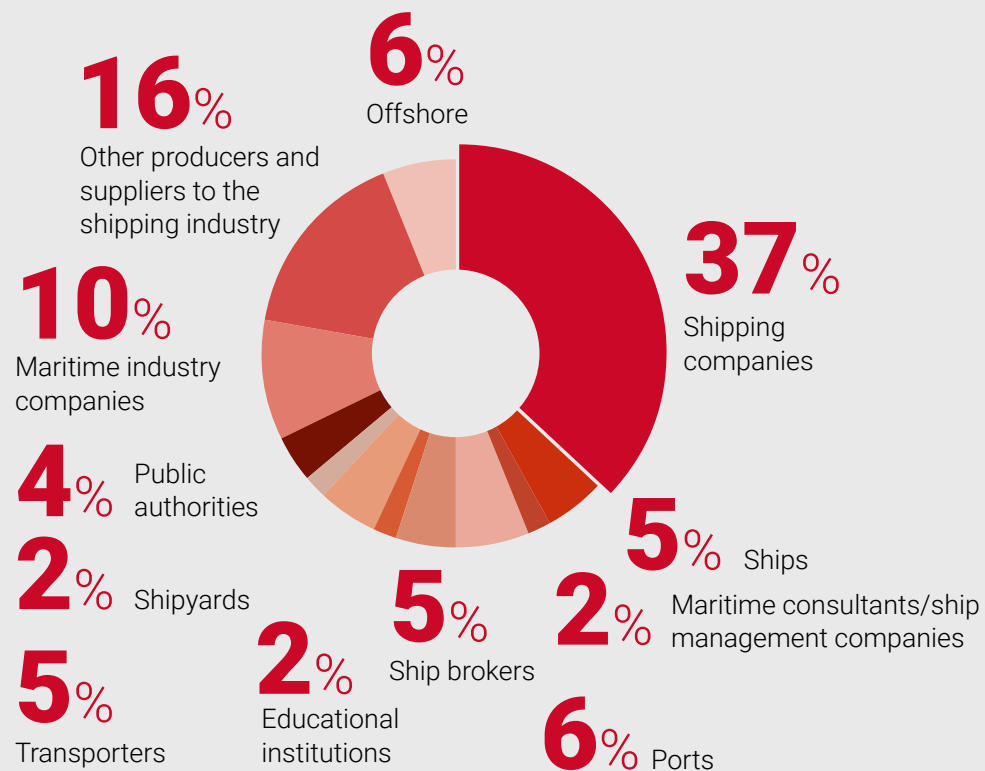
Over

63%

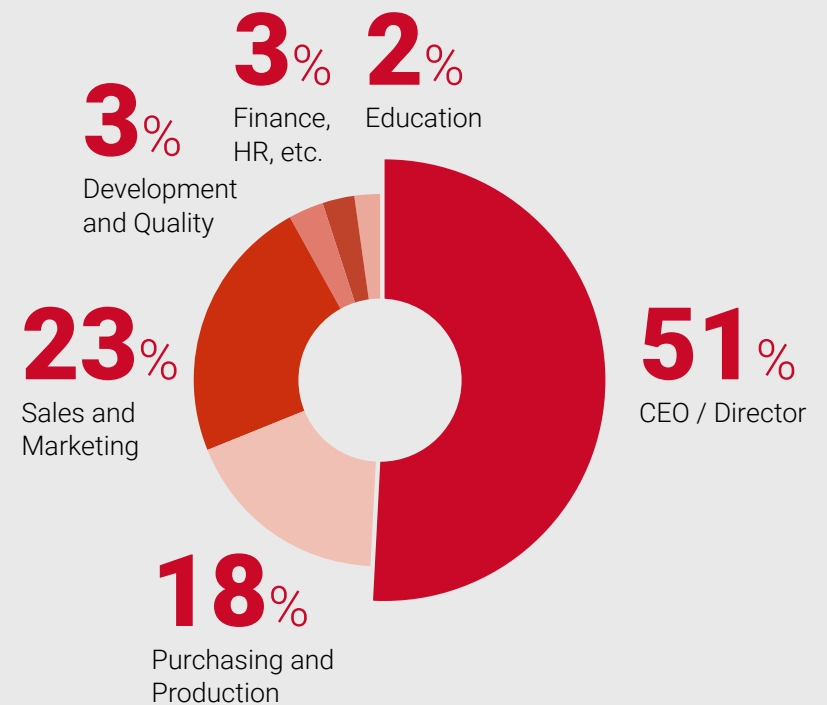
of Søfart’s readers believe that
the most important element of
their subscription is the print
newspaper

Target Audience for Online

Distribution in relation to companies



Distribution in relation to job positions





Editorial Content

Editorial Content and Sections

Søfart provides an overview, perspective, and knowledge

The industry media Søfart delivers news, insights, and perspectives to the Danish maritime sector. Søfart offers a continuous overview of developments in all branches of the Blue Denmark and inspires innovation and further development by sharing best practices. Søfart prioritizes news coverage but is equally focused on delving behind the news flow to provide perspective and insight into the long-term trends driving developments in the Blue Denmark within corporate economics, technology, and political framework conditions.

Søfart is the only maritime media that delves deeply and broadly into the Blue Denmark. We keep our finger on the pulse when it comes to developments in the following niches within the industry: shipping companies, ports, shipyards, equipment manufacturers, service companies, freight forwarders, and port businesses.

Our mission is to create inspiration and enthusiasm among all players in these sectors. Here, you can read more about some of the journalistic themes that will be the focus throughout 2024.

Technical transformation in small and medium-sized shipping companies

Denmark's many small and medium-sized shipping companies must follow in the wake of A.P. Moller-Maersk and other large shipping companies and transition to modern fuels. At Søfart, we delve into the engine rooms of these shipping companies and describe how they choose to approach the green transformation.

The director's strategy in an uncertain world

The Danish shipping sector is active in global markets where uncertainty is greater than ever. Shipping companies must find ways to maintain their earnings in a world that is becoming increasingly challenging to navigate. How do shipping company directors handle rising geopolitical conflicts? How do they retain their markets in a world where protectionism is on the rise, and they must make independent, value-laden strategic decisions?

Port sector in development

Danish ports are undergoing significant consolidation. Cargo volumes in ports are declining, and ports are struggling to find their place in the future port structure. But how are they tackling this challenge?

Technology and Innovation

The numerous technology manufacturers in the Blue Denmark have a crucial task at hand: they need to assist shipping companies in putting the first CO2-neutral ships to sea over the next decade. What do they have in the pipeline, and what strategy are these manufacturers pursuing?



Søfart

The main newspaper is published in physical form every other week, but you can always follow the industry online at soefart.dk.

View the release schedule online

Søfart's Publications

Section 2



Service og vedligehold
Published: 2 times a year



Maritime motorer og gear
Published: 2 times a year



Den Grønne Omstilling
Published: April 15, 2024
Deadline: April 1, 2024



Fokus på Region
Published: 4 times a year



Blue future - uddannelse
Published: 2 times a year

Magazines



Dansk maritim verdensklasse
Published: August 26, 2024
Deadline: August 19, 2024



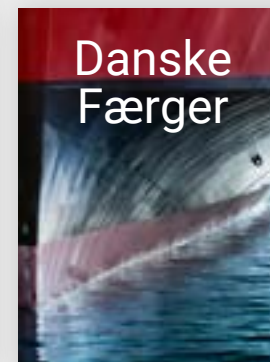
Marinaer i udvikling
Published: 2 times a year



Hvem er Hvem in Blue Denmark
Published: 25. marts 2024
Deadline: 11. marts 2024



Søfartens historie
Published: December 9, 2024
Deadline: December 2, 2024



Danske Færger
Published: April 15, 2024
Deadline: April 1, 2024

Print formats

A. spread

Format: W:546xH:365 mm
Main newspaper..... DKK 49,850
2nd section..... DKK 39,850

B. 1/1 Page

Format: W:266xH:365 mm
Hovedavis DKK 29,950
2nd section..... DKK 23,450

C. A4 Format

Format: W: 210xH:297 mm
Main newspaper..... DKK 22,450
2nd section..... DKK 18,450

D. 1/2 Page Portrait

Format: W:266xH:180mm

D. 1/2 Page Landscape

Format: W:131xH:365mm
Main newspaper..... DKK 19,450
2nd section..... DKK 15,450

E. 1/4 Page Portrait

Format: W: 131xH:180mm

E. 1/4 Page Landscape

Format: W: 266xH:90mm
Main newspaper..... DKK 11,750
2nd section..... DKK 9,750

F. 1/8 Page

Format: W: 131x100mm
Main newspaper..... DKK 8,150
2nd section..... DKK 6,150

G. 1/6 Page

Format: W: 86xH:175mm
Main newspaper..... DKK 9,250
2nd section..... DKK 7,150

Other Formats

86 x 77 BLOK
Main newspaper..... DKK 6,450
2nd section..... DKK 5,150

Other Formats

Insert in the main newspaper
4 sider..... DKK 69,850
8 sider..... DKK 89,850
12 sider..... DKK 99,850

Prices for Other Formats

Advertisement per millimeter in the
main newspaper:..... DKK 22
Advertisement per millimeter in the
2nd section:..... DKK 16

Special Placements

Front Page..... 100%
Page 3..... 30%
Page 5..... 20%
Back Page..... 50%
All prices are excluding VAT.

Discounts

If you wish to order multiple
advertisements, please feel free
to contact us for a favorable
arrangement.

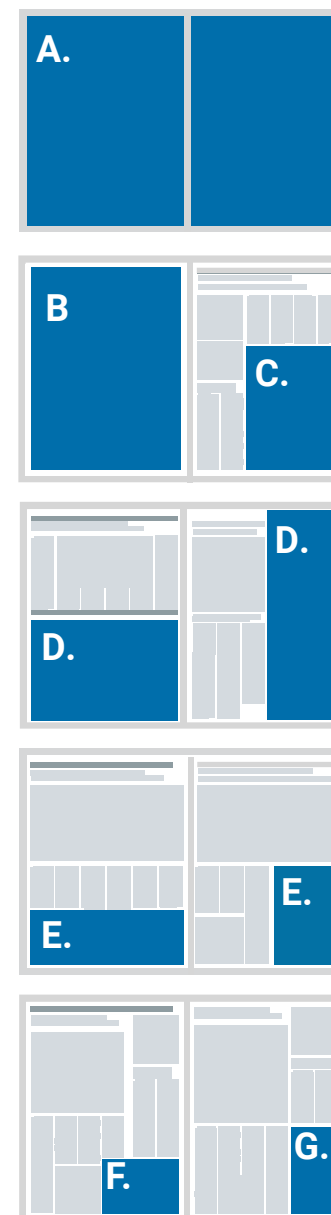
Please refer to the contact
information on the last page.

The formats are material formats
that are scaled down slightly to fit
the magazine format.

All prices are excluding VAT unless
otherwise stated.

Errors in printing and price adjust-
ments are reserved.

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





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 9,000 DKK



1.2) Billboard
Format: W: 980 pixels x H: 540 pixels
Size: max. 150 kB
Front page + other pages 17,000 DKK



2) Sticky banner*
Format: W: 240 pixels x H: 400 pixels
Size: max. 90 kB
Front page + other pages 7,500 DKK



3) Corner banner*
Format: W: 200 pixels x H: 300 pixels
Size: max. 70 kB
Front page + other pages 4,750 DKK



4) Side banner*
Format: W: 200 pixels x H: 175 pixels
Size: max. 40 kB
Front page + other pages 1,400 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: 5,750 DKK
Front page pos. 5.2 - 5.4: 3,750 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: 2,850 DKK
Other pages pos. 5.2 - 5.4: 2,250 DKK



6) Gigabanner 1&2
Format: W: 980 pixels x H: 250 pixels
Size: max. 150 kB
Front page pos. 6.1: 3,550 DKK
Front page pos. 6.2: 1,900 DKK

Bannerannoncering på artikelsiden

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.

Bannerannoncering på artikelsiden



1) Top banner
Format: W: 930 pixels x H: 180 pixels
Size: max. 70 kB
Article..... 9,000 DKK



7) Article Banner
Format: W: 660 pixels x H: 200 pixels
Size: max. 100 kB
Article..... 5,000 DKK



1.2) Billboard
Format: W: 980 pixels x H: 540 pixels
Size: max. 150 kB
Article..... 17,000 DKK



2) Sticky banner*
Format: W: 240 pixels x H: 400 pixels
Size: max. 90 kB
Article..... 7,500 DKK



8) Campaign Banner 1&2 - Article
Format: W: 300 pixels x H: 250 pixels
Size: max. 70 kB
Article pos. 8.1: 5,750 DKK
Article pos. 8.2: 3,750 DKK



3) Corner banner*
Format: W: 200 pixels x H: 300 pixels
Size: max. 70 kB
Article..... 4,750 DKK



9) Title Banner
Format: W: 300 pixels x H: 60 pixels
Banner is static
Size: max 20 kB
Article..... 9,500 DKK



4) Side banner*
Format: W: 200 pixels x H: 175 pixels
Size: max. 40 kB
Article..... 1,400 DKK

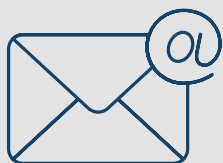
Advertising in the newsletter

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.

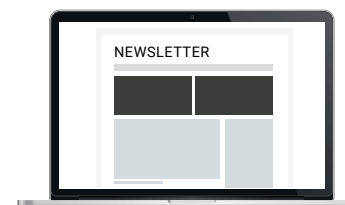
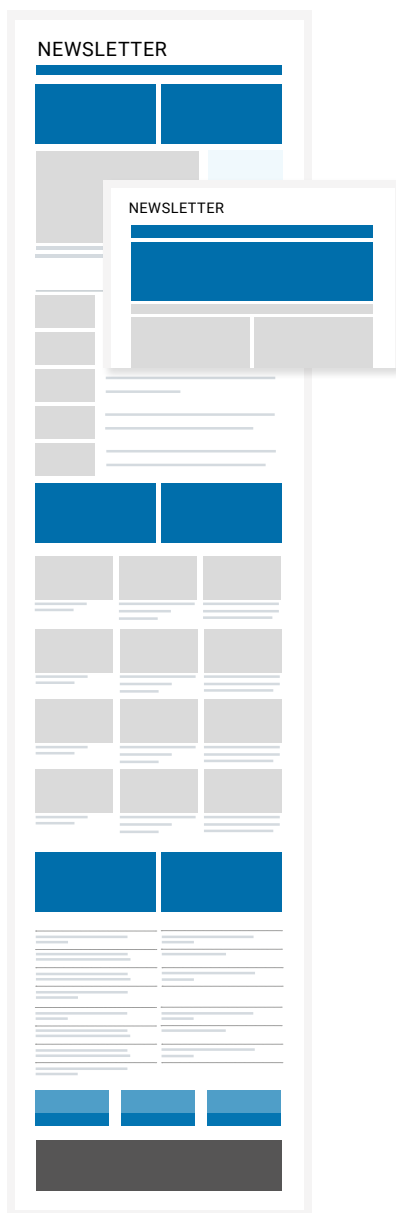
General specifications for the advertisements in the newsletter are:

- 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
94%
of Søfart's readers receive Søfart's newsletter



Top Ad
Format: B: 400 x H: 200 pixels
Price per issue:..... 2,000 DKK



Top Ad full size
Format: B: 820 x H: 200 pixels
Price per issue:..... 4,000 DKK



Streamer
Format: B: 820 x H: 28 pixels
Price per week:..... 5,000 DKK



Mid Ad
Format: B: 400 x H: 200 pixels
Price per issue:..... 1,500 DKK

Mid Ad full size
Format: B: 820 x H: 200 pixels
Price per issue:..... 3,000 DKK

Bottom Ad
Format: B: 400 x H: 200 pixels
Price per issue:..... 1,000 DKK

Bottom Ad full size
Format: B: 820 x H: 200 pixels
Price per issue:..... 2,000 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

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.

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 10 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.

Technical Specifications – Print

Material

Material should be sent to:
materiale@nordiskemedier.dk

Compensation

Material compensation by agreement, but a maximum of 5%.

Cancellation Terms

Cancellation and date changes must be made in writing no later than 14 days before the publication date. If changes in the insertion plan result in the conditions for discounts not being met, the improperly paid discount will be 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 grams
Antal spalter.....	6

**To the Edge: Not possible*

On Special Supplements: 5 mm for trimming, but without crop marks.

Complaints for Color Ads

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 between DRRB, DFF, and DDPFF.

Various descriptions, setting files, etc., can be obtained at www.kankanikke.dk.

Images/Illustrations/Graphics

Color: All Photoshop formats at a minimum of 200 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 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.



Learn more about all our trade media on omos.nordiskemedier.dk.

Nordiske Medier
Phone: +45 72 28 69 70
Email: info@nordiskemedier.dk
CVR: 10150825