



Media information 2024

Building Supply

A part of Nordiske Medier A/S

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Building Supply

Building Supply is a Danish online media outlet that covers the construction and civil engineering industry. We target decision-makers, procurement managers, and other professionals in the construction sector who want to stay updated on what is happening among their customers and suppliers. Building Supply is published on building-supply.dk and in our daily newsletter, which delivers the industry's most insightful construction news and useful updates to over 35,500 subscribers every day.

Contact: Journalist Lars Dalsgaard Adolfsen
Direct phone: +45 72 28 69 75
Email: lda@nordiskemedier.dk

Contact the Editorial Team
Email: redaktionen@building-supply.dk
Website: www.building-supply.dk

Target Audience & Statistics



Facts about Building Supply
Building Supply in numbers
Target Groups – Online

Facts about Building Supply

Building Supply’s newsletter is sent out daily to over 35,000 individuals in the industry, and we currently have 890 member companies actively using Building Supply’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 –

meaning primarily CEOs, procurement managers, production managers, and sales managers. Additionally, general salespeople and buyers also form part of our audience, as they use the newsletter to stay updated on developments among their customers and suppliers.

All recipients of our newsletter are relevant individuals. We regularly reach out to key

industry personnel via phone to ensure that we are reaching the right target audience with our newsletter. There is an ongoing turnover in the recipients of the newsletters due to job changes and similar circumstances.

We unsubscribe recipients continuously if we receive the newsletter back.



ONLINE VISITORS
137,912 visitors ***"



ONLINE VIEWS
239,435 views/month ***



NEWSLETTER
Sent daily to 35,787 recipients ***



NEWSLETTER
Open Rate (unique opens)
34,00% ***

*** building-supply.dk – figures from May 2023

Who reads Building Supply?



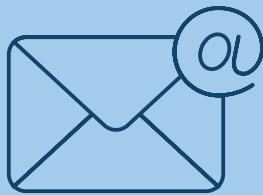
More than
80%
of our readers have rated
Building Supply as a good media
outlet.



More than
35%
of our readers work at a
company with more than a 100
employees

Licitationen

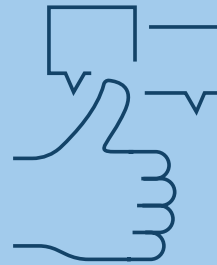
More than
65%
of our readers also read
Licitationen



More than

98%

of our readers think it is
important to receive Building
Supply's newsletter



More than

66%

of our readers prefer to stay
updated via Building Supply's
newsletter



More than

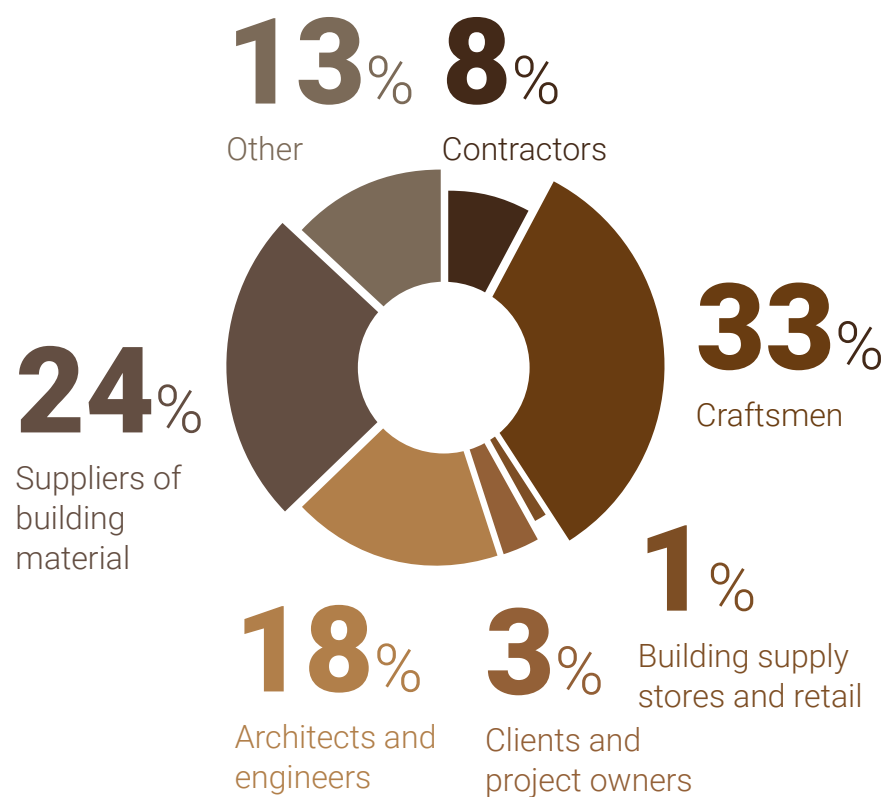
83%

of our newsletter recipients read
half or the entire newsletter daily.

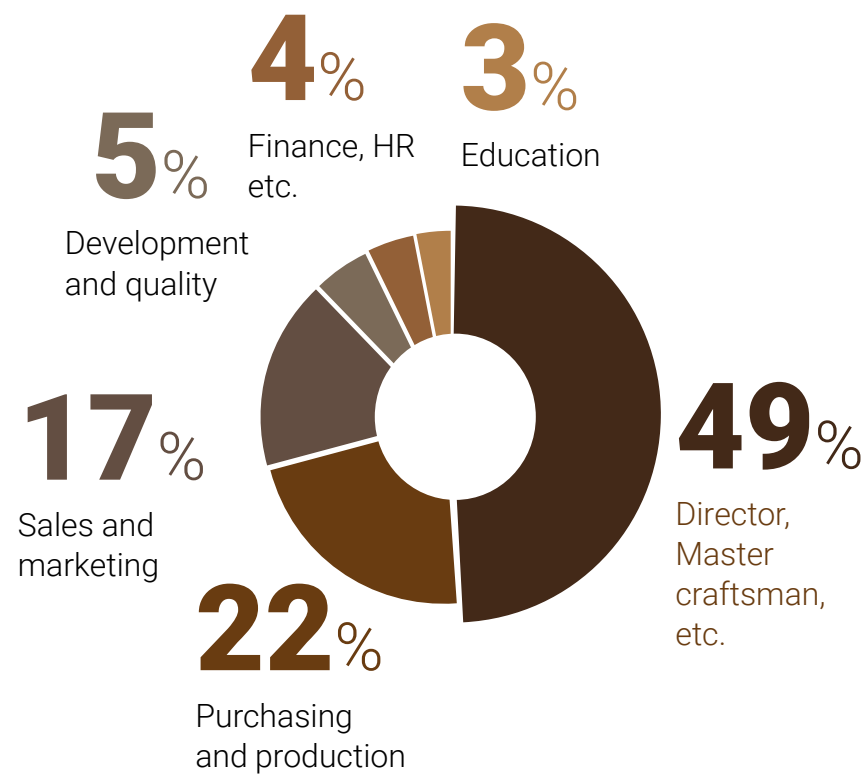
* Reader survey 2023

Target audience

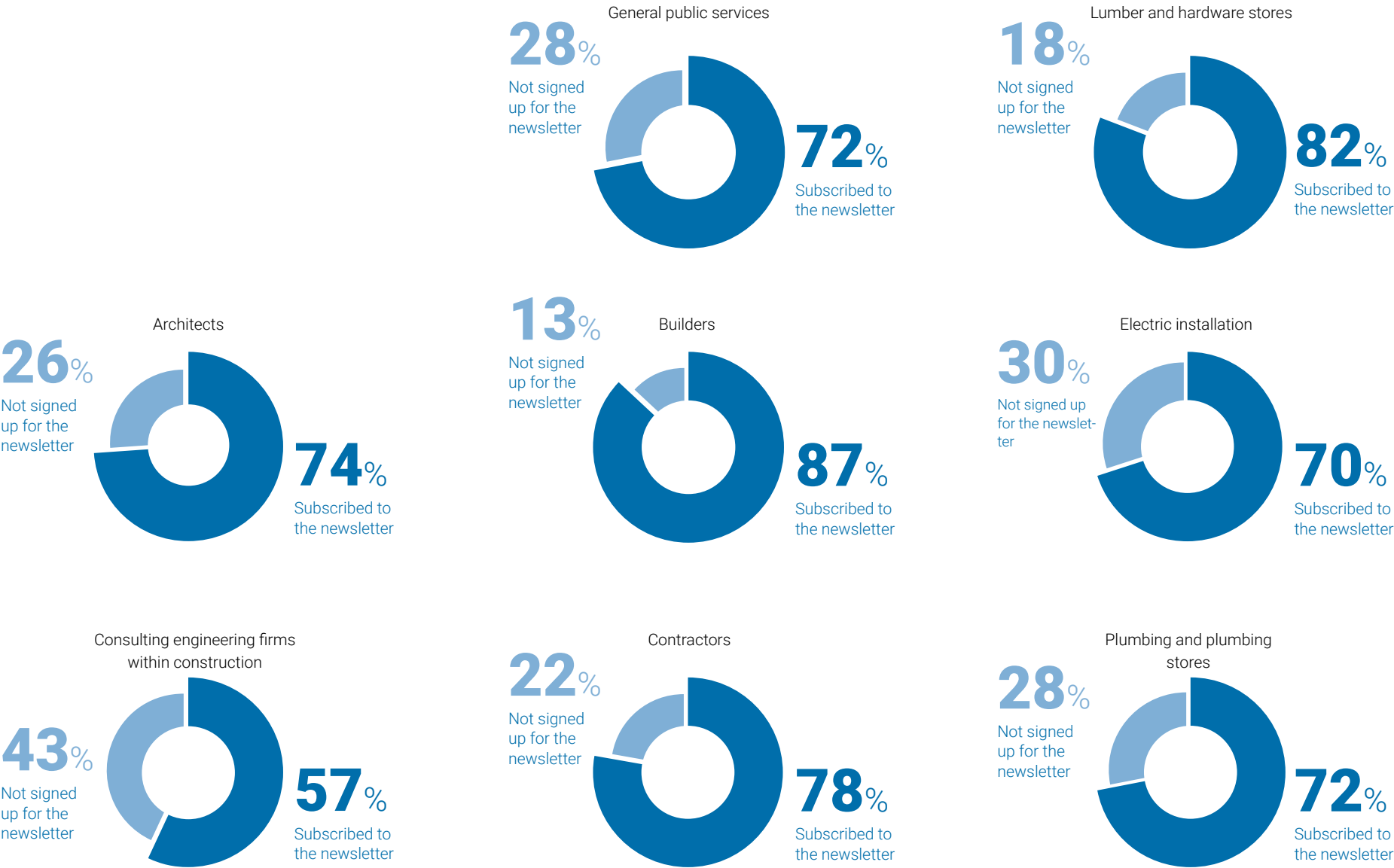
The distribution in relation to company



The distribution in relation to position



Refinement of the Target audience



Online formats and specifications.

Banner advertising on the front page

Our website is responsive and adapts banners to display correctly on all screens.

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

The banners rotate when changing pages.

All banners can be either static or animated – HTML5, gif, or script – except the title banner.

Animated banners come in the following formats: .jpg, .gif, .png or HTML5.

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

The prices assume that you are a member company at the medium.

See in the back for technical specifications and conditions.

Banner advertising on the front page



1) Top banner
Format: W: 930 pixels x H: 180 pixels
Size: max. 70 KB
Cover + the other pagesDKK 24,500



5) Campaign banner – front page
Format: W: 300 pixels x H: 250 pixels
Size: max. 70 KB
Front page pos. 5.1 - 5.3:DKK 13,750
Front page pos. 5.2 - 5.4:DKK 10,750



1.2) Billboard
Format: W: 980 pixels x H: 540 pixels
Size: max. 150 KB
Cover + the other pages DKK 34,500



5) Campaign banner 1&2 – other
Format: W: 300 pixels x H: 250 pixels
Size: max. 70 KB
Other pos. 1:DKK 6,750
Other pos. 2:DKK 5,350



2) Sticky banner*
Format: W: 240 pixels x H: 400 pixels
Size: max. 90 KB
Cover + the other pages DKK 17,500



3) Corner banner*
Format: W: 200 pixels x H: 300 pixels
Size: max. 70 KB
orside + the other sides.....DKK 11,500



4) Side banner*
Format: W: 200 pixels x H: 175 pixels
Size: max. 40 KB
Front page + the other pages... DKK 3,250



6) Gigabanner 1&2
Format: W: 980 pixels x H: 250 pixels
Size: max. 150 KB
Front page pos. 6.1: DKK 9,500
Front page pos. 6.2:DKK 4,500

Banner advertising on the article page

Our website is responsive and adapts banners to display correctly on all screens.

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

The banners rotate when changing pages. All banners can be either static or animated – HTML5, gif, or script – except the title banner.

Animated banners come in the following formats: .jpg, .gif, .png or HTML5.

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

The prices assume that you are a member company at the medium.

See in the back for technical specifications and conditions.

Banner advertising on the article page



1) Top banner
Format: W: 930 pixels x H: 180 pixels
Size: max. 70 KB
Article DKK 24,500



7) Article Banner
Format: W: 660 pixels x H: 200 pixels
Size: max. 100 KB
Article: DKK 10,000



1.2) Billboard
Format: W: 980 pixels x H: 540 pixels
Size: max. 150 KB
ArticleDKK 34,500



2) Stickybanner*
Format: W: 240 pixels x H: 400 pixels
Size: max. 90 KB
Article DKK 17,500



8) Campaign banner 1&2 – article
Format: W: 300 pixels x H: 250 pixels
Size: max. 70 KB
Article pos. 8.1:DKK 13,750
Article pos. 8.2:DKK 10,750



3) Corner Banner*
Format: W: 200 pixels x H: 300 pixels
Size: max. 70 KB
Article DKK 11,500



9) Title banner
Format: W: 300 pixels x H: 60 pixels
Banner is static
Size: max 20 KB
Article: DKK 22,750



4) Side banner*
Format: W: 200 pixels x H: 175 pixels
Size: max. 40 KB
Article DKK 3,250

Advertising in the newsletter

The newsletter is sent out to the industry per e-mail and contains relevant industry news.

General specifications for the advertisements in the newsletter are:

- The advertisements are static
- Deliver finished in the file format: .jpg, .gif, or .png
- Finished graphic file must be a maximum of 50 KB.

All prices are membership prices per publication.

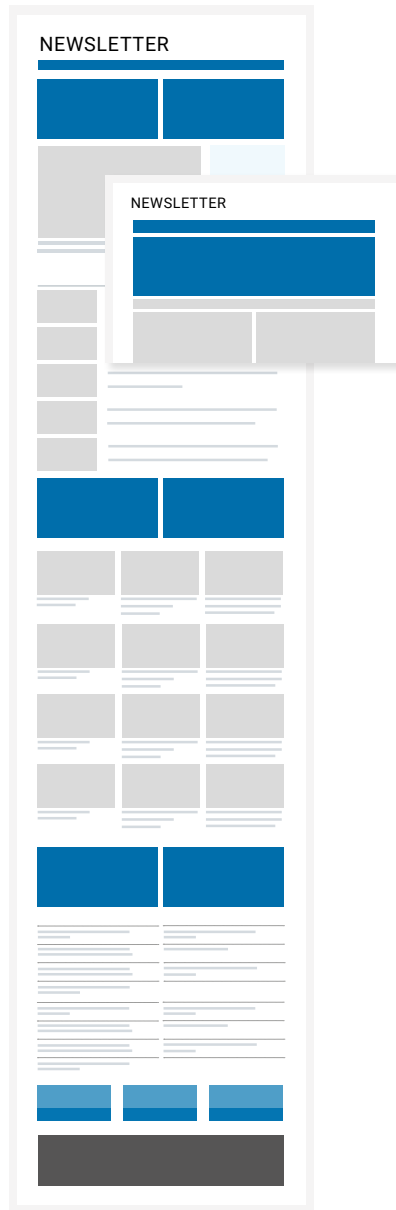
For technical specifications and conditions see the end of the media information.



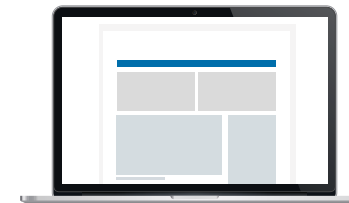
More than

83%

of our newsletter recipients read half or the entire newsletter daily.



Top ad
Format: W: 400 x H: 200 pixels
Price per publication:DKK 4,000



Streamers
Format: W: 820 x H: 28 pixels
Price per week:DKK 10,000



Middle Ad
Format: W: 400 x H: 200 pixels
Price per publication:DKK 3,000



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

Bottom ad full size
Format: W: 820 x H: 200 pixels
Price per publication: DKK 4,000

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

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 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.



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.

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