

ONLINE

Media information 2020

Metal Supply/Jern-Maskinindustrien is an online media, that covers the iron and machine industry in Denmark.

METAL SUPPLY AND
JERN-MASKININDUSTRI

Metal Supply and Jern & Maskinindustrien are part of Nordiske Medier A/S. We are an online media that covers the iron and machine industry in Denmark. The iron and machine industry is one of Denmark's largest industries with an employment of just under 100,000 employees, spread across the branch at 12,000 companies. Of these, approx. 2,000 more end 10 employees. Annual sales amount to more than DKK 150 billion. and thus covers approx. 25% of the industry's production. Most of the companies with only 10 employees receive the newsletter from the Metal Supply / Jern og Maskinindustrien. Today, 1/3 of the companies with just 10 employees are members of the Metal Supply / Jern og Maskinindustrien.

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ABOUT NORDISKE MEDIER

Nordiske Medier is one of Scandinavia's largest companies within industry news. The company covers Nordic business community with constructive, credible and independent news.

We work with the goal, to always being close to the industries.

There are 210 employees based in Denmark, Norway and Sweden, and a total turnover of over 200 million DKK. We represent more than 22 medias and industry networks, that in Denmark currently includes:

Licitationen – Byggeriets dagblad, Jern & Maskinindustrien, Mester Tidende, Motor-magasinet, Transportmagasinet, Magasinet Pleje, Building Supply, Metal Supply, Food Supply, Wood Supply, Electronic Supply, Energy Supply, idag.dk and RetailNews

We are 90 journalists and editors across our many industries. Our daily editors take care of the continuous news flow and ensure that we are up to date on all news on our online media. And journalists from print media and analysis group cover industry analysis, special topics, follow-up of selected cases, portraits etc. Constantly focusing on giving readers in depth industry knowledge, one cannot find in the general news flow. Unlike many others,

Nordiske Medier writes about large and small companies – as well as political, cultural and social conditions that are important for business. Our professional journalists working to deliver well-written, interesting and factual articles so that they can provide content of high professional quality to readers who are professional experts in the industries they represent.

In 2012 the company became part of Nordjyske Media Group and reap the natural benefits of this, while it has the same independent profile as before.

In 2014, the Danish website Industribasen and Danske Fagmedier became part of the family. Industribasen is an online auction and marketplace for buyers and sellers in the industry. Danske Fagmediers print media are some of the oldest and most well-established business journals with more than 150,000 monthly readers, who gain knowledge in the construction sector, the auto industry, transportation industry, care, manufacturing, construction and artisan industry.

In December 2016, the company Mentor Communication - and its 23 magazines - became part of Nordiske Medier.

Every day we now publish daily newsletters to more than 500,000 recipients.

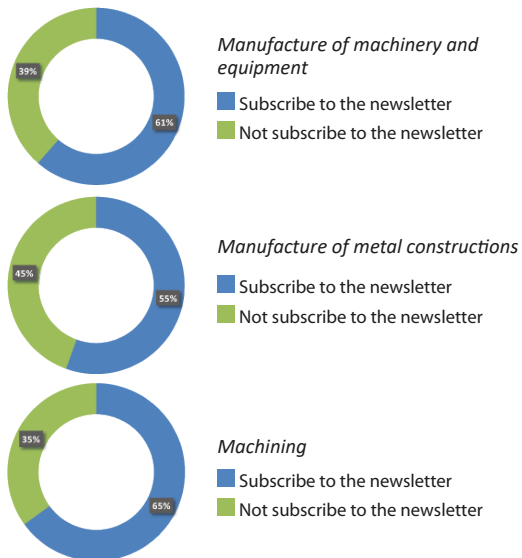
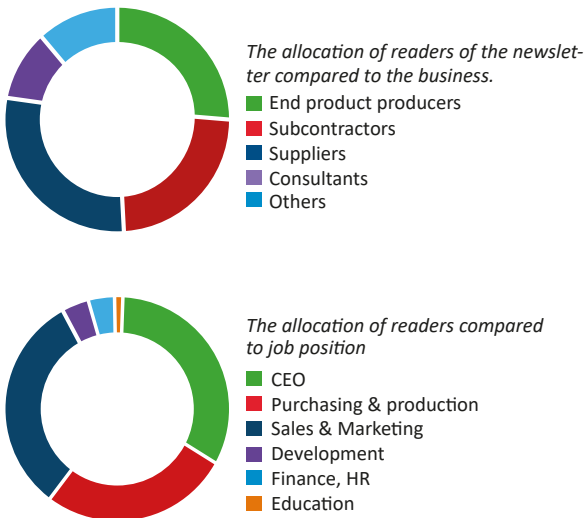
TARGET GROUP

Users of Metal Supply and Jern- og Maskinindustrien

Metal Supply and Jern & Maskinindustrien uses permission marketing, which is highly effective within internet marketing. We contact all key figures in the industry by phone, in order to get their acceptance prior to adding them to our newsletter. The majority says yes to a subscription to our daily newsletter. Furthermore, we also have a group of people, who subscribe to our newsletters on their own initiative. There is an on-going renewal of the recipients due to job change or similar reasons. Every month, we cancel subscriptions, if the newsletter continually bounces back to us. The number of subscribers reflects the majority of important people and decision makers within the industry. What is more, we never pass on email addresses to a third party, when we add a subscriber.

The newsletter is sent out daily twice a day to approx. 20,000 persons within the industry. Metal Supply and Jern & Maskinindustrien has approx. 1,250 companies as members in Denmark, which actively use the portal in their everyday work. We cover companies widely spread all over Denmark, and in all sizes. The user profile and the subscribers of our newsletter are characterised by the fact that they are decision-makers. In other words, they are primarily business managers, purchasing managers, production managers, sales managers etc.

Add to this, salespersons and buyers in general, because they use the newsletter in order to keep themselves updated about what goes on in the industry.



FACTS ABOUT METAL SUPPLY OG JERN- & MASKININDUSTRIEN



Membership
The Membership includes a membership of Metal Supply and Jern & Maskinindustrien. This means that you have the opportunity to profile your business to businesses in the industry.

Jern- & Maskinindustrien:	1.213
Metal Supply:	1.207
Membership "Gør det selv":	10.800 kr/år.
Membership*:	15.800 kr/år

Web
Nordiske Medier has a wide range of industry portals. We cover virtually every profession. All our media are published online on each of their websites.

Number of visitors/month www.metal-supply.dk	
Unique visitors:	91.270
Visits:	167.738
Pageviews:	333.485

Number of visitors/month. Jern- & Maskinindustrien	
Unique visitors:	27.162
Visits:	51.013
Pageviews:	89.034

Newsletter
All our media have a newsletter with industry-specific news. The newsletters all have a large, loyal group of recipients and we have a constant access of new recipients.

Newsletter recipients	19.637
Published:	Twice daily, at 10 am and 2 pm

Sociale Medier
All our media have a newsletter with industry-specific news. The newsletters all have a large, loyal group of recipients and we have a constant access of new recipients

Metal Supply	
LinkedIn followers	1.172
Facebook followers	237
Twitter followers	187

Jern- & Maskinindustrien	
LinkedIn followers	325
Facebook followers	974



READER SURVEY 2017

In December 2017, we asked our subscribers to fill out a survey concerning Metal Supply and Jern & Maskinindustrien (online). 489 users chose to give their opinion.

To the right are some of the main conclusions of the analysis.



13 % 87 %
The reader profile is:
• 13 % women and 87 % men.
• The readers are mainly from 40 years of age and older.
This group represents 90 %

81 %

BELIEVE THAT METAL SUPPLY/JERN & MASKININDUSTRIEN IS A GOOD OR VERY GOOD MEDIA FOR THE INDUSTRY

- 93 %** USE METAL SUPPLY/JERN & MASKININDUSTRIEN THROUGH THE DAILY NEWSLETTER.
- 63 %** READ THE MAIN PART OF THE NEWSLETTER AND CLICK THROUGH TO READ THE FULL CONTENT
- 52 %** HAVE CONTACTED A COMPANY OR SUPPLIER BASED ON ARTICLES OR ADS PLACED IN METAL SUPPLY/JERN & MASKININDUSTRIEN

EFFECT AND POSSIBILITIES

The newsletter is sent out daily to over 20,100 individuals twice a day. Metal Supply has on average 5,000 - 6,000 unique visitors a day, with an average of 2 page views; whilst Jern & Maskinindustrien has approx. 1,000 - 1,200 unique visitors a day.

The combination between insertions in the newsletter and the portal, advertising in the newsletter and banner advertising makes it possible to gain a variety of marketing advantages, compared to traditional marketing.

- Advertising usually takes place over a longer period of time, which is convenient for most companies and their continuous need for marketing.
- What is more, the adverts are targeted towards specific market segments and decision makers. 50 views by the right people, is of course more effective than 50,000 views by random groups of people. The individuals we sign up for our newsletter are mainly business managers, purchasing managers, production managers and development managers.

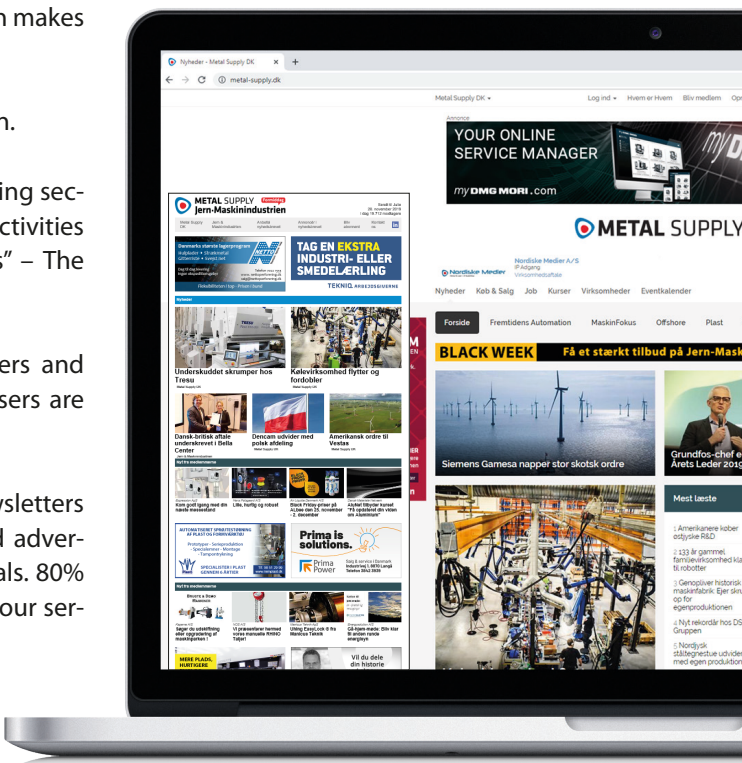
- Marketing via the internet is much cheaper compared to the outcome than marketing via traditional media sources, direct mails etc. Compared to all other media types, the exposure is much higher.
- The construction of the degree of knowledge is either available through frequent views of either insertions or adverts. In a world where customers seek information themselves, new skills and new subcontractors online, the most important aspect when it comes to marketing is to create brand awareness.
- The immediate road from Attention to Response. Besides information about the number of views and thereby the brand awareness, we also deliver information on the number of direct clicks from adverts to the website.
- Your insertions are available whenever the customer has a current need, and seeks a solution. It does not matter whether the customer seeks information via the portal or search engines.

- Direct access to your contact information, which makes it easier for the customer to seal the deal faster.
- Search engine optimisation is an additional gain.

Based on these facts online advertising is a growing sector, while traditional advertising and marketing activities are diminishing. (source: "Dansk Oplagskontroll" – The Danish Audit Bureau of Circulations).

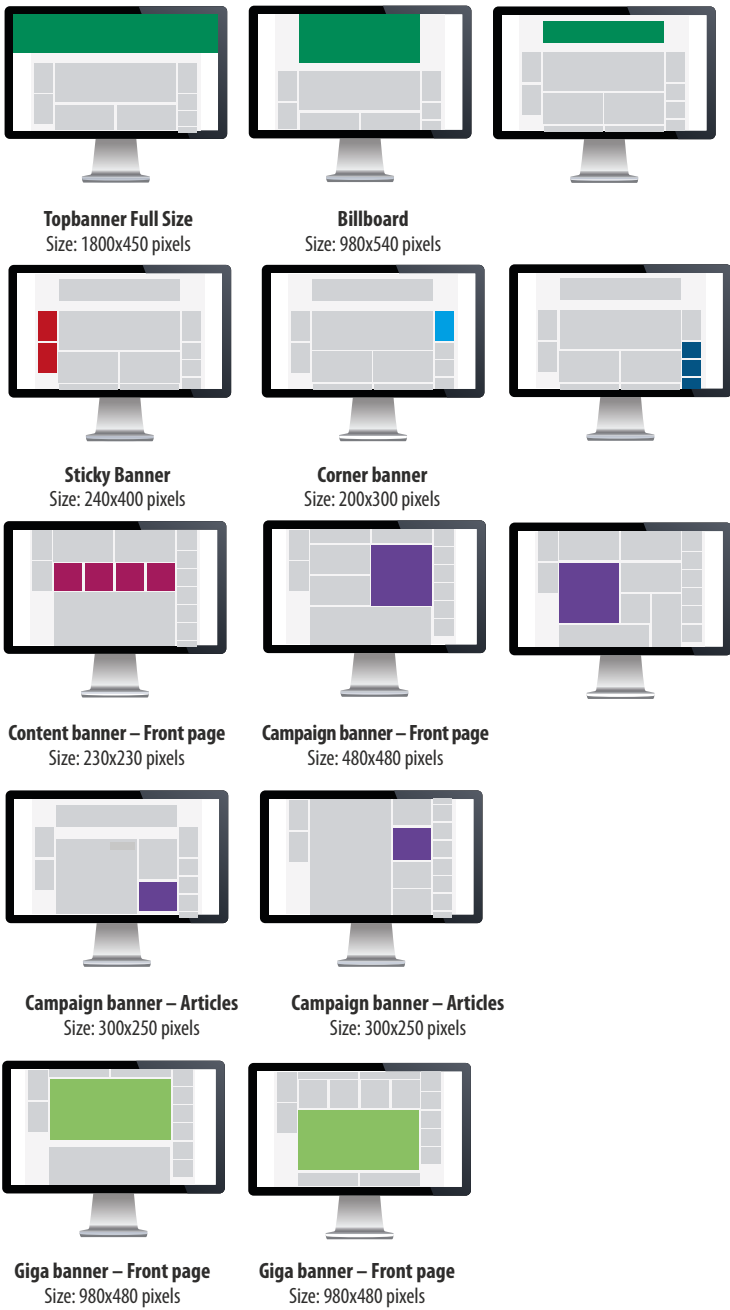
This synergy between the portal, the newsletters and advertising is also the main reason why advertisers are advised to become members.

All advertisements on the portal or in the newsletters are relevant for the industry. You will never find advertisements for phone companies etc. on our portals. 80% of our readers find that is an important factor in our services.



ADVERT – ONLINE
METAL SUPPLY AND JERN- & MASKININDUSTRIEN

Topbanner – Front page + other sections or articles Type: Static or animated, max 70 Kb Price: Articles.....24,500 DKK Front page + other sections.....24,500 DKK	
Billboard – Front page + other sections or articles Type: Static or animated, max 150 Kb Price: Article.....34,500 DKK Front page + other sections.....34,500 DKK	
Topbanner Full Size – Front page + other sections or articles Type: Static, max 250 Kb Price: Article.....39,500 DKK Front page + other sections.....39,500 DKK	
Sticky Banner – Front page + other sections or articles Type: Static or animated, max 90 Kb Price: Article.....17,500 DKK Front page + other sections.....17,500 DKK	
Corner banner – Front page + other sections or articles Type: Static or animated, max 70 Kb. Price: Article.....11,500 DKK Front page + other sections.....11,500 DKK	
Side banner – Front page + other sections or articles Type: Static or animated, max 40 Kb Price: Front page + other sections or articles.....3,250 DKK	
Content banner – Front page Type: Static, max 55 Kb. Price: Front page.....5,000 DKK	
Campaign banner 1&2 – Article and other (300x250 pixels) Type: Static or animated, max 70 Kb Price: Articles pos. 1/pos. 2:.....13,750 kr./10,750 DKK Other pos. 1/ pos. 2:.....6,750 kr./5,350 DKK	
Campaign banner 1&2 – Front page (480x480 pixels) Type: Static or animated, max 75 Kb Price: Front page pos. 1/pos. 2:.....17,500 kr./10,000 DKK	
Giga banner 1 & 2 – Front page Type: Static or animated, max 150 Kb. Price: Front page pos. 1:.....21,500 DKK Front page pos. 2:.....14,500 DKK	
Title banner – Articles Type: Static banner, max 20 Kb Price:.....22,750 DKK	



Creation of banners
Creation of banners is free, when you order for a period of minimum two months. Otherwise, the price is 500 DKK per banner. If you wish to create the banner yourself, you have to make them in either GIF, JPG or HTML5.

Specifications for HTML5 banners
Upon delivery of HTML banners we should receive the zip file with all the source material. The max. file size for Zip files is 10 MB. HTML5-files can only be used for banners on the portal.
Newsletter adverts are static gif or jpg files only

* Sticky, corner banner og sidebanner are only shown on a desktop.
All stated prices are member prices per month.

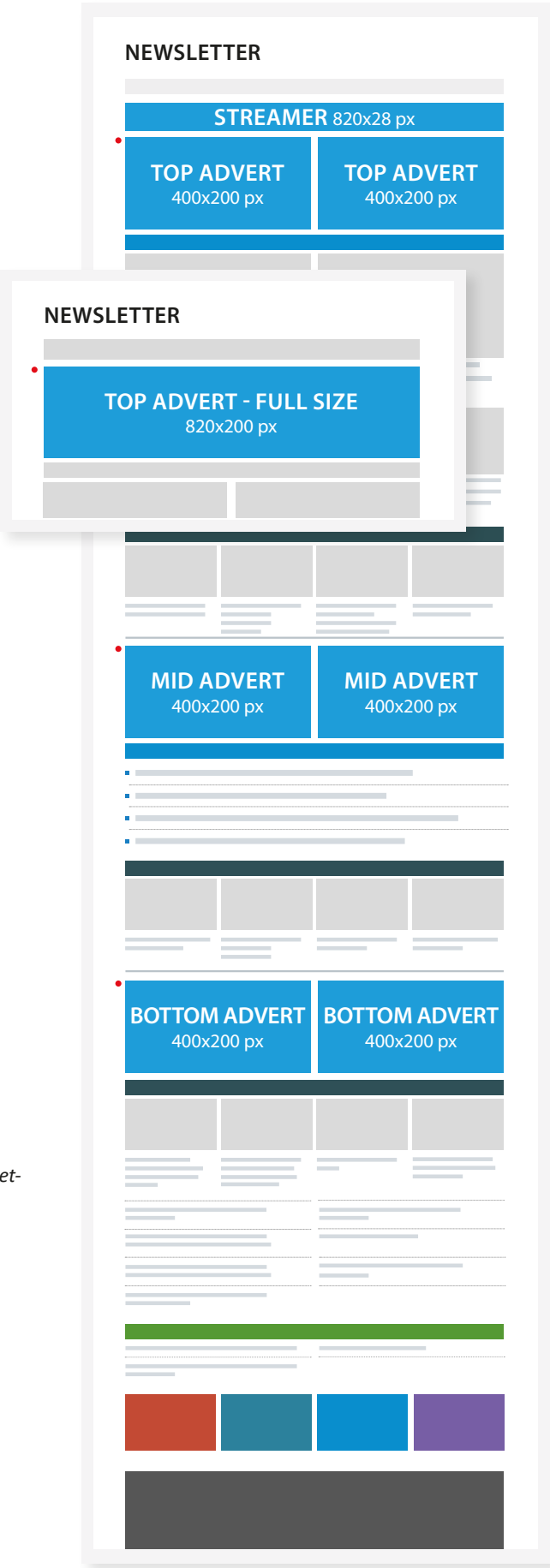
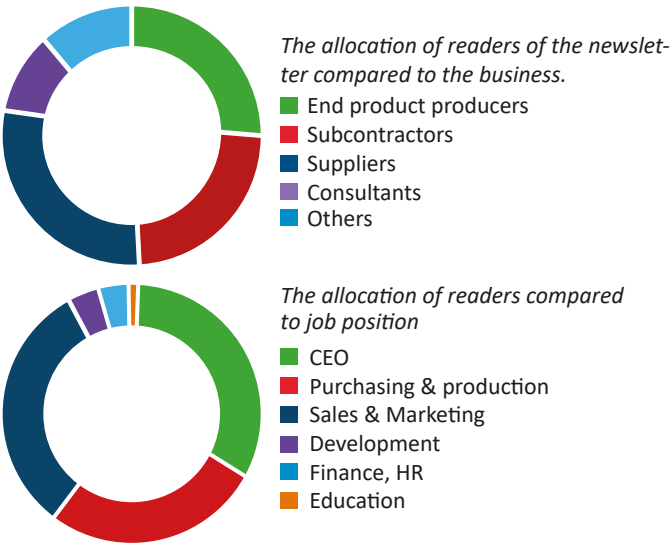
ADVERT – NEWSLETTER
METAL SUPPLY AND JERN- & MASKININDUSTRIEN

The advertisements in the newsletter are so significant that almost every reader notice them.
Metal Supply/Jern- & Maskinindustrien is published twice a day, 10.00 am and 02:00 pm.

Streamer (820x28 pixels) Price per week (monday - friday):.....10.000 kr.	
Top advert – Full Size (820x200 pixels) Price per announcement:8.000 kr.	
Top advert (400x200 pixels) Price per announcement:4.000 kr.	
Mid advert Full Size (820x200 pixels) Price per announcement:6.000 kr.	
Mid advert (400x200 pixels) Price per announcement:3.000 kr.	
Bottom advert Full Size (820x200 pixels) Price per announcement:4.000 kr.	
Bottom advert (400x200 pixels) Price per announcement:2.000 kr.	

General specifications for the ads in the newsletter are:
Ads are static.
Finished material is submitted in the file format: jpg, gif or png
Finished will need to max 50 kB.
All prices are member prices per month

Recipients of the newsletter: + **19.800**
The allocation of readers of the newsletter



NORDISKE MEDIER – INDUSTRY MEDIA IN DENMARK

Andelsboligen
Anlæg & Maskiner
Arkbyg
Building Supply
Byggeri & Ejendomme
Electronic Supply
Energy Supply
Foodservice Forum
Food Supply
Food Supply Magazine
Forsyning
Fremtiden Automation
Hvem er Hvem i autobranschen
Hvem er Hvem i byggeriets top
Hvem er Hvem i Metal- og Maskinindustrien
Jern-Maskinindustrien

Leder IDAG
Licitationen
Magasinet Pleje
MaskinFokus
Mester Tidende
Metal Supply
Motor-magasinet
Park & Anlæg
Magasinet Plast
Plast Forum
Retail News
Skoler, Sport og Fritid
Søfart
Transportmagasinet
Wood Supply



Newsletters

On an daily basis we send out approximately

557.877

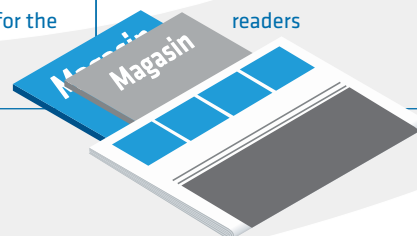
targeted newsletters for the sectors we

Magazines

Our printed media reaches approximately .

450.105

readers



Our media

We publish more than

54

B2B-titles, which fathoms print publications, websites and targeted newsletters

Events

We arrange more than

55

industry specific events every year.

CONTACT INFORMATION NORDISKE MEDIER

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 **Nordiske Medier**
news to use – in business

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