

THE PLACE TO MEET for the industry
www.food-supply.dk

THE INDUSTRY'S *daily*
NEWSLETTER

Food Supply DK - Medlemspanel Annoncering Log ud

W@M, databasen der hjælper dig i alle faser

Endress+Hauser

FOOD SUPPLY

Nyheder Køb & Salg Job Kurser Virksomheder Messer Søg på Food Supply DK

80 jobs på vej væk: Tican flytter produktion ud af Danmark

Baconproduktion i Anager og skinkeudbenning i Thisted rykker til England og Tyskland

Udlændinge fører an i den danske jobfest

Madspild får sit helt eget videncentret

Kaniiner skal både nusses og spises

Tican kan spare 15 millioner på at udfylte jobs

Minister vil ikke forbyde omstridt sprøjtemiddel til frugt

Vinder-likør kun ud i begrænset omfang

Hov - der er mælkechokolade i kiksene

Nye bolcher er på vej

Bureg: Producenter vil have mere tid til at udfase

Ugens grin: Nedskæringer

Seneste nyt

- 09. aug. Tican kan spare 15 millioner på at udfylte jobs
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Find din nye medarbejder med branchekendskab

Klik her

SCANBELT

Læs mere om vores produkter på www.scanbelt.com

AGTON

Markedets mest fleksible produktionsløsninger

TILMELD DIG KURSUS INDEN FOR:

ARBEJDSMILJØ
 ERNÆRINGS
 SIKKERHED
 SÆLGERSKOLING

Eget blanderi og fuldt udstyret pilot plant.

Lavis

Optimerer hele organisationen med 10

NTF

Stærkes styrke

PROCES VENTILATION MED OMTANKE

Technor

SYSTEM CLEANERS

Hvornår er den bedste opstartstid?

Atlet- og Fødevareministeriet

FOOD SUPPLY

5. januar 2016
 1 dag 11.584 modtagere

Food Supply DK Annoncer i nyhedsbrevet Kontakt os

OUTSOURCING - Produktionsopgaver - check os!

Gør det nemt - lad os producere!

FIPROS

FOOD INDUSTRY PROCESSING SERVICES

www.fipros.dk

FOOD SUPPLY

Vidste du at hovedparten af vores læsere er:

Direktører

Indkøbere

Salgsansvarlige

Produktionsansvarlige

Klik på en af gruppen

Nyt fra medlemmerne

Se alle >

Nyt om os

Ny i CAD Kompagniet

Troels Kjerulf starter pr. 4. januar stillingen som vikar- og rekrutteringskonsulent og skal således understøtte vores...

LP KOLDING A/S

Stainless Steel Solutions

Din stærke partner til specialfremstilling af rustfrie tanke og processanlæg.

Læs mere på www.lp-kolding.dk

Kelsens kager gav igen trecifret millionoverskud

Småkageproducent tilfreds med årsregnskab

Agri-Norcold køber tre ekstra frysehuse

Dagligvarebranchen bliver dermed helt nyt forretningsområde

Kims skifter navn

... og det er ikke blevet mere mundret

Nyt madmekka på vej i Vestjylland

Lokale fødevarer virksomheder har etableret Fødevarerpark Skjern Enge

Burgerkæden Hwy 55 konkurs

Planer om 30-35 nye restauranter kuldsejlet

Hjem-Is sætter stort i Kina

Øjner mulighed for minimum 500 isbarer i løbet af tre år

Carlsberg vil ikke være større

Nu handler det om at blive stærkere

Vejle-drenge bringer lækkerier ud i weekenden

BringUd.com kiar med chips, cola og spiritus

Projekter

Dansk Procesventilation har færdiggjort central rengøringsløsning/støvsuger til EX-område

Din eksisterende støvsuger stod til udskiftning hos Aroex, og de ville derfor have en ny central rengøringsløsning, som...

Værd at vide

Undgå at bruge dit hydrauliske værktøj forkert.

Vi er igen klar med en video fra Holmatro - se hvordan du undgår, at bruge hydraulisk værktøj forkert.

Nyårsfortsætter der holder

Vi kender det alle: man står ved indgangen til et helt nyt år og tænker tilbage og ikke mindst frem.

Andet nyt

Dagsprisen på Gaspoint Nordic

Prisen på naturgas til levering 5. januar er: 14,779 EUR/MWh svarende til 1,341 DKK/Nm3

Sundhed på arbejdspladsen!

De fleste virksomheder tilbyder i dag en sundhedsforsikring som en del af lønpakken.

Praktikantstilling inden for analyse og PA

Har du lyst til at arbejde med...

Nordiske Medier is a young company, which runs commercial networks within the industrial sector. Together with our associated company in Sweden, Norway and Denmark we are over 115 employees divided between our offices in Denmark, Oslo in Norway and Gothenburg, Sweden. We manage the following networks:

[Licitationen – Byggeriets dagblad](#), [Jern & Maskinindustrien](#), [Mester Tidende](#), [Motor-magasinet](#), [Transportmagasinet](#), [Magasinet Pleje](#), [Building Supply](#), [Metal Supply](#), [Food Supply](#), [Wood Supply](#), [Electronic Supply](#), [Energy Supply](#), [IndustriNyt idag.dk](#), [RetailNews](#), [Metal Supply Sweden](#), [Food Supply Sweden](#), [Building Supply Sweden](#), [Entreprenad Supply Sweden](#), [Skog Supply Sweden](#), [Metal Supply Norway](#)

With our different business portals, Nordiske Medier has created a unique forum, where suppliers, subcontractors and buyers can get in contact with each other, nice and easy. It is also possible to gather information about other businesses, exchange news items with each other, sell products, machines, skills to each other, place job adverts, sell surplus stocks and used machines, etc.

Every day, our newsletter goes out to 200,000 key persons. Our members and advertisers have a unique opportunity to get in touch with these key persons through our newsletters and portals. Our portals and newsletters are characterised by the fact that they contain relevant content for every single user.

Today, we are the focal point within the industry when it comes to information flow and effective contacts and connections within the industry. We have a close co-operation between the industry portals, which makes it easy for our members to construct a dialogue with the different industries.

Our work is always forward-looking with increased internationalisation in mind, in order to make communication and commerce between Denmark and the foreign countries easier and more effective.

Target group/ users of Food Supply

Food Supply uses permission marketing, which is highly effective within internet marketing.

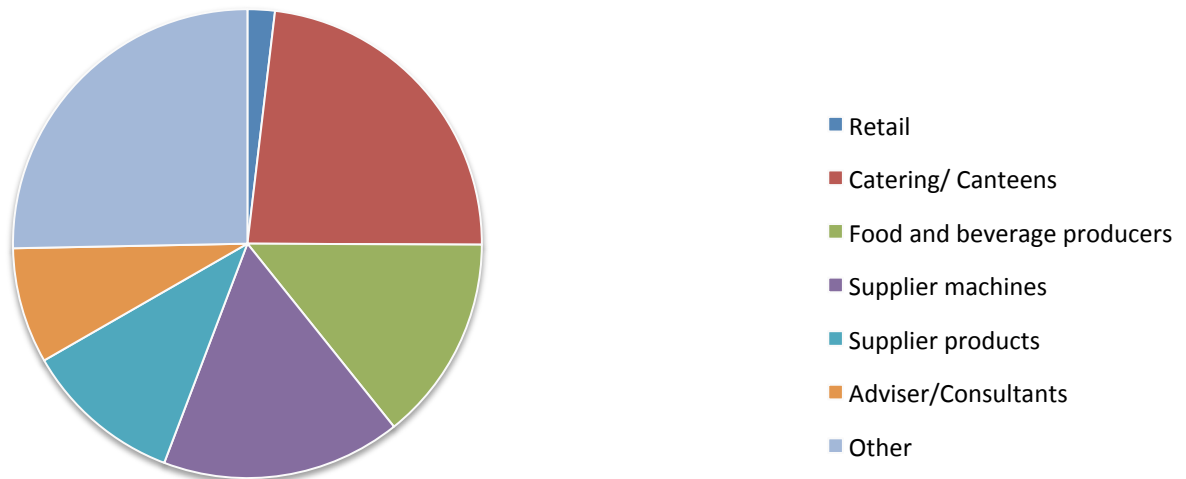
We contact all key figures in the industry by phone, in order to get their acceptance prior to adding them to our newsletter. The majority says yes to a subscription to our daily newsletter. Furthermore, we also have a group of people, who subscribe to our newsletters on their own initiative.

There is an ongoing 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.

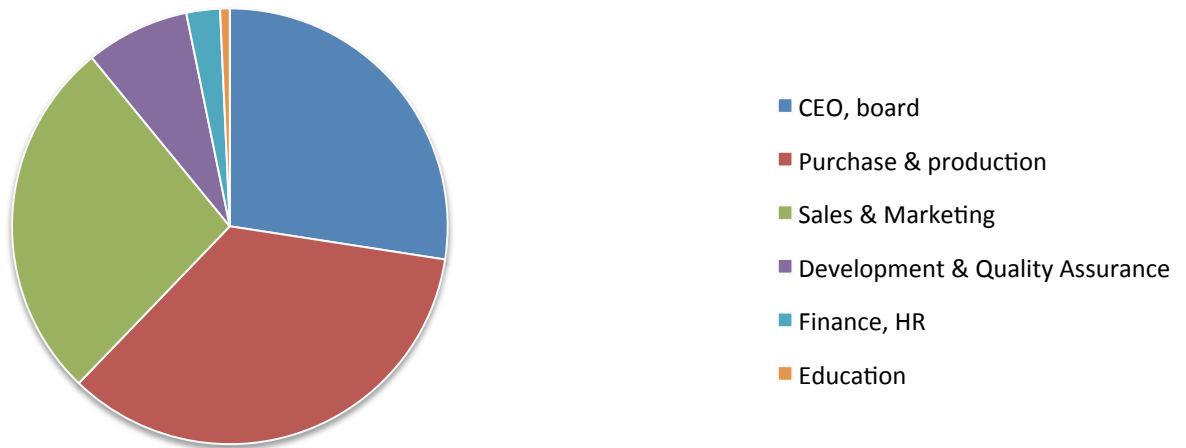
The newsletter is sent out daily to over 14,400 persons within the industry. Food Supply has over 700 companies as members in Denmark, which actively uses the portal in their everyday work. We cover companies widely spread all over Denmark, and in all sizes.

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.

The allocation of readers of the newsletter compared to the business.



The allocation of readers compared to job position



Effect and possibilities

The newsletter is sent out daily to over 11,400 individuals and unique visitors on the portal are on an average 2,500 and 3,000 a day, with an average of 2 page views.

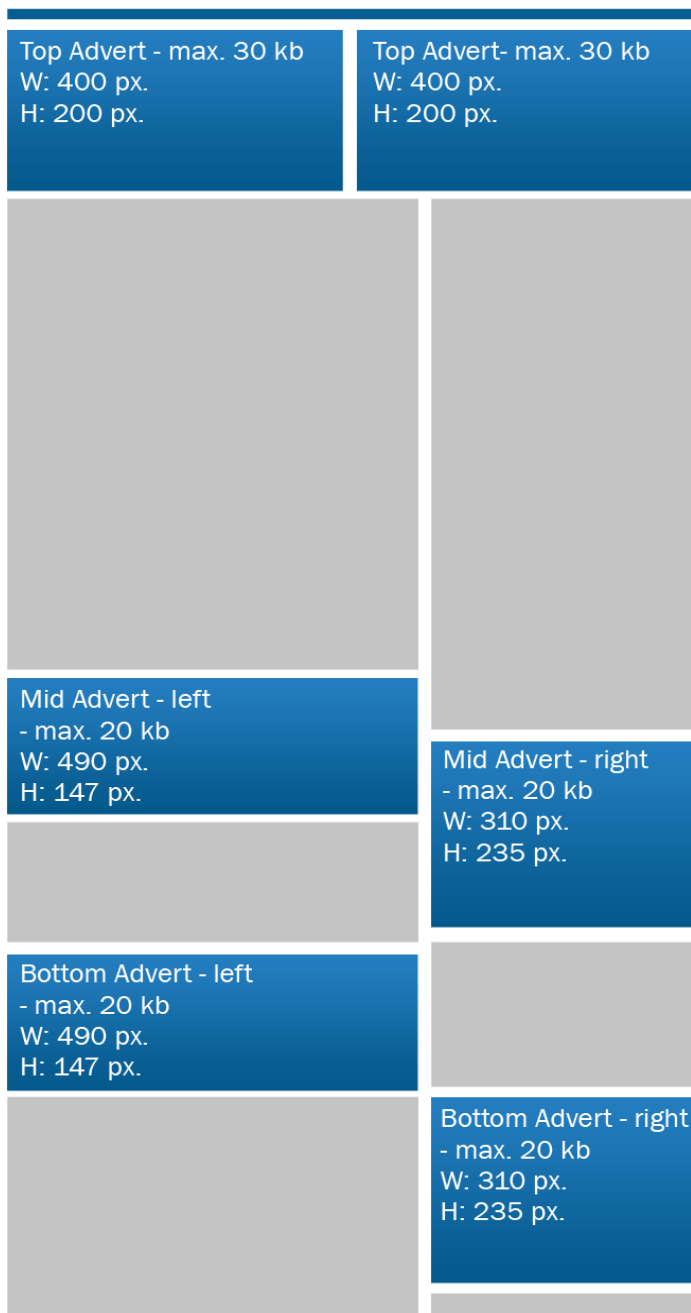
The combination between insertions in the newsletter and the portal, advertising in the newsletter and banner advertising makes it possible to gain a variety of marketing advantages, compared to traditional marketing.

- 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.

Possible placements of the advertisements in the newsletter



There are six adverts in the newsletter.

Top Advert on the right and left side

Specifications: 400x200 pixels (Max. 30 kB)

Mid Advert on the left side

Specifications: 490x147 pixels. (Max. 20 kB)

Mid Advert on the right side

Specifications: 310x235 pixels. (Max. 20 kB)

Bottom Advert on the left side

Specifications: 490x147 pixels. (Max. 20 kB)

Bottom Advert on the right side

Specifications: 310x235 pixels. (Max. 20 kB)

Advertising prices for members:

- Top Advert 3,000 DKK/day
- Middle Advert 2,000 DKK/day
- Bottom Advert 1,500 DKK/day

The price per exposure to your target group is at 50% view rate

- Top 0,55 DKK
- Middle 0,41 DKK
- Bottom 0,28 DKK.

The adverts are either GIF or JPG and with no animation.

The adverts are created for free, when you order at least five adverts. Otherwise, the price is 500 DKK per advertisement.

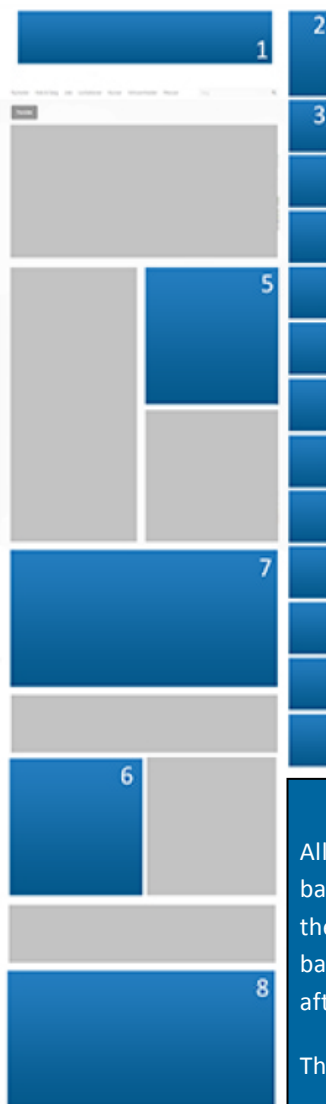
Advertising in the newsletter can be used for:

- Increasing company awareness
- General marketing of the company, and what the company wants to be known for.
- Specific messages, if you want to create extra awareness on for instance:
 - Presentation of new products, skills, machines
 - Events within the company
 - Job adverts
 - Name change

The advertisements in the newsletter are so significant that almost every reader notice them. And if you choose to place 5 or 10 adverts, the industry will certainly notice.

Advertising possibilities on the portal

Front page



Article page



All banner ads, except the title banner on article pages are sharing their spot with up to three other banner ads. Rotation is executed after page reload.

The title banner has a sole position.

The side banners change their position both horizontally and

There are different types of banners on the portal

- 1. Top banner** – 930*180 pixel – max. 70kb
The price (members) is 12,000 DKK/per month on the page with articles or front page + other sections.
- 2. Corner banner** – 150*300 pixel – max. 70kb
The price (members) for this banner is 6,500 DKK/per month on the page with articles or front page + other sections.
- 3. Side banners** – 150*175 pixel – max. 40 kb
The price for this banner is 2,000 DKK/per month (members) on the page with articles or front page + other sections. The banners share the spot with up to three other banners. The banner also changes position vertically, thereby creating twelve slots.
- 4. Title banner** – 200*60 pixel – max. 25 kb - notice that this is a static banner. Price for members is 13,000 DKK /per month.
- 5. Campaign banner 1, Article** - 300*250 pixel – max. 70kb. The price (members) for this banner is 7,750 DKK/per month.
- 5. Campaign banner 1, Front page** - 480*480 pixel – max. 70kb. The price (members) for this banner is 9,500 DKK/per month.
- 6. Campaign banner 2, Article** - 300*250 pixel – max. 70kb. The price (members) for this banner is 6,000 DKK/per month.
- 6. Campaign banner 2, Front page** - 480*480 pixel – max. 70kb. The price (members) for this banner is 8,500 DKK/per month.
- 7. Giga banner 1** – 980*480 pixel – 75kb. The banner is on the front page. The price (members) for this banner is 12,000 DKK/per month.
- 8. Giga banner 2** - 980*480 pixel – 75kb. The banner is on the front page. The price (members) for this banner is 8,500 DKK/per month.

All stated prices are member prices.

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.

Specifications for HTML5 banners

Upon delivery of HTML we should have sent the zip file with all the source material. Zip file must be max. 10 mb. Our banners change every 20 seconds, and therefore, it is preferable that HTML5-file stays within this time frame. HTML5-files can only be used as banners on the portal, because mail programs cannot handle this type of files.