



Licitationen

MEDIA INFORMATION 2022

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Nordiske Medier

Nordiske Medier is the largest Nordic company within professional media, with roots reaching back 250 years.

With more than 50 regular titles in Denmark and Sweden - both in print and online - and over 100 different speciality magazines and newsletters, we are covering the Nordic business community through constructive, credible and independent news.

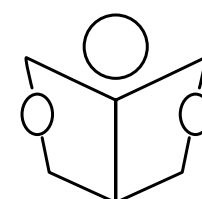
We cover the overall technological, political, and economic conditions of great significance on the industry. Furthermore, we provide news about colleagues, customers, and suppliers in the industry and in-depth industry analyses and portraits of the industry's key players.

We are always focused on connecting our readers and advertisers in the industries we cover while inspiring both big and small businesses we write about and for. We contribute to better business for the Nordic business community by creating contact between professionals actors and acting as the Nordic region's largest and strongest professional media business in everything we do.

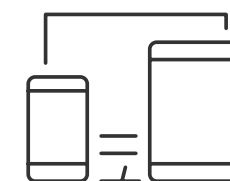
Nordiske Medier is part of DET NORDJYSKE MEDIEHUS.



Facts about Nordiske Medier



Over 450.000
print readers



Over 1.000.000
page views a week



Over 500.000
newsletters a week



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Contact the editorial office
redaktionen@licitationen.dk

Licitationen

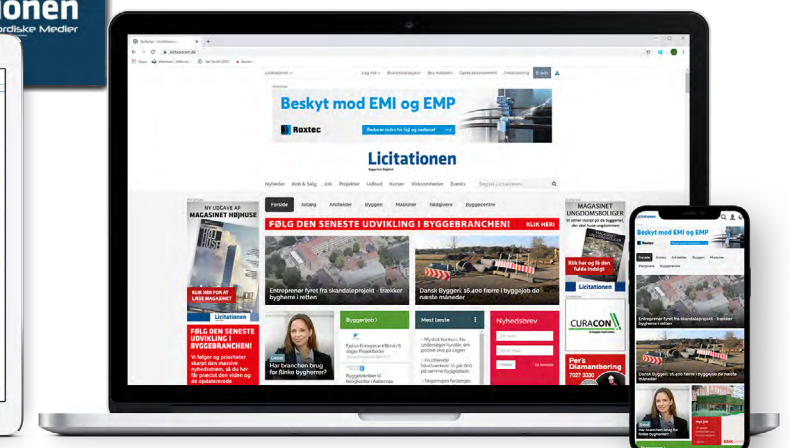
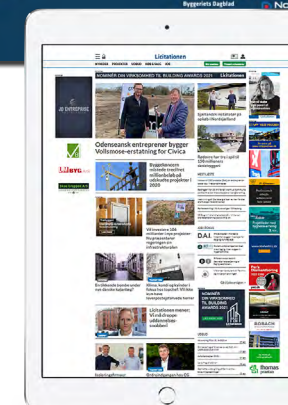
Throughout the last 100 years, Licitationen - Byggeriets Dagblad has been the only daily newspaper in Denmark that shines a light on everything essential in the construction industry. And we continue to believe that an industry in continuous development and significant influence on all parts of society needs its own newspaper.

We wish to be the natural first choice for everyone who wants to be up and close to the development and wants serious construction industry coverage. Licitationen - Byggeriets Dagblad focuses on companies, strategies, financial situation, and construction projects - from the initial projection to handover.

We cover the industry through exciting interviews, portraits and news that highlight personal stories. In this way, our readers gain insight into the industry's news, whether to find new customers, be up close to competitors and colleagues, or follow the progression of projects.

We bring in-depth knowledge to the industry's economic key figures, development and tendencies with thorough surveillance of the companies accounts and personnel - both in the daily newspaper, in interviews and analysis along a string of speciality magazines released through the year. This includes among other "Hvem er Hvem" and "Byggeriets Top".

Licitationen is released in print, as a digital newspaper and newsletter. All is collected and is readily available on licitationen.dk



Relevant and targeted

Always have the latest news at hand



As a subscriber on Licitationen, you can read the weekly Monday newspaper on Saturdays from 12.30. You are also able to access the other weekly newspapers the night before from 20.30.

With Licitationens new app, you receive an easy access to the

online newspapers latest news on mobile or iPad. Search for Licitationen on Google Play or App Store. You can, of course, always read Licitationens online newspaper on your computer.

So why wait for news?
We bring them to your phone or PC when we have collected all

the most important news from the Danish industry.

Order now on licitationen.dk or call us at 72 28 69 70 for a tailored offer to your company.

In the app, notifications can be turned on for current news, as well as when the newspaper is released.
Access to the newspaper app can only be done with a personal login.
Download the app in app store.



Target group and statistics

Licitationen in numbers

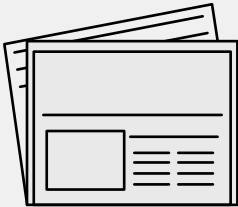
Licitationen’s newsletter is broadcasted daily to over 35.100 people within the industry and has about 1.103 membership companies that actively use the portal every day. These companies are placed all over the country and are evenly distributed by company size. Our newsletter recipients are characterised by being decision-

makers, primarily directors, purchasing managers, production managers, and sales managers. Sellers and buyers are also found in our audience, and they use the newsletter to stay updated on their customers and suppliers. Our newsletter recipients are all relevant recipients. We continuously contact all key people in the industry to ensure that

our newsletters are hitting the right audience. Moreover, we are making ongoing replacements in the newsletter audiences connected with recipients potential job change or other. We are continuously removing recipients whenever newsletters bounce.

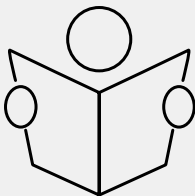
19.000 læsere

- All with an interest in your specialised industry



TOTAL ISSUES

6.443*



READERSHIP

V/1 inserts

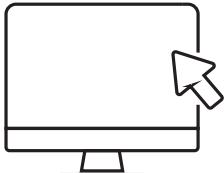
19.000**

* Printissue and online newspaper

** Source: Readership from Index Danmark Gallerup, Full year 2020


212.303

Online visitors




ONLINE VISITORS

212.303 visitors/monthly ***



ONLINE VIEWS

344.181 views/monthly ***



NEWSLETTER

Distributed daily to 35.180 recipients

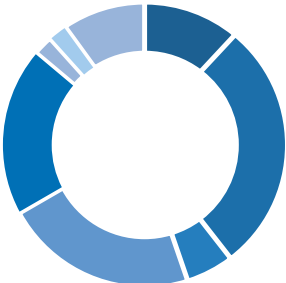
Openingrate: 16,57%

*** licitationen.dk - May 2021

Statistics for online and print

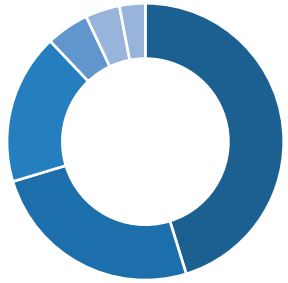
Who are our readers

Distribution in regards to company



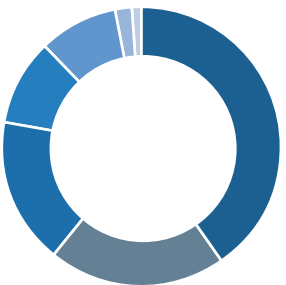
- Entrepreneurs
- Craftsman/Builders
- Construction clients etc.
- Architects and engineers
- Suppliers of building materials
- Rental of trade/equipment
- Building markets and retail
- Other

Distribution in regards to position



- 45% Director, Master craftsman, etc.
- 25% Purchasing and production
- 18% Sales and marketing
- 5% Development and quality
- 4% Finance, HR etc.
- 3% Education








Distribution of Licitationen’s recipients










- 40.5% Construction companies
- 20.5% Construction Clients (public and private)
- 17% Consulting companies (engineers/architects)
- 10% Rental of/trade in equipment
- 9% Wholesale/suppliers
- 2% Education
- 1% Organizations/other

Who are our subscribers




8 out of 10 subscribers read at least half of all newspapers



9 out of 10 subscribers have influence on readers’ purchases



9 out of 10 subscribers read advertisement in the newspaper



Geographical distribution of Licitationen’s recipients



- Capital Region
- Zealand Region
- South Denmark Region
- Central Jutland Region
- Northern Jutland Region

SUBSCRIPTION ADVERTISEMENT PRINT

Subscription

Become a subscriber and stay oriented in your industry

As a subscriber on Licitationen you are easily informed about what happens in your industry. On our website, app or through our newsletter you get a quick overview and the latest news. Additionally, you gain a deep insight into the industry through constructive and credible interviews, portraits and industry analyses in our print newspaper.

As a subscriber, you get:

- A personal login to use across devices

- Unlimited access to all locked and unlocked articles
- The newspaper delivered to an optional address in Denmark
- Specialty magazines delivered to an optional address in Denmark
- Full access to the e-newspaper and all previous editions
- Unlimited access to our article archive, previous publications, and speciality magazines

who want to read our content, we offer more tailor-made solutions. E.g. a multi-user agreement with automatic login via an IP setup or a customer agreement with personal accounts.

Contact us for an offer

Telephone: 72 28 69 70
abonnement@nordiskemedier.dk

Business subscription

If you are a larger group of co-workers in the same company,

Read more and order your subscription now on licitationen.dk



Advertising - Print

Expose your business in the right context

Target your marketing and be seen in the proper context. Nordiske Medier's newspapers have more readers than any other professional media, with many of our readers being important decision-makers. Our print newspapers tune in to relevant focus areas in the respective industries. You have the opportunity to make your company visible in specific themes and magazines through various ad formats.

The selection of ad formats is plenty. You can find some classic examples of formats

on the next page. We also offer creative formats to increase the possibility for greater attention which text and images cannot always do that alone.

It is possible to place an ad connected with relevant editorial content in different sections and themes, providing your marketing increased credibility and ensuring that it is read and not just seen. Print ads have long-lasting effects and great branding value, so even though significant developments have been made in online advertising, we still see print ads as effective

means of visibility for many years to come. The print ads are also in the electronic iPaper and the PDF version.

You can access the iPaper and PDF versions on both computers or tablets - these are also the readers' newspaper archives. We are constantly optimizing circulation to reach the target audiences even more profound and precisely than other media. We do this continuously to be able to deliver targeted advertising opportunities.

Licitationen - Byggeriet's Dagblad wants to be Denmark's best and largest media for the construction industry.

Our unique position is developed every day by focusing on key people and companies in the construction industry.

We focus on strategy, building and construction projects - from initial planning to delivery, the good personal stories, and the quirky stories in the industry.

We want to be the natural first choice when decision-makers want to be updated. We want to live up to the fact that readers gain valuable knowledge, are inspired, challenged, and changed regarding perceptions and knowledge.

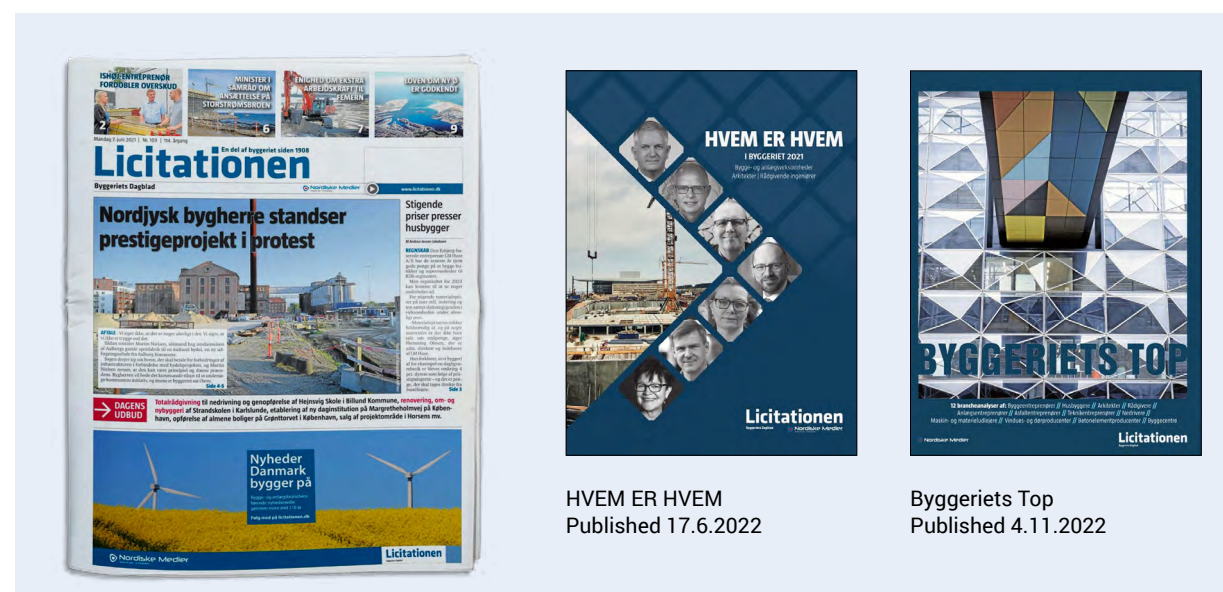
Licitationen is a part of the construction industry that is in constant development. Our ambition is to have our finger on the pulse and set the agenda. We curiously and critically seek out what is happening because everyone benefits from being challenged. We therefore also focus on tricksters, but always from one fair approach where people get speaking time and right.

We write about the industry's challenges and find answers as to how these challenges are solved. We dive into technology during the week through different themes, where we seek out future solutions and innovations that can help run businesses better.

All of our journalists are ambitious to set the agenda and bring their knowledge and insight about the industry into play through analyzes and background stories. They all want to make it onto the front page and write the most-read stories, which are then shared and quoted elsewhere - among and outside the readership of Licitationen.

Here we daily take, among other things, the use of the Ritzau's citation service, social media, and networks.

We supplement the main newspaper with two weekly 2. sections, highly topical themes, and speciality magazines to get around the industry. In these, we go deeper into the various niches within the construction industry.



HVEM ER HVEM
Published 17.6.2022

Byggeriets Top
Published 4.11.2022

Construction and Properties

A focus on current construction issues and development in the construction and property industry

Every Tuesday, the 2. section is published "Byggeri og Ejendomme", focusing on current construction cases and the general development in the construction and property industry.

"Byggeri og Ejendomme" collects

itself around fixed themes where we go in-depth with the individual niches, e.g. Byggekonstruktioner with a focus on construction, renovation, indoor climate, the future of construction, new construction and tenders. Or Boligen where we

collect news, trends and projects around housing, cooperative housing, general housing, landowners' association, rental housing, new forms of housing, indoor climate, and more.

Circulation: 7.543



Building and Property comes out on Tuesdays

	Release	Deadline	Theme
Building and Property nr. 1	18.01	04.01	Residence
Building and Property nr. 2	25.01	11.01	Building constructions
Building and Property nr. 3	01.02	18.01	
Building and Property nr. 4	08.02	25.01	Building constructions
Building and Property nr. 5	15.02	01.02	Residence
Building and Property nr. 6	22.02	08.02	Building constructions
Building and Property nr. 7	01.03	15.02	
Building and Property nr. 8	08.03	22.02	Building constructions
Building and Property nr. 9	15.03	01.03	Residence
Building and Property nr. 10	22.03	08.03	Building constructions
Building and Property nr. 11	29.03	15.03	
Building and Property nr. 12	05.04	22.03	Building constructions
Building and Property nr. 13	12.04	29.03	Residence
Building and Property nr. 14	19.04	05.04	Building constructions
Building and Property nr. 15	26.04	12.04	
Building and Property nr. 16	03.05	19.04	Building constructions
Building and Property nr. 17	10.05	26.04	Residence
Building and Property nr. 18	17.05	03.05	Building constructions
Building and Property nr. 19	24.05	10.05	
Building and Property nr. 20	31.05	17.05	Building constructions
Building and Property nr. 21	07.06	24.05	Residence
Building and Property nr. 22	14.06	31.05	Building constructions
Building and Property nr. 23	21.06	07.06	
Building and Property nr. 24	28.06	14.06	Building constructions
Building and Property nr. 25	02.08	19.07	Residence
Building and Property nr. 26	09.08	26.07	Building constructions
Building and Property nr. 27	16.08	02.08	
Building and Property nr. 28	23.08	09.08	Building constructions
Building and Property nr. 29	30.08	16.08	Residence
Building and Property nr. 30	06.09	23.08	Building constructions
Building and Property nr. 31	13.09	30.08	
Building and Property nr. 32	20.09	06.09	Building constructions
Building and Property nr. 33	27.09	13.09	Residence
Building and Property nr. 34	04.10	20.09	Building constructions
Building and Property nr. 35	11.10	27.09	
Building and Property nr. 36	18.10	04.10	Building constructions
Building and Property nr. 37	25.10	11.10	Residence
Building and Property nr. 38	01.11	18.10	Building constructions
Building and Property nr. 39	08.11	25.10	
Building and Property nr. 40	15.11	01.11	Building constructions
Building and Property nr. 41	22.11	08.11	Residence
Building and Property nr. 42	29.11	15.11	Building constructions
Building and Property nr. 43	06.12	22.11	
Building and Property nr. 44	13.12	29.11	Building constructions



Construction and Machinery

Focus on news for and about everyone in the construction industry

Every Thursday, the 2. section, Anlæg & Maskiner, is released where we focus on the news to and about everyone in the construction industry. Here we zoom in on current construction workers and developments in general within construction, infrastructure and supply.

Recurring themes in Anlæg & Maskiner:

- Roads and infrastructure
- Sewage, drainage and wastewater
- Climate protection

Circulation : 7.543



M-Xtra is published every 14 days together with Licitationen 2. sections. Here we bring industry news on everything from machinery and equipment to the construction sector. The newsletter is broadcasted 21 times throughout 2022 on Thursdays in odd weeks to contractors in construction, park and road, cemeteries. Furthermore, it is sent to machine dealers and contractor suppliers and materiel.

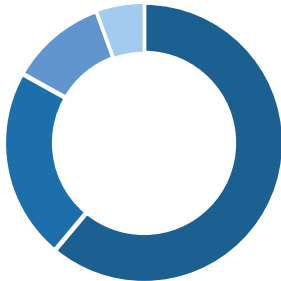
Prices for advertising in the newsletter

- Full size top ad 8.000 DKK
- Top ad 4.000 DKK
- Full size center ad 6.000 DKK
- Center ad 3.000 DKK
- Full size bottom ad 4.000 DKK
- Bottom ad 2.000 DKK

Responsible construction

Responsible construction is also a recurring theme in Licitationen - Byggeriets Dagblad. Throughout the year, we will have a special focus on the social responsibility of the construction industry concerning social issues such as the creation of internships, new jobs, CSR, sustainability and the environment, and meeting climate goals.

Distribution of newsletter readers
Recipients of the newsletter: + 4,047



- Contractors, Construction
- Contractors, Park & Forest, Municipality, Cemeteries
- Supplier
- Construction machinery
- Others

	Release	Deadline
Responsible construction nr. 1	26.01	19.01
Responsible construction nr. 2	23.02	16.02
Responsible construction nr. 3	23.03	16.03
Responsible construction nr. 4	20.04	13.04
Responsible construction nr. 5	25.05	18.05
Responsible construction nr. 6	15.06	08.06
Responsible construction nr. 7	10.08	03.08
Responsible construction nr. 8	28.09	21.09
Responsible construction nr. 9	19.10	12.10
Responsible construction nr. 10	09.11	02.11

Construction & Machinery is released on Thursdays

	Release	Deadline	Theme
Construction and Machinery nr. 1	20.01	06.01	M-Xtra
Construction and Machinery nr. 2	27.01	13.01	Roads and infrastructure
Construction and Machinery nr. 3	03.02	20.01	Sewage, drainage and wastewater
Construction and Machinery nr. 4	10.02	27.01	M-Xtra
Construction and Machinery nr. 5	17.02	03.02	
Construction and Machinery nr. 6	24.02	10.02	Roads and infrastructure
Construction and Machinery nr. 7	03.03	17.02	M-Xtra
Construction and Machinery nr. 8	10.03	24.02	Climate protection
Construction and Machinery nr. 9	17.03	03.03	Sewage, drainage and wastewater
Construction and Machinery nr. 10	24.03	10.03	M-Xtra
Construction and Machinery nr. 11	07.04	24.03	Roads and infrastructure
Construction and Machinery nr. 12	21.04	07.04	M-Xtra
Construction and Machinery nr. 13	28.04	13.04	Sewage, drainage and wastewater
Construction and Machinery nr. 14	05.05	21.04	M-Xtra
Construction and Machinery nr. 15	19.05	05.05	Roads and infrastructure
Construction and Machinery nr. 16	02.06	19.05	Climate protection
Construction and Machinery nr. 17	09.06	25.05	M-Xtra
Construction and Machinery nr. 28	16.06	02.06	Roads and infrastructure
Construction and Machinery nr. 19	23.06	09.06	Sewage, drainage and wastewater
Construction and Machinery nr. 20	04.08	21.07	M-Xtra
Construction and Machinery nr. 21	11.08	28.07	Roads and infrastructure
Construction and Machinery nr. 22	18.08	04.08	
Construction and Machinery nr. 23	25.08	11.08	M-Xtra
Construction and Machinery nr. 24	01.09	18.08	Roads and infrastructure
Construction and Machinery nr. 25	08.09	25.08	Sewage, drainage and wastewater
Construction and Machinery nr. 26	15.09	01.09	M-Xtra
Construction and Machinery nr. 27	22.09	08.09	Roads and infrastructure
Construction and Machinery nr. 28	29.09	15.09	Climate protection
Construction and Machinery nr. 29	06.10	22.09	M-Xtra
Construction and Machinery nr. 30	13.10	29.09	Roads and infrastructure
Construction and Machinery nr. 31	20.10	06.10	Sewage, drainage and wastewater
Construction and Machinery nr. 32	27.10	13.10	M-Xtra
Construction and Machinery nr. 33	03.11	20.10	Roads and infrastructure
Construction and Machinery nr. 34	10.11	27.10	
Construction and Machinery nr. 35	17.11	03.11	M-Xtra
Construction and Machinery nr. 36	24.11	10.11	Climate protection
Construction and Machinery nr. 37	01.12	17.11	Sewage, drainage and wastewater
Construction and Machinery nr. 38	08.12	24.11	M-Xtra
Construction and Machinery nr. 39	15.12	01.12	Roads and infrastructure

Arkbyg

Exclusive magazine for architects, construction clients and engineers

Arkbyg is an exclusive magazine aimed at architects, consulting engineers, construction clients and contractors.

Arkbyg brings compelling portraits of the distinctive industry personalities and describes the essentials trends and themes. In addition, the magazine also goes into detail with the description of Denmark’s most sensational projects.

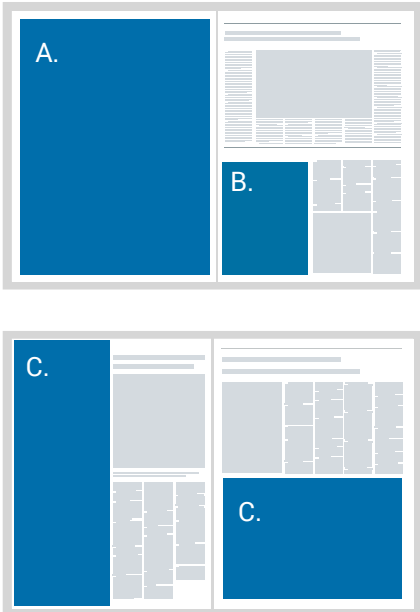
Each issue contains pages with and about landscape architecture.

Arkbyg is published 8 times a year.

Readers: 19.000
Circulation number: 6.843



	Release	Deadline
Arkbyg nr. 1	25.02	04.02
Arkbyg nr. 2	18.03	25.02
Arkbyg nr. 3	22.04	29.03
Arkbyg nr. 4	27.05	06.05
Arkbyg nr. 5	26.08	05.08
Arkbyg nr. 6	23.09	02.09
Arkbyg nr. 7	28.10	07.10
Arkbyg nr. 8	25.11	04.11



- A. 1/1 page

Format: W: 215xH: 285 mm

4 Colors..... Kr. 29.950
- B. 1/4 page

Format: W: 105xH: 142 mm

4 Colors..... kr. 11.250
- C. 1/2 page high format

Format: W: 105xH: 285 mm

4 Colors..... Kr. 18.450
- C. 1/2 cross prage format

Format: W: 215xH: 142 mm

4 Colors..... Kr. 18.450

Material: The format edge and must be received with 5 mm. bleed and cutting marks.



Magasinet Forsyning

Insight into new possibilities and trends in the utilities industry



We publish "Magasinet Forsyning" four times a year, which provides insight into technology, machines, and people and insights into new opportunities and trends in the supply industry. We focus on electricity supply, heat supply, recycling, wastewater, and water supply in every edition.

In addition to Licitationen's daily readers, Magasinet Forsyning is sent to advisory engineers, operations managers, machine managers, project managers and specialists employed within the supply industry.

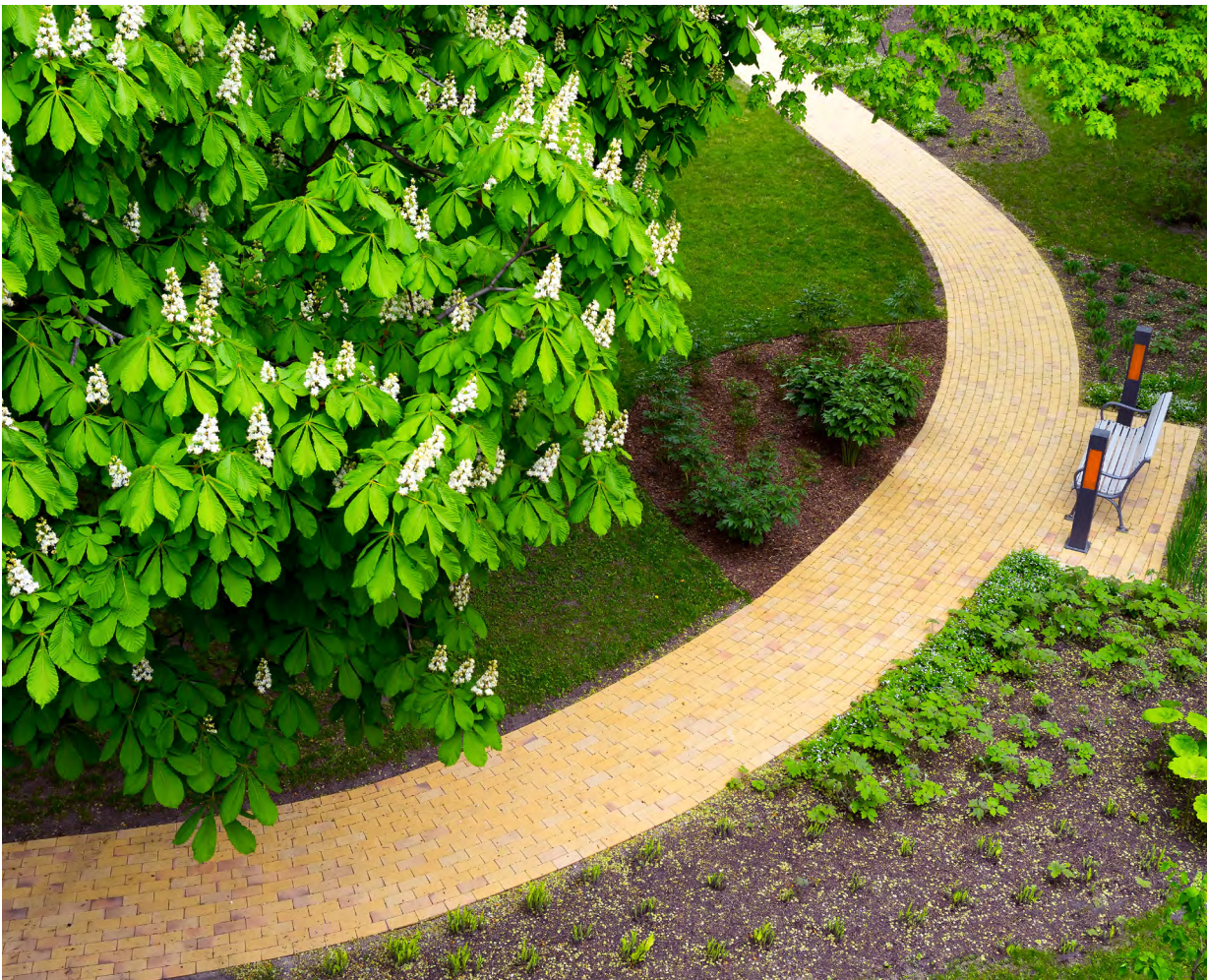
Moreover, it is distributed digitally at energy-supply.dk.



Reading number: 19.000 *
Circulation number: 7757 **
* Index Denmark Gallup, Full year 2020
** Print and e-newspaper

	Release	Deadline
Magasinet Forsyning nr. 1	09.02	26.01
Magasinet Forsyning nr. 2	27.04	13.04
Magasinet Forsyning nr. 3	14.09	31.08
Magasinet Forsyning nr. 4	16.11	02.11

Park and Construction



The magazine Park & Anlæg is published four times a year. Here we bring reports on current news within overall themes such as rainwater management in the cities, urban space design, operation and machines and more.

The magazine Park & Anlæg is published together with Licitationen - Byggeriet's Dagblad and is also distributed to landscape gardeners, municipalities park and road departments, municipal equipment farms, landscape architects, large real estate companies/housing companies, cemeteries, facility, real estate companies, housing associations and more.



Reading number: 19.000*
Circulation number: 10.543**
* Index Danmark Gallup, Helår 2020
** Printoplæg og e-avis

	Release	Deadline
Park and Construction nr. 1	10.03	17.02
Park and Construction nr. 2	09.06	19.05
Park and Construction nr. 3	08.09	18.09
Park and Construction nr. 4	10.11	20.10

The Magazine Skoler og Institutioner

Focus on schools and institutions

We publish the magazine Skoler og Institutioner twice a year. The editorial focal point is the physical conditions that help create well-being for children and families during school and leisure.

Moreover, we present a focus on construction and renovation of schools, institutions, halls, holiday homes and swimming pools - including indoor climate, energy, material selection, sustainability. There will, in addition, be a focus on outdoor areas - including sports facilities, residences/play areas, and maintenance of these.

The magazine Skoler og Institutioner is published to the subscribers of Licitationen and leisure administrations, school leaders on major schools and after-school centres, kindergartens, tail inspectors, swimming pools, sports clubs, stadiums and advisors.

	Release	Deadline	
The Magazine Skoler og Institutioner nr. 1	19.05 2022	28.04 2022	Circulation number: 10.243** ** Printoplæg og e-avis
The Magazine Skoler og Institutioner nr. 2	20.10 2022	29.09 2022	

Hvem er Hvem

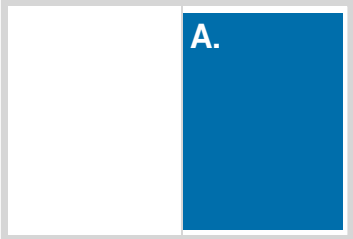
Constructions leading people

HVEM ER HVEM is the construction industry's main and most voluminous reference work. Licitationen - Byggeriet's Dagblad maps the largest and most influential contractors, architects and consulting engineers on the Danish building and construction scene. The companies are presented with a description of the core business and an overview of key persons, contact information and the latest key figures. HVEM ER HVEM of the construction industry is also available digitally on www.licitationen.dk/hvemerhvem/, and is continuously updated. And as a subscriber on Licitationen, you have access all year round.

Published 17.6.2022

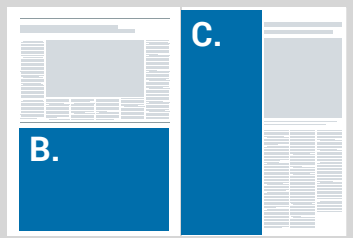


Formats - Print



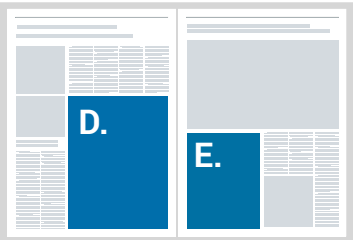
A. 1/1 page
Format: W: 266xH: 365 mm
Main newspaper DKK 23,450
Special newspaper DKK 29,950
Back DKK 34,950

Prices other formats
Pr. column mm (incl. color)
Insert 4 pages: DKK 69,850
Insert 8 pages: DKK 89,850
Insert 12 pages: DKK 99,850



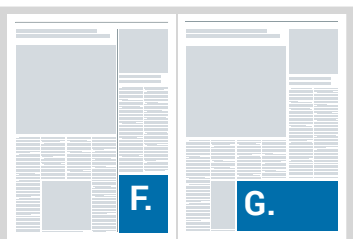
B. 1/2 page cross format
Format: W: 266xH: 180 mm
Main newspaper DKK 15,450
Special newspaper DKK 19,450

Newspaper
Text page ads min.
100 mm. DKK 16
Creative ad formats. DKK 21



C. 1/2 Page High Format
Format: W: 131xH: 365 mm
Main newspaper DKK 15,450
Special newspaper DKK 19,450

Professional newspaper
Text page ads
min. 100 mm DKK 22
Creative ad formats. DKK 26



D. 1000 mm
Format: W: 176xH: 270mm
Main newspaper DKK 18,450
Special newspaper DKK 22,450

Prices are for print ready material and ex. VAT. Advertisement is produced with 1 proofreading from DKK 600.



E. 1/4 Side
Format: W: 131xH: 180 mm
E. Main newspaper DKK 9,950
E. Special newspaper DKK 11,950

Color surcharge
<300 mm pr. mm DKK 10
> 300 mm DKK 3,000



F. Block
Format: W: 86xH: 100 mm
4 Colors
Front page DKK 8,150
Back DKK 5,150

Discounts
If you want to order more ads, you are welcome to contact us for a good deal. Please see contact information on the last page.



G. Wide block 4 Colors
Format: W: 266xH: 100 mm
Back DKK 8,150
Theme / Trade newspaper / Special newspaper
front page. DKK 9,950

All prices are ex. VAT, unless other is indicated. We reserve the right to make printing errors and price regulation.



H. BAR
Format: W: 266xH: 100 mm
Back DKK 9,950
Special front page. DKK 9,950
Theme / Trade newspaper / Special newspaper front page
DKK 11.950

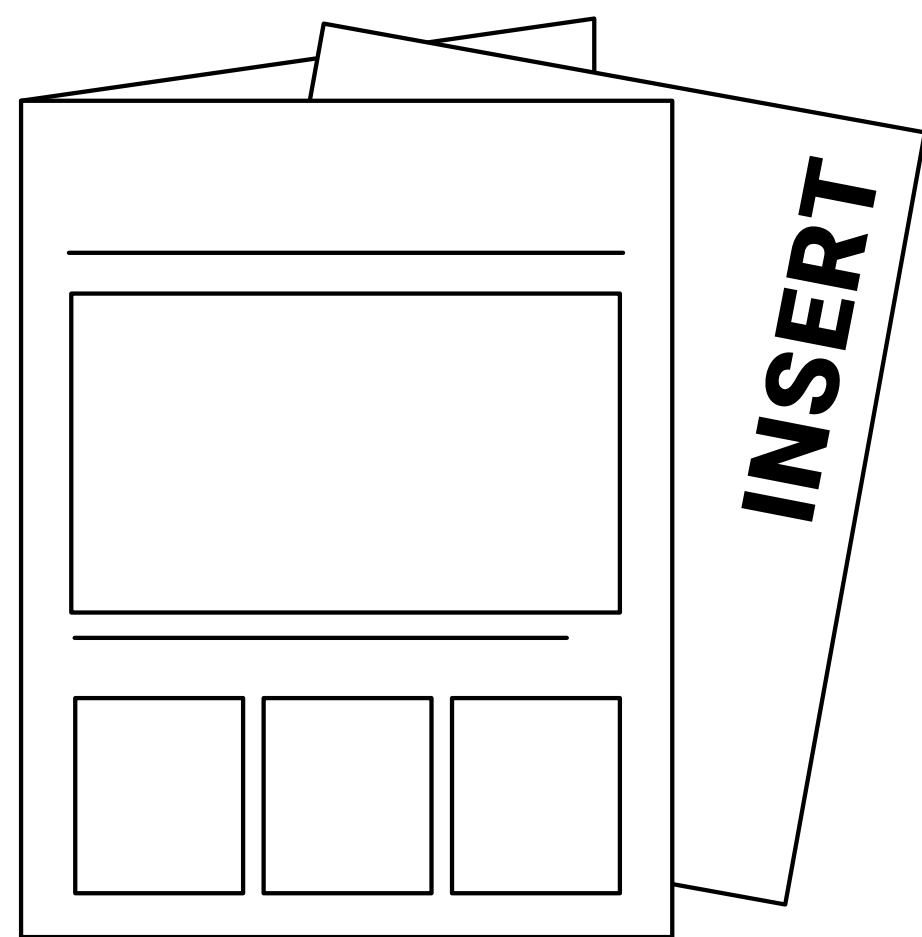
For technical specifications and conditions see in end of the media information.

Theme / Trade newspaper / Special newspaper
Front page DKK 8,150
Text page main newspaper
DKK 4.650

Text page Trade newspaper / Special newspaper DKK 6,350

Insert

Achieve higher visibility with an insert



Get your printed brochure material distributed alongside one of our publications, and get your business noticed throughout the industry or by selected professional groups.

Brochure material is one of the many types of inserts posted or attached to the magazine when distributed.
An insert makes it possible to

reach recipients and decision-makers in small and medium-sized enterprises while giving you high visibility with the reader who opens the newspaper.

Contact us for an offer on telephone: +45 72 28 69 70 or mail: salg@nordiskemedier.dk





Search engine optimization

Get to the top on Google

Make customers discover you when they are searching for what your company has to offer.

With an SEO package from Nordiske Medier, we help you optimize your website using several parameters so that customers easily find you.

- We optimize on:**
- Technical performance
 - Text constitution
 - Ease of use
 - Linkbuilding

In addition, we offer Google Ads, where we cooperate with you as a customer to identify keywords and optimise campaigns.

Fill out the SEO formular and receive a free SEO report. [CLICK HERE](#)

GET STARTED



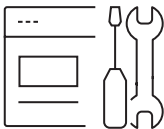
ANALYSIS



RUN-THROUGH

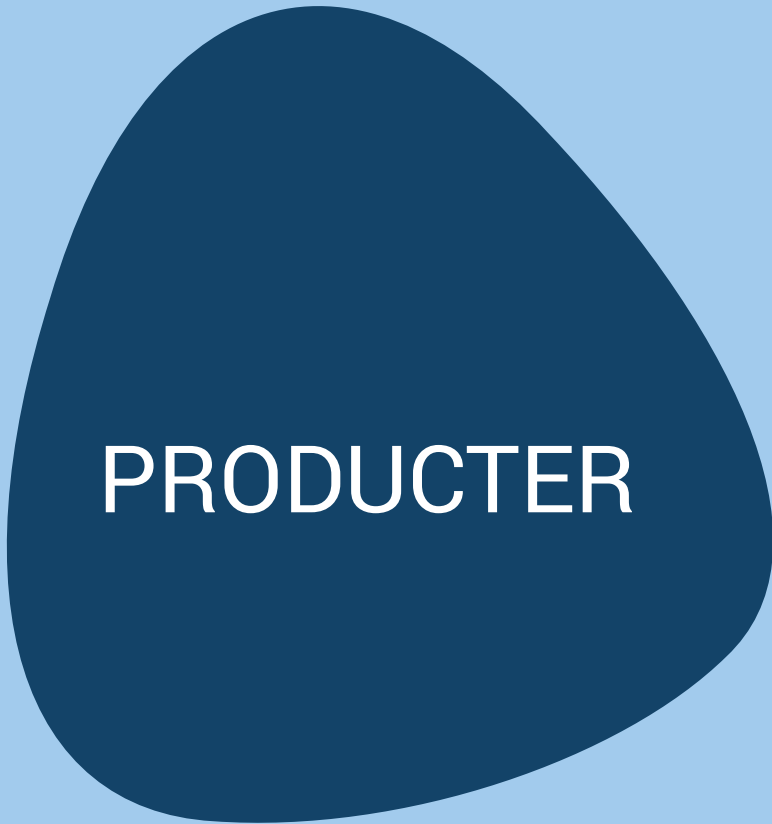


OFFER



READY

Contact
Do you have any questions concerning SEO, please contact us on telephone +45 72 28 69 70



PRODUCTER

Advertorial

Tell your story and have it read by the right audience

Take advantage of a unique opportunity by enlightening potential collaborators or new customers about the projects that illuminate the core competencies of your business.

An advertorial is an advertisement designed as an article. Your company can work together with Nordiske Medier's

commercial copywriters to create an ad with a journalistic expression. We can prepare the advertorial for all our media - both print and online.

Our online advertorials have a maximum length of 2.000 keystrokes (incl. spaces). It is possible to prop up the ad with pictures and a link to a video.

With an advertorial we offer

- Effective marketing
- Commercial copywriters
- Relevant and value-creating content for targeted readers
- Ranking among other articles
- High SEO value

If finished material is to be delivered, the deadline is two weeks before indentation.

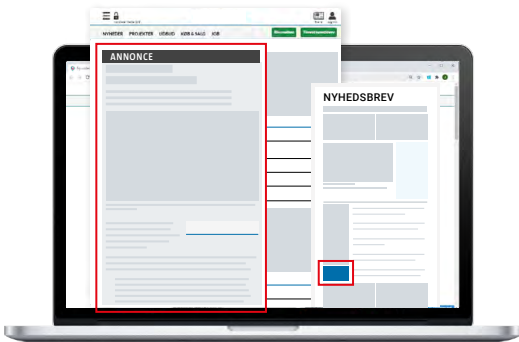
ADVERTORIAL PRINT PACKAGE



29,950 DKK.

- Indrykning i en eller flere af vores fagrelevante medier
- Placering blandt de øvrige artikler i avisen
- Eksponering i e-avis med link
- Udarbejdelse af tekst og grafisk opsætning direkte målrettet det relevante medies læsere

ADVERTORIAL ONLINE PACKAGE



15,000 DKK.

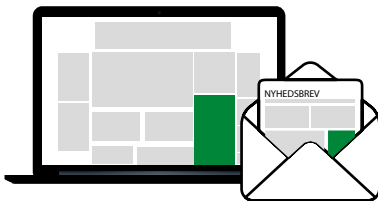
- Runs for the duration of one week - from Monday to Sunday incl. setup
- Placement on the front page of the news flow among other articles
- Placement in the newsletter under regular articles on Monday
- Final report on total number of views

Job-in-Focus

Easy and quick access to your future employee

With Job-In-Focus, your employee search is made visible on the desired portals' front page and among articles. Thereby, you reach more than a thousand qualified candidates who are constantly keeping updated within your industry.

JOB-IN-FOCUS SOLO



3,850 DKK.

- 30 days on website under "Job-In-Focus"
- 30 days in the newsletter under "Job-In-Focus"

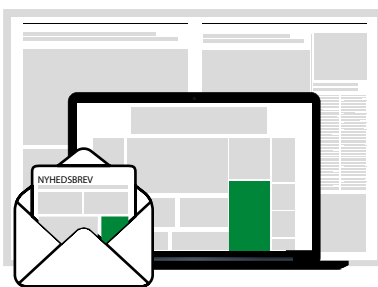
ONLINE PAKKE



6,950 DKK.

- Job-In-Focus SOLO 30 days advertising on the home page as a side banner
- 1 view in the newsletter (middle or bottom ad)
- Production of ads
- **RESULT GUARANTEE ***

COMBI



10,950 DKK.

- Job-In-Focus SOLO 30 days advertising on the home page as a side banner
- 2 views in the newsletter (middle or bottom ad)
- 1 teaser ad (86x100 mm) in the print edition
- Production of ads
- **RESULT GUARANTEE ***

*Free re-posting as "JOB-IN-FOCUS" if the right candidate is not found.

Purchases

Robotscanning / Crawling

Automatisk scanning, så alle jeres jobannoncer automatisk kommer på portalen.

Print advertising

- Teaser advertisement (86x100 mm): DKK 3,000
- Job posting (131 x 180 mm): DKK 5,000
- Full storage (full page): DKK 10,000 (Prices only apply to purchases).

For price, contact your regular job consultant. **Contact:** tel .: 72 28 68 70 or jobannoncer@nordiskemedier.dk

Membership

Targeted marketing

– 365 days a year

With a membership, you gain direct access to the Nordic region's largest niche portal, marketing tool and portal that showcases your company news, competencies and sales towards a relevant target group - all year round. Having a membership means that your company gets an efficient, tailor-made marketing tool, making your marketing visible to a relevant and sharply defined target group.

Membership or Membership+
We offer two variants of our membership.

Membership allows your business to use the features of the members' panel.

With a Membership+, you receive support to post news, machines, skills, jobs, courses and fairs via your member profile. Through dialogue between you and our customer support, we help you to use the marketing tool and become more visible in the industry.

Read more about the features below the section "Indentations".

Tool

- Visibility in the industry
- Market insights
- Professional advice
- Induction of jobs
- Easy indentation of news and products
- Half price online advertising
- User-friendly marketing tool

Become a member

	MEMBERSHIP	MEMBERSHIP+
Company profile	●	●
Login to membership panel	●	●
50% on online advertising	●	●
Professional advice 2-4 times a year	●	●
Marketing tool for inserting news, products and competencies on media website and newsletter	●	●
News indent support		●
Support for indentation of products and competencies		●
SEO optimized indentations		●
Support for registration in Market overview		●

Indentations

Become visible in

the industry

Company profile
When your company signs up for a membership, we create a company profile for you, thereby granting you access to the Nordic region's largest niche marketing tools. You become a part of an extensive network of relevant professional groups and contacts with a company profile. The company profile is searchable and links directly to your website.

Login
With a login to the member pro-

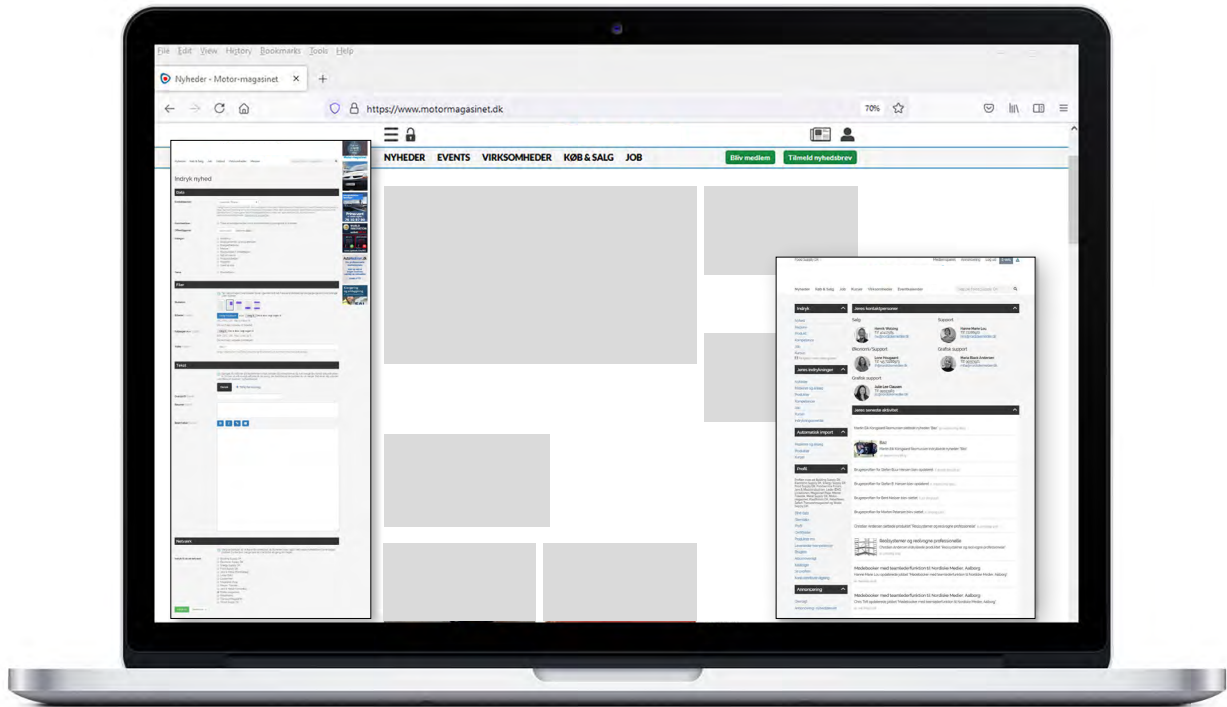
file, you gain access to a string of benefits.

Insertion of news
Once a day, your company has the opportunity to write one news story out to the industry - e.g. in connection with an anniversary, a new order, a new product.

Indentation can also be
Your company can present your products, machines or competencies directly to the target group.

Courses and fairs
When organising or participating in courses or fairs, you can easily make the course or participation visible at the fair through your membership.

Discount on advertising
With a membership, you get 50% on advertising purchased on the website and in the newsletter.



Technical specifications – Print

Material

Material is sent to:
materiale@licitationen.dk

Reimbursement

Material allowance after an agreement, however, max. 5%.

Cancellation policy

Cancellation and date changes must be in writing no later than 14 days before the release date. If changes in the indentation plan discard discount conditions, the paid out discount will be debited.

Repro

If Nordiske Medier does not receive completed advertising material, the completion is invoiced with 50 øre pr. mm.

Formats

Newspaper format	Tabloid
Slit 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 (storage)	546x365mm

Paper quality

newspaper	49 grams
Number of columns	6
* To edge.....	Not possible

Color ads complaints

The newspaper assumes no responsibility for any minor deviations from the colours of the original material when printing colour ads. The newspaper

reserves the right to reject complaints about ads where the material, in advance, is deemed less suitable for reproduction or where the submission has exceeded the deadline.

Specifications

LAYOUT FILE: Adobe IDML file InDesign. Packed with all links.

PDF

PDF file produced with Acrobat Distiller containing all fonts, images, graphics and colours defined as CMYK. (Job setting for Acrobat Distiller can be requisitioned). Incidentally, reference is made to Industry Standard for digital advertising material agreed between DRRB, DFF and DDPFF. Various descriptions, settings files mv. can be picked up at MAIL@MAIL.DK

Pictures / illustrations / graphics

Color: All Photoshop formats for at least 200 dpi.
B / W: All Photoshop formats in at least 200 dpi.
Line drawing: EPS and Ai. TIFF, EPS and JPG at least 600 dpi.
The "overprint" function must not be used.

Colors

CMYK-defined (RGB and Panto-
ne we separate to CMYK).

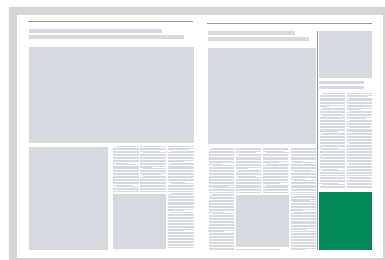
Compression:

Stuffit, Zip.

Other conditions

Please refer to our trading con-

ditions on
www.nordiskemedier.dk or mail
from your consultant.



Technical specifications – Online

Deadline

The deadline is agreed upon with the graphic designer, who submits the booked ad campaign, specifications and deadline.

Delivery of finished material

The deadline for delivery of finished material is two week-days before starting.

The advertisement incl. link to the landing page is sent directly to the email: online@nordiske-medier.dk

Graphic assistance

If you need a graphic designer to help with your design, these are the following requirements for images, logos and text.

- Images must be min. 80 DPI in the file formats: .jpg, .tiff, .eps, .psd and .png.
- Deliver logo and graphic elements as .eps or .ai vector graphics
- The text is sent separately in a .docx format or the mail with the material.

We need to receive your material no later than ten days before the ad campaign starts.

Banners are free of charge

when ordered a minimum of two months before; otherwise, the price is 500 DKK per banner.

Banner advertising

Our site is responsive, and the banners adapt to the screen they are shown on. Be aware that banners are legible on vari-

ous screens.

The banners share space with up to 3 others. However, title banners are placed alone, while sticky banners share space with up to 2 others. The banners rotate at page breaks.

All banners can be both static or animated - HTML5, gif or script - with exception of the title banner. Deliver banners in the formats: .jpg, .gif, .png or HTML5.

For HTML5 banners specifically

When delivering HTML, all source material must be collected and sent in a zip file. The zip file must max fill ten MB.

It will be an advantage that The HTML5 file stays inside a frame of 20 seconds.

HTML5 files can only be used

for banners on the portal because mail programs cannot handle the file type.

Forward fallback banners

for use on mobile and tablet screens if HTML and script banners are not made responsive.

Advertisement guidelines

The difference between advertisement and editorial content must be clear to the readers. Therefore, ads must differ from the editorial layout - both on the portal and in the newsletter, so readers are not misled and think that an ad is an article written by the editorial staff.

Generally, advertisers are asked to use a different font than ours. The word "Advertisement" appears on the website automatically just above the banner. However, the term "Advertisement" should be stated clearly at the top of the ad when advertising in the newsletter, so there is no doubt that it is an ad - in doing so, we follow the legislation in this area.

If we consider the ad too close to the editorial texts, we will request the change font and/or add the company logo so that it is clear that it is an advertisement. We do this to live up to the rules laid down by the Consumer Ombudsman.

Furthermore, all advertisements should only concern own business and own products - i.e. none misleading or bad publicity of the competitors - in doing so, we follow the Marketing Act.



Nordiske Medier industry media in Denmark

CONSTRUCTION

📡 BUILDING SUPPLY

📡 KOMMUNEFOKUS

Licitationen

Mester Tidende

INDUSTRY

📡 METAL SUPPLY

Jern-Maskinindustrien

📡 FOOD SUPPLY

📡 PLAST FORUM

📡 ELECTRONIC SUPPLY

📡 WOOD SUPPLY

THE TRANSPORT SECTOR

Transportmagasinet

FREMTIDENS LOGISTIK

Søfart

AUTO INDUSTRIES

Motor-magasinet

THE SUPPLY SECTOR

📡 ENERGY SUPPLY

RETAIL INDUSTRY

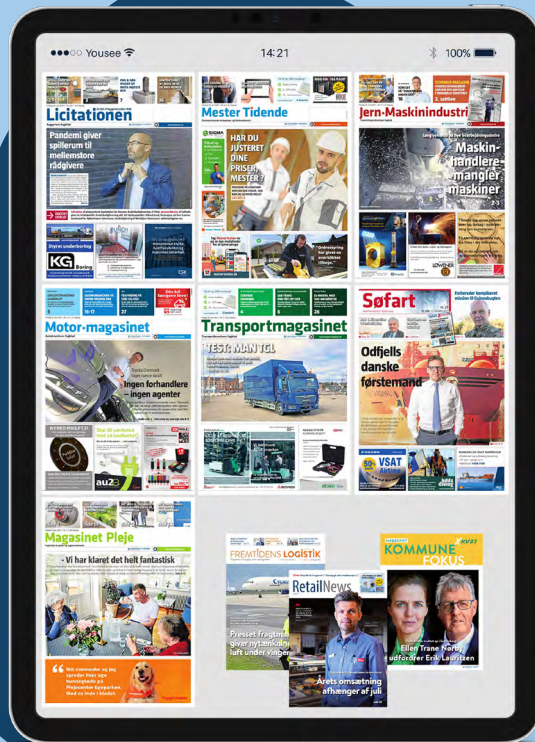
RetailNews

THE CARE SECTOR

Magasinet Pleje

HR & MANAGEMENT

LEDER IDAG.DK



📡 Nordiske Medier

Phone: +45 72 28 69 70

info@nordiskemedier.dk

www.nordiskemedier.dk