



DIGITAL PRESENCE

Become a member of Food Supply

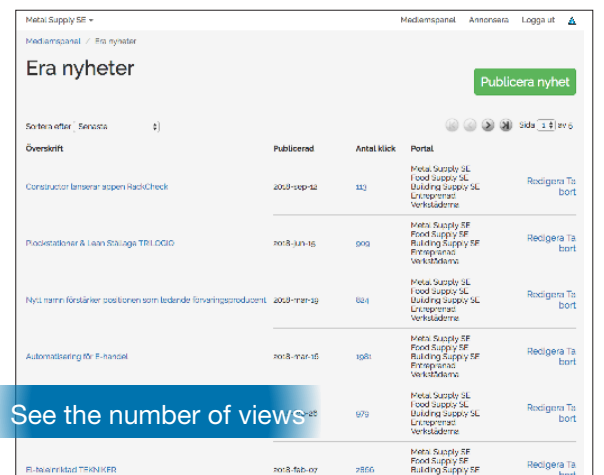
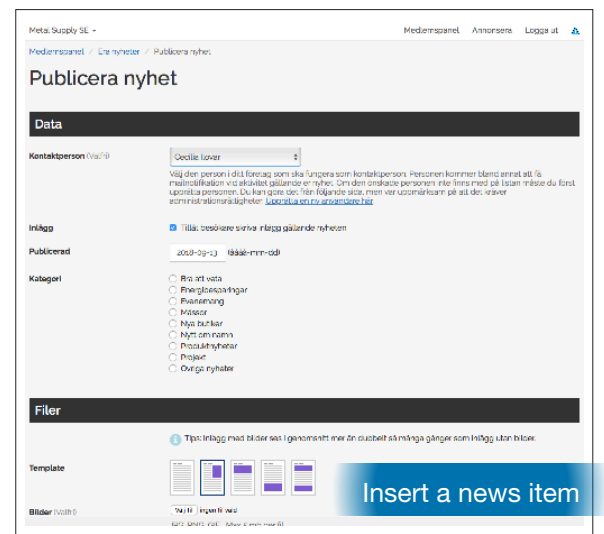
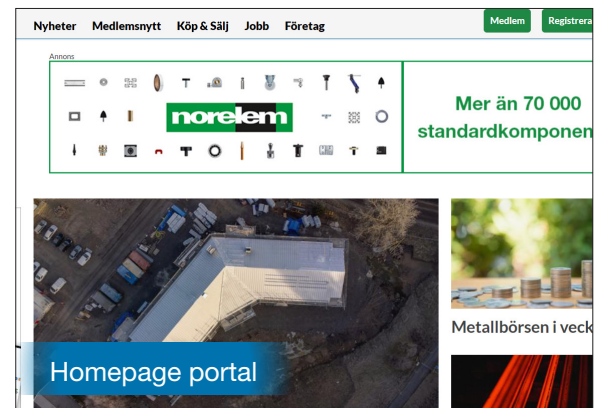


With a membership with us, your business reaches the right target group and you can create new contacts within the industry.

Member benefits

- ✓ Log-in to all functions on the portal
- ✓ Increased online visibility through a complete company profile, link to your website, etc.
- ✓ Publish your own news directly to your target group under the heading "News from the members"
- ✓ Free posting of job ads
- ✓ Present courses and trade participation
- ✓ Advertise at member rates
- ✓ Complete your posts with pictures, videos, etc.
- ✓ Free posting of advertisements on machines, products and services under the heading "Buy and sell"
- ✓ Access to locked editorial material

12 800 SEK/year



Your possibilities

General information

You have the opportunity to be seen with banners on the portal and with advertisements in our newsletter which is sent out to decision makers in the industry.

Our sites are responsive, which means that they adapt to the screen they are displayed on. Html and script banners must be adapted to responsive display. Remember that the ad must be legible even when viewed on a mobile screen.

Advertisements and banners are linked to your website, it is also fine to attach another link when you submit your material.

We offer beneficial advertising packages which includes membership.

Contact us!

Our sales department is here if you want to know more.

Mats Irtam

Phone: +46 73-682 53 07
mats.irstam@nordiskemedier.se

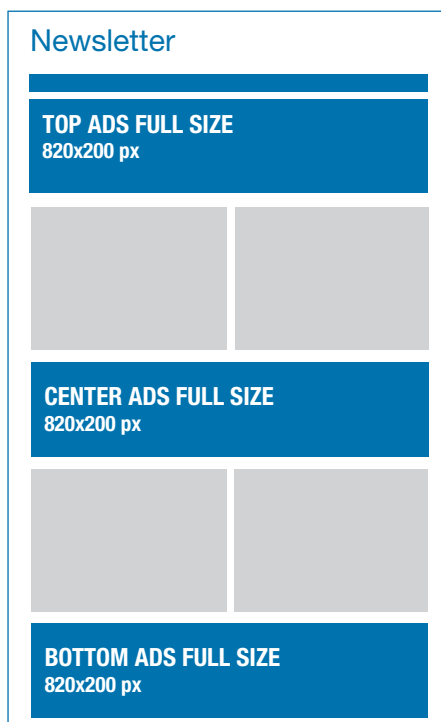
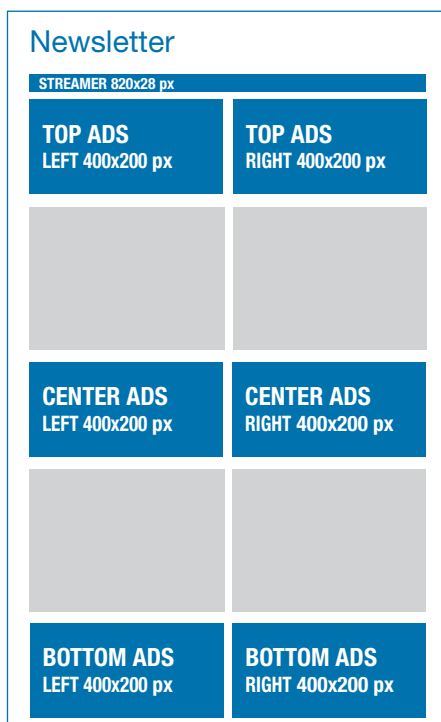
Daniel Hamp

Phone: +46 76-049 70 73
dh@nordiskemedier.se

Kristina Fredriksson

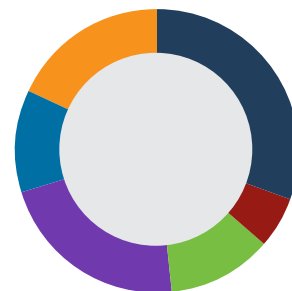
Phone: +46 (0)70 765 44 67
kristina.fredriksson@nordiskemedier.se

Advertising in the newsletter



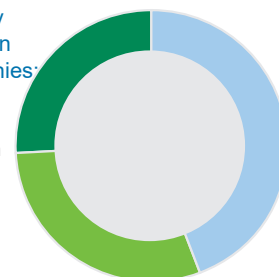
Distribution of readers of the newsletter – in relation to business:

- Beverage and food producers
- The retail trade
- Advisors/consultants
- Supplier products
- Supplier machines
- Other



Distribution of readers by the newsletter - in relation to position at the companies:

- CEO/board
- Purchasing/production
- Sale

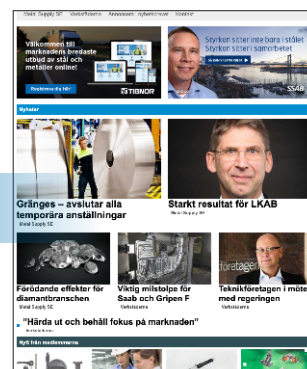


| | |
|--|------------|
| Streamer 820x28 px, static, max 50 kb. Price per week | 11 500 SEK |
| Top ads Full Size 820x200 px, static, max 50 kb..... | 9 200 SEK |
| Top ads 400x200 px, static, max 50 kb | 4 600 SEK |
| Center ads 400x200 px, static, max 50 kb | 3 200 SEK |
| Bottom ads 400x200 px, static, max 50 kb..... | 2 300 SEK |

Sponsored content 15.000 SEK/week

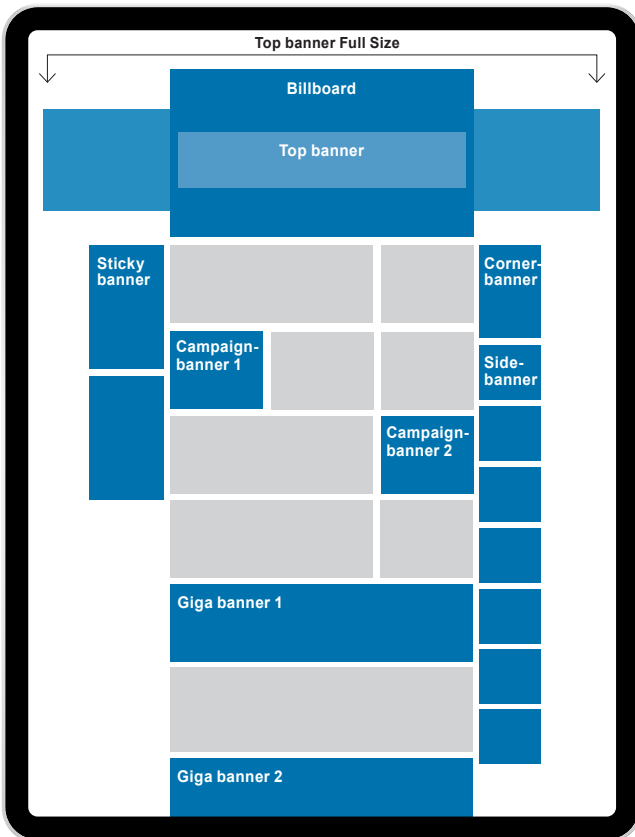
Native ad

(Sponsored content) will be included in a newsletter during booked week.



Advertising on the website

Start page, prices for members/month



| | |
|---|------------|
| Top banner Full Size 1800x450 px, static, max 250 kb | 35 950 SEK |
| Billboard 980x540 px, static or animated, max 150 kb | 31 050 SEK |
| Top banner 930x180 px, static or animated, max 70 kb | 14 750 SEK |
| Sticky banner 240x400 px, static or animated, max 90 kb | 12 200 SEK |
| Corner banner 200x300 px, static or animated, max 70 kb | 7 950 SEK |
| Side banner 200x175 px, static or animated, max 40 kb | 2 450 SEK |
| Campaign banner 1* 300x250 px, static or animated, max 70 kb | 11 550 SEK |
| Campaign banner 2** 300x250 px, static or animated, max 70 kb | 8 600 SEK |
| Giga banner 1 930x250 px, static or animated, max 70 kb | 7 300 SEK |
| Giga banner 2 930x250 px, static or animated, max 70 kb | 5 200 SEK |

* When you buy ad slot no 1 you will also be visible at ad slot no 3, further down on the page.

** When you buy ad slot no 2 you will also be visible at ad slot no 4, further down on the page.

File types

Static jpg, animated gif, Html (zip file with all material), script animations should keep within 20 seconds.

Designing advertisements is included in the price (one proof reading, then SEK 1,000 per started hour).

Sticky, corner banner and side banner are only displayed on desktop.

| | |
|--|------------|
| Top banner Full Size 1800x450 px, static, max 250 kb | 35 950 SEK |
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| Corner banner 200x300 px, static or animated, max 70 kb | 7 950 SEK |
| Side banner 200x175 px, static or animated, max 40 kb | 2 450 SEK |
| Campaign banner 1 300x250 px, static or animated, max 75 kb | 11 550 SEK |
| Campaign banner 2 300x250 px, static or animated, max 75 kb | 8 600 SEK |
| Titel banner 300x60 px, static, max 20 kb | 14 600 SEK |
| Article banner 660x200 px, static or animated, max 100 kb | 8 600 SEK |

File types

Static jpg, animated gif, Html (zip file with all material), script animations should keep within 20 seconds.

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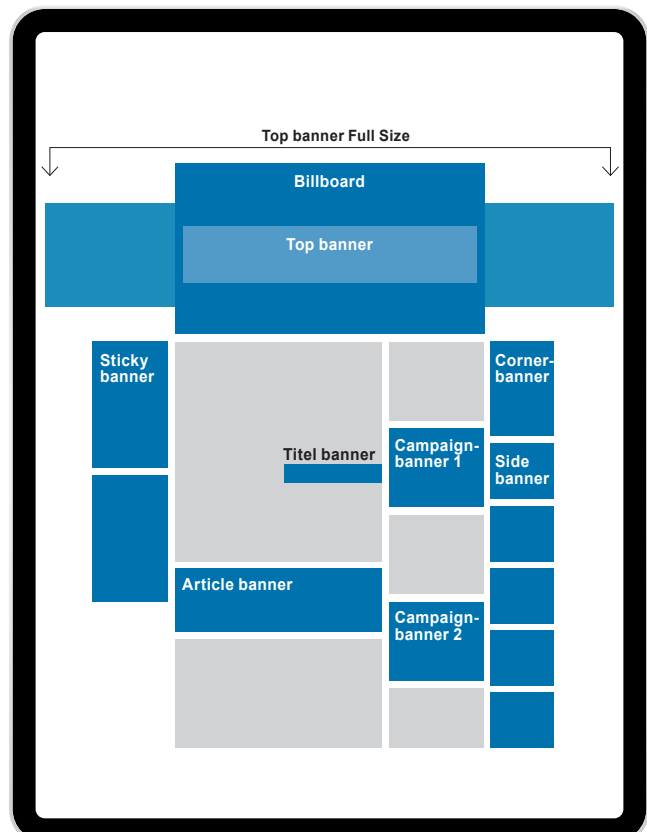
OBS: Banners on the portal share space with up to three others. Except sticky banner that shares space with up to two others. Banners rotate on page change.

Animated banners

The animation should stay within 20 seconds.

File types: Static: jpg - Animated: gif, Html (zip with all material), Script.

Article page, prices for members/month



Membership package

 **FOOD SUPPLY**

We offer beneficial packages for you who become a member. In addition to a year's membership, you also get banners on the portal and advertisements in the newsletter

SMALL

- 12 months side banner on the portal
- 1 top ad in the newsletter
- 2 center ads in the newsletter
- 2 bottom ads in the newsletter
- 1 year membership

Price: 26.000 SEK

MEDIUM

- 1 month top banner on the portal
- 12 months side banner on the portal
- 2 top ads in the newsletter
- 2 center ads in the newsletter
- 2 bottom ads in the newsletter
- 1 year membership

Price: 43.000 SEK

LARGE

- 3 months top banner on the portal
- 12 months side banner on the portal
- 5 top ads in the newsletter
- 5 center ads in the newsletter
- 5 bottom ads in the newsletter
- 1 year membership

Price: 72.000 SEK