

Media information 2025

LM Lastbil Magasinet

A part of Nordiske Medier A/S

Contents

Lastbil Magasinet	3
Facts about Lastbil Magasinet	4
Target Audience for Print	5
Editorial Content.....	7
Lastbil Magasinet's Publications.....	8
Plantage Publications.....	9
Planned Publication Schedule.....	9
Print Formats.....	10
Technical Specifications - Print.....	11



Lastbil Magasinet

As a truck driver and haulier, it is essential to stay ahead of the latest news and developments in the industry.

Our focus is on the everyday life of the truck driver, as well as the purchase, operation, and maintenance of the truck. We place the fascination with the truck at the center and highlight developments that impact the daily life of the haulier and driver. The daily working conditions for the driver are at the heart of our journalism.

We provide the industry with the opportunity to stay ahead of the latest news and developments in technology, business management, truck operations, and product news. Lastbilmagasinet is published digitally with a daily newsletter that offers readers a daily news overview – in addition, Lastbilmagasinet is published as a monthly magazine.

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Email: rgh@nordiskemedier.dk

Contact the editorial team
red_lastbilmagasinet@nordiskemedier.dk
www.lastbilmagasinet.dk

Facts about Lastbil Magasinet

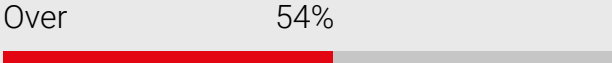


TOTAL CIRCULATION:
10.678 *

Print Circulation and E-paper



Over 76% of our readers believe that the most important content is industry reports.



Over 54% of our readers prefer to read Lastbil Magasinet in its print version.



Over 57% of our readers are employed in companies with 1-10 employees.



Over 70% of our readers view the advertisements in Lastbil Magasinet's magazine or on lastbilmagasinet.dk to some extent or to a great extent.

*Reader Survey 2024

Target Audience for Print

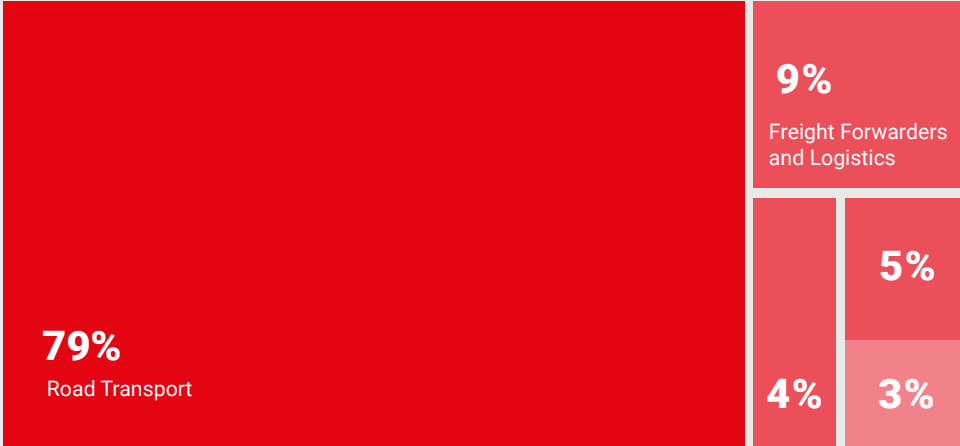


Stay updated
of our readers stay updated on the general transport industry with Lastbil Magasinet



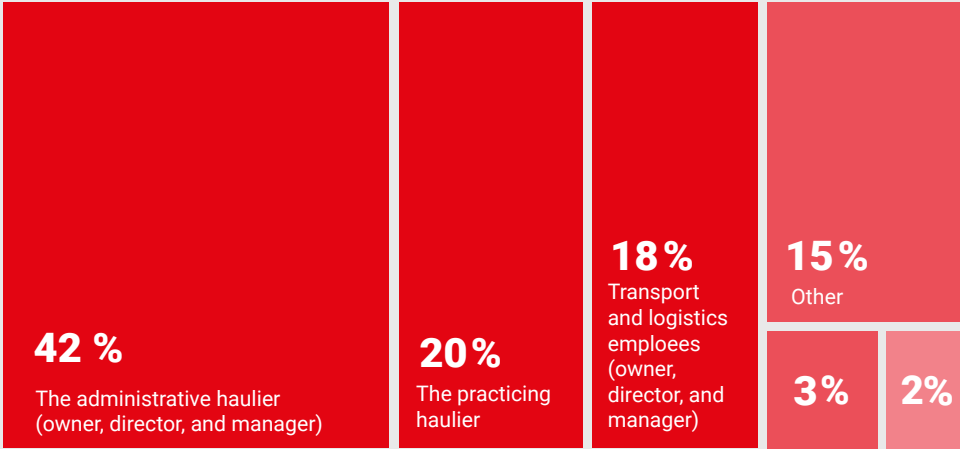
Primary source of Information
of our readers use Lastbil Magasinet as their primary source of information

Distribution in relation to the company



Trade in Motor Vehicles (5%), Suppliers (4%), Peripheral Reader Groups (3%)

Distribution in relation to the company



Procurement & Production (3%), Development & Quality (2%)

Editorial Content

Editorial content and sections

Our perspective focuses on the everyday life of the truck driver, including the purchase, operation, and maintenance of the truck. We place the truck at the center, highlighting how the driver and/or haulier goes the extra mile with upgrades, paint jobs, additional equipment, and other features. We are passionate about the truck and easily enthusiastic. At the same time, we cover developments that impact the haulier's or driver's workday. The daily working conditions of truck drivers are central to our journalism.

target audience

Truck drivers, hauliers, and all types of suppliers to the trucking and haulage industry. This includes employees at workshops, importers, and dealers. The target audience comprises anyone who is fascinated by and enthusiastic about the truck as a means of transport and a workplace. Our subscribers read Lastbil Magasinet to stay updated on new trucks in the Danish market and how the truck is evolving as a workplace for the driver. For hauliers, we focus on strategy and financial coverage.

Insert

Trailer Magasinet focuses on the trailer industry twice a year with a special supplement. Trailer Magasinet explores news, regulations, products, trends, and much more within the trailer sector.

Lastbil Magasinet

A total of 12 print editions of Lastbil Magasinet are planned for 2025. Each issue will include either a supplement, such as Trailer Magasinet, or a special theme covering topics like cranes, cabs, green transition, and more.



Lastbil Magasinet's Publications



Lastbil Magasinet

Lastbil Magasinet is published in print 12 times a year, but you can always follow the industry online at www.lastbilmagasinet.dk.



Trailer Magasinet (Insert)

Publication Date:
November 4, 2025
Deadline: October 13, 2025

Messemagasin
Transport 2025
Release date: April 1, 2025
Deadline: March 10, 2025



Scan the QR code to view Lastbil Magasinet's publications online

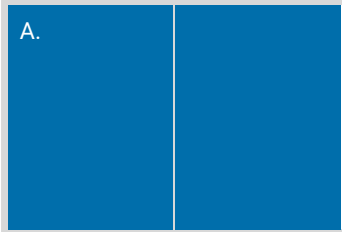
Release date: November 4, 2025
Deadline: October 13, 2025

Planned Publication Schedule

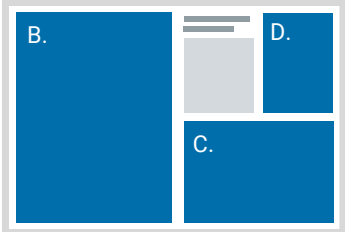
Udgivelse – Publication	Tema – Theme	Indstik – Insert	Publication	Deadline
Lastbil Magasinet NO 1		LM calendar 2025	07-01-2025	12-12-2024
Lastbil Magasinet NO 2	Education		04-02-2025	13-01-2025
Lastbil Magasinet NO 3	Shops/Construction		04-03-2025	10-02-2025
Lastbil Magasinet NO 4	IT and fleet management	Transport 2025	01-04-2025	10-03-2025
Lastbil Magasinet NO 5	Tyres		06-05-2025	14-04-2025
Lastbil Magasinet NO 6	Financing, leasing and insurance	Trailer magasinet	03-06-2025	12-05-2025
Lastbil Magasinet NO 7	The cab		01-07-2025	09-06-2025
Lastbil Magasinet NO 8	Internal Transport og storage		05-08-2025	30-06-2025
Lastbil Magasinet NO 9	Wash/Accessories		02-09-2025	11-08-2025
Lastbil Magasinet NO 10	Cranes		07-10-2025	15-09-2025
Lastbil Magasinet NO 11	Security	Trailer magasinet	04-11-2025	13-10-2025
Lastbil Magasinet NO 12	Fuel/Green conversion		02-12-2025	10-11-2025
Lastbil Magasinet NO 1 i 2026		LM calender 2026	06-01-2026	12-12-2025

Print Formats

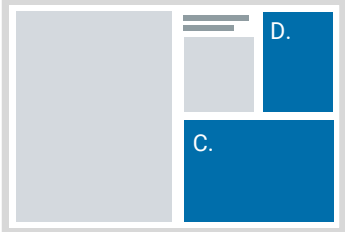
Lastbil Magasinet is published 12 times a year, featuring trend stories, profiles, and reports from the industry.



A. Full page
 Format: 430x285 mm + 5 mm bleed but without crop marks
 DKK 20.700



B. 1/1 Page (full bleed)
 Format: 215x285 mm + 5 mm bleed but without crop marks
 DKK 14.000



C. 1/2 Page Landscape (Non-Bleed)
 Format: W: 190 x H: 125 mm
 DKK 8.100

D. 1/4 page portrait (non-bleed)
 Format: W: 93 x H: 125 mm
 DKK 5.100



Material: Full pages and spreads can be full bleed and should be submitted with a 5 mm bleed, but without crop marks.

Circulation: 8.500

Technical Specifications - Print

Material

Please send your material to: materiale@nordiskemedier.dk

Reimbursement

Material reimbursement by arrangement, up to a maximum of 5%.

Reproduction

If Nordiske Medier does not receive fully completed advertising material, the completion of the material will be billed at DKK 0.50 per mm.

Formats

Column height.....	285 mm
1 Column.....	44,5 mm
2 Columns.....	93 mm
4 Columns.....	190 mm
Full page (Bleed).....	215x285 mm
Double Page Spread (Spread).....	430x285 mm
Number of Columns.....	4

*For special supplements: 5 mm bleed, but without crop marks.

Specifications

Layout file: Adobe IDML file InDesign, packaged with all links.

PDF

PDF file produced with Acrobat Distiller, including

all fonts, images, graphics, and colors defined as CMYK (job settings for Acrobat Distiller can be requested).

Additionally, please refer to the Industry Standard for Digital Advertising Material agreed upon by DRRB, DFF, and DDPFF. Various descriptions, settings files, etc., can be found at www.kankanikke.dk.

Images/Illustrations/Graphics

Color: All Photoshop formats at least 200 dpi.

Black & White: All Photoshop formats at least 200 dpi.

Line Art: .eps and .ai.

.tiff, .eps, and .jpg: At least 600 dpi.

The "overprint" function must not be used.

Colors

CMYK-defined (RGB and Pantone will be converted to CMYK).

Complaints Regarding Color Ads

For color ads, the newspaper assumes no responsibility for minor deviations from the original material's colors. The newspaper reserves the right to reject complaints about ads where the material was previously noted as less suitable for reproduction or where the submission deadline has been missed.

Compression

Stuffit, Zip.

Deadlines and Material Delivery

If materials are submitted later than the agreed deadlines or if technical specifications are not adhered to, Nordic Media cannot guarantee that the campaign can be executed within the agreed period.

Technical Specifications

Technical specifications can be found at www.nordiskemediehus.dk/larstbilmagasinet. It is possible to make changes or cancel advertisements up to 4 weeks before the campaign date without charge.

If changes are made to the campaign period or if the order is canceled later than 4 weeks before the start of the campaign date, 50% of the order amount will be charged. If changes are made or the booking is canceled 7 days or less before the start of the campaign date, the entire order amount will be charged.

General Terms and Conditions

General terms and conditions can be found at www.nordiskemediehus.dk/kontakt/handelsbetingelser-og-privatlivspolitik-dk/ or via email from your consultant.

Nordiske Medier

At Nordiske Medier, we want our customers to be happy and satisfied. Therefore, we are ready to assist you with any questions regarding subscriptions, advertising, memberships, newsletters, invoices, or anything else you may need.

Contact Us

Phone: +45 7228 6970

Email: info@nordiskemedier.dk

Phone Support

Open weekdays from 8:00 AM to 3:00 PM

Sales Department

If you wish to purchase a subscription or are curious about our other products, you can contact our sales department directly at salg@nordiskemedier.dk.

Addresses

Nordiske Medier A/S Mimersgade 47, 5th Floor DK-2200 Copenhagen N Denmark Nordiske Medier A/S	Gunnar Clausens Vej 34 DK-8260 Viby J Nordiske Medier A/S Østre Havnegade 63-65 DK-9000 Aalborg	Nordiske Medier A/S Havnegade 29, 2. sal DK-5000 Odense C
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www.nordiskemedier.dk
CVR: 10150825

