

A close-up photograph of a wood processing machine. A large, light-colored wooden block is being cut by a rotating blade, creating a fine mist of wood shavings. The background is dark, and the lighting highlights the texture of the wood and the motion of the machine. The image is partially overlaid by a dark blue circular graphic on the left side.

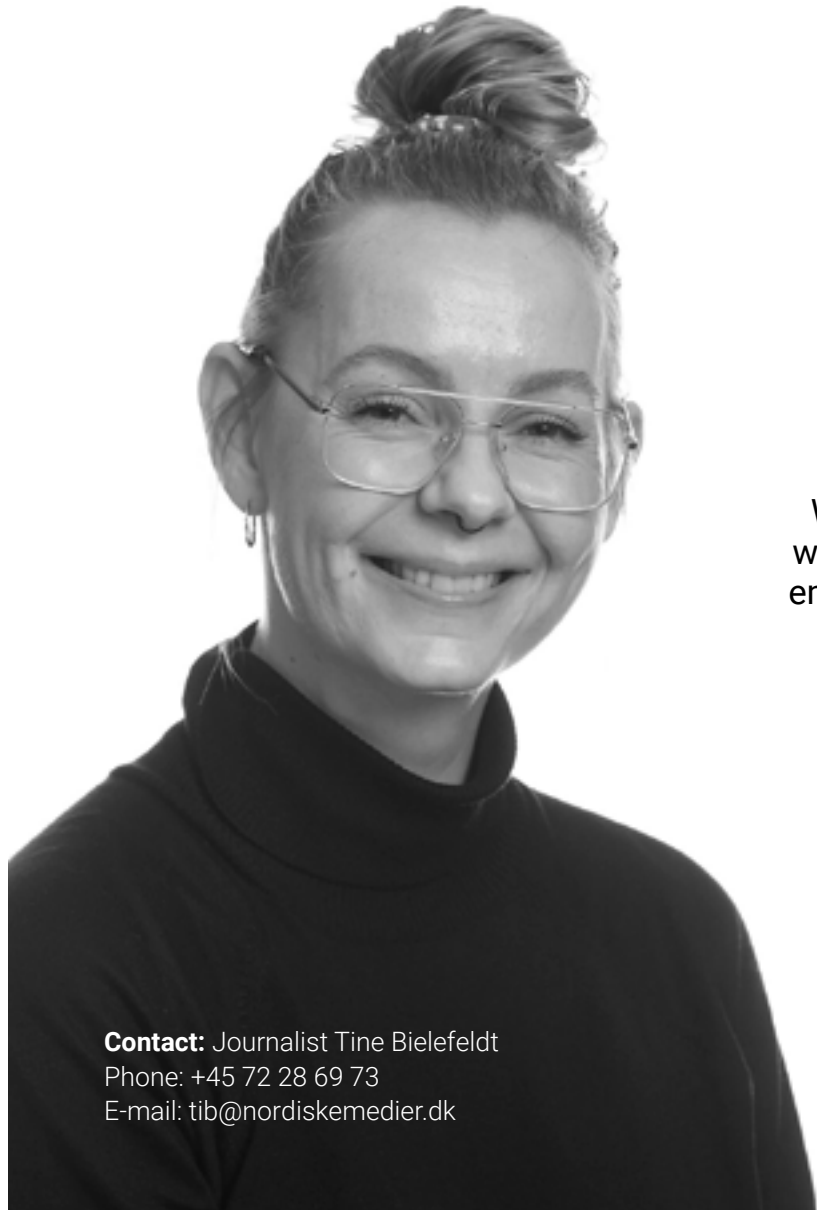
# Media information 2023

# Wood Supply

A part of Nordiske Medier A/S

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## Wood Supply

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Wood Supply DK is part of Nordiske Medier A/S. We are an online media that covers the wood and furniture industry, one of Denmark's largest industries employing almost 25.000 employees distributed among the industry's more than 3.000 companies. Of these, approx. 800 employ more than ten employees.

The annual turnover amounts to more than DKK 25 billion, exporting more than 75%.

The majority of companies with more than ten employees today receive the daily newsletter from Wood Supply.

### **Contact the editors**

E-mail: [redaktionen@wood-supply.dk](mailto:redaktionen@wood-supply.dk)  
[www.wood-supply.dk](http://www.wood-supply.dk)

# Target group & statistics

The background is a solid dark blue color. It features several thin, white, curved lines that sweep across the frame, creating a sense of movement and design. One line starts near the top left and curves towards the bottom right. Another line starts near the top right and curves towards the bottom left. A third line starts near the bottom left and curves towards the top right. These lines intersect and overlap, creating a dynamic and abstract composition.

# Facts about Wood Supply

Wood Supply's newsletter is sent out daily to over **13.900** people within the industry and has around **349** member companies who actively use the portal in their everyday lives.

The companies are located throughout the country and evenly vary by company size.

The users and the newsletter recipients are characterized by being decision makers – i.e. primarily directors, purchasing managers, production managers, and sales managers. Additionally, salespeople and buyers use our newsletters to stay oriented about their customers and suppliers.

Our newsletter recipients are all relevant recipients. We regularly contact all key people in the industry by phone, to

ensure we hit the right target audience with our newsletter. There is an ongoing change in the recipients of the newsletters in connection with job changes and the like.

We regularly unsubscribe recipients if the newsletter bounces back.



**ONLINE VISITORS**  
77,755 visitors/month.\*\*\*



**ONLINE VIEWS**  
137,413 views/month.\*\*\*



**NEWSLETTER**  
Sent out daily to  
13,998 recipients



**NEWSLETTER**  
Open rate: 39,33%

\*\*\* wood-supply.dk – june 2022

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About Wood Supply

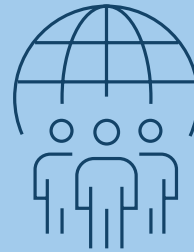
# Who reads Wood Supply?



More than

**88%**

of our readers rate Wood Supply as a good media



More than

**27%**

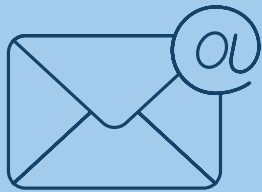
of our readers work at a company with more than a 100 employees



More than

**25%**

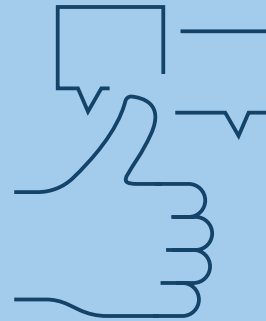
of our readers, also reads Building Supply.  
More than 55% only reads Wood Supply



More than

**66%**

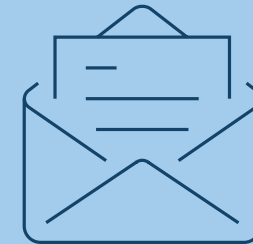
of our readers think it is important to receive Wood Supply's newsletter



More than

**82%**

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



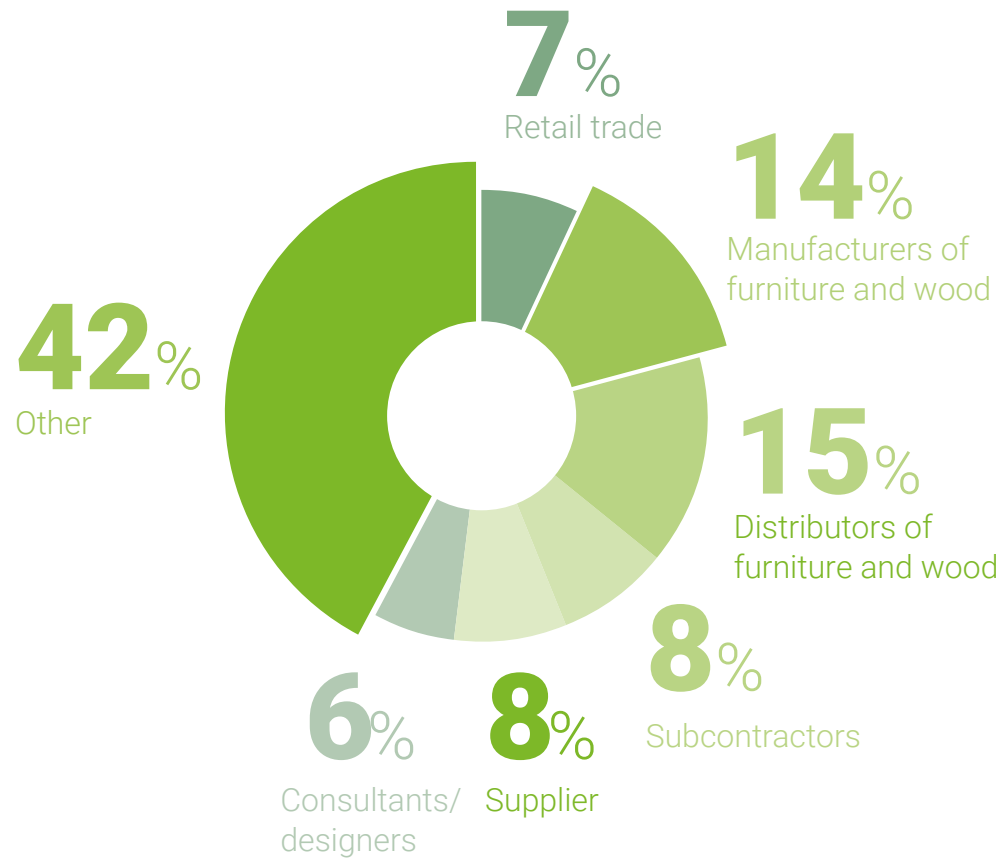
More than

**56%**

read all or more than half of the newsletter daily

## Target group

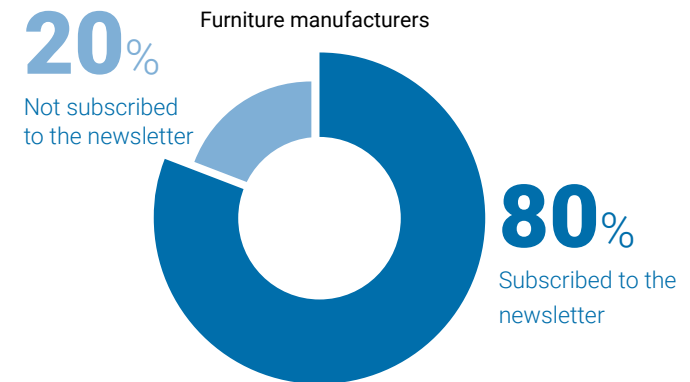
The distribution in relation to company



The distribution in relation to position

- 49% Director, craftsman, etc.
- 8% Purchasing and production
- 24% Sales and Marketing
- 12% Development and quality
- 4% Finance, HR, etc.
- 3% Education

Specifying the target group







## 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 pages ..... DKK 9,000



1.2) Billboard  
Format: W: 980 pixels x H: 540 pixels  
Size: max. 150 KB  
Cover + the other pages ..... DKK 17,000



2) Sticky banner\*  
Format: W: 240 pixels x H: 400 pixels  
Size: max. 90 KB  
Cover + the other pages .....DKK 7,500



3) Corner banner\*  
Format: W: 200 pixels x H: 300 pixels  
Size: max. 70 KB  
Cover + the other pages ..... DKK 4,750



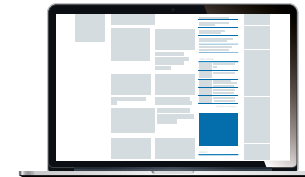
4) Side banner\*  
Format: W: 200 pixels x H: 175 pixels  
Size: max. 40 KB  
Cover + the other pages ..... DKK 1,400



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 5,750  
Front page pos. 5.2 - 5.4: .....DKK 3,750



5) Campaign banner 1&2 – other  
Format: W: 300 pixels x H: 250 pixels  
Size: max. 70 KB  
Other pos. 5.1 - 5.3: .....DKK 2,850  
Other pos. 5.2 - 5.4: .....DKK 2,250



6) Gigabanner 1&2  
Format: W: 980 pixels x H: 250 pixels  
Size: max. 150 KB  
Front page pos. 6.1: ..... DKK 3,550  
Front page pos. 6.2: ..... DKK 1,900

## 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 9,000



1.2) Billboard  
Format: W: 980 pixels x H: 540 pixels  
Size: max. 150 KB  
Article ..... DKK 17,000



2) Sticky banner\*  
Format: W: 240 pixels x H: 400 pixels  
Size: max. 90 KB  
Article .....DKK 7,500



3) Corner banner\*  
Format: W: 200 pixels x H: 300 pixels  
Size: max. 70 kB  
Article ..... DKK 4,750



4) Side banner\*  
Format: W: 200 pixels x H: 175 pixels  
Size: max. 40 KB  
Article ..... DKK 1,400



7) Article banner  
Format: W: 660 pixels x H: 200 pixels  
Size: max. 100 KB  
Article: .....DKK 5,000



8) Campaign banner 1&2 – article  
Format: W: 300 pixels x H: 250 pixels  
Size: max. 70 KB  
Article pos. 8.1: .....DKK 5,750  
Article pos. 8.2: .....DKK 3,750



9) Title banner  
Format: W: 300 pixels x H: 60 pixels  
Banner is static Size: max 20 kB  
Article: ..... DKK 9,500

# Advertising in the newsletter

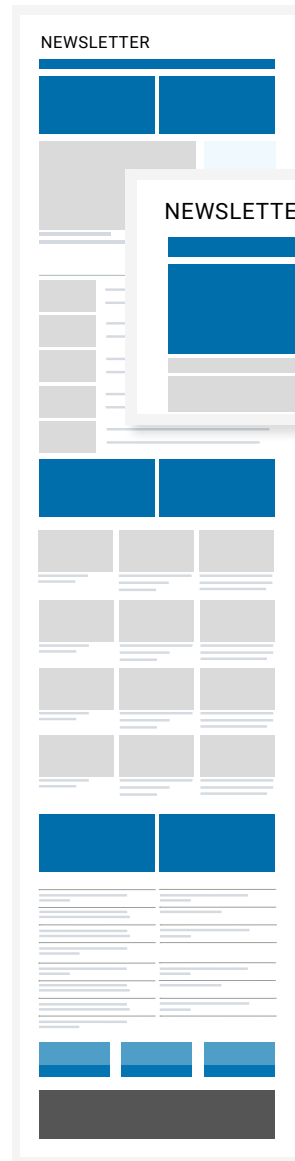
The newsletter is sent out to the industry per e-mail and contains relevant industry news.

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.



Streamers  
 Format: W: 820 x H: 28 pixels  
 Price per week: .....DKK 5,000



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



Middle Ad  
 Format: W: 400 x H: 200 pixels  
 Price per publication: .....DKK 1,500



Bottom ad  
 Format: W: 400 x H: 200 pixels  
 Price per publication: .....DKK 1,000

Top ad Full Size  
 Full Size Format: W: 820 x H: 200 pixels.  
 Price per publication: .....DKK 4,000

Middle Ad Full Size  
 Full Size Format: W: 820 x H: 200 pixels.  
 Price per publication: .....DKK 3,000

Bottom ad Full Size  
 Full Size Format: W: 820 x H: 200 pixels.  
 Price per publication: .....DKK 2,000

## Membership

# Targeted marketing – 365 days a year

### MEMBERSHIP

Provides access to the following benefits

12 month membership

**DKK 15,800,-**

- ✓ Sharing news and sales ads directly on our media.
- ✓ A company page that improves your position in the search results
- ✓ Greater visibility online when you continuously share your news.
- ✓ Seamless collaboration with more users.
- ✓ Calendar overview.
- ✓ A dashboard with an overview of your posts and activity.
- ✓ Discount on all online advertisements across our media.
- ✓ Market overview.

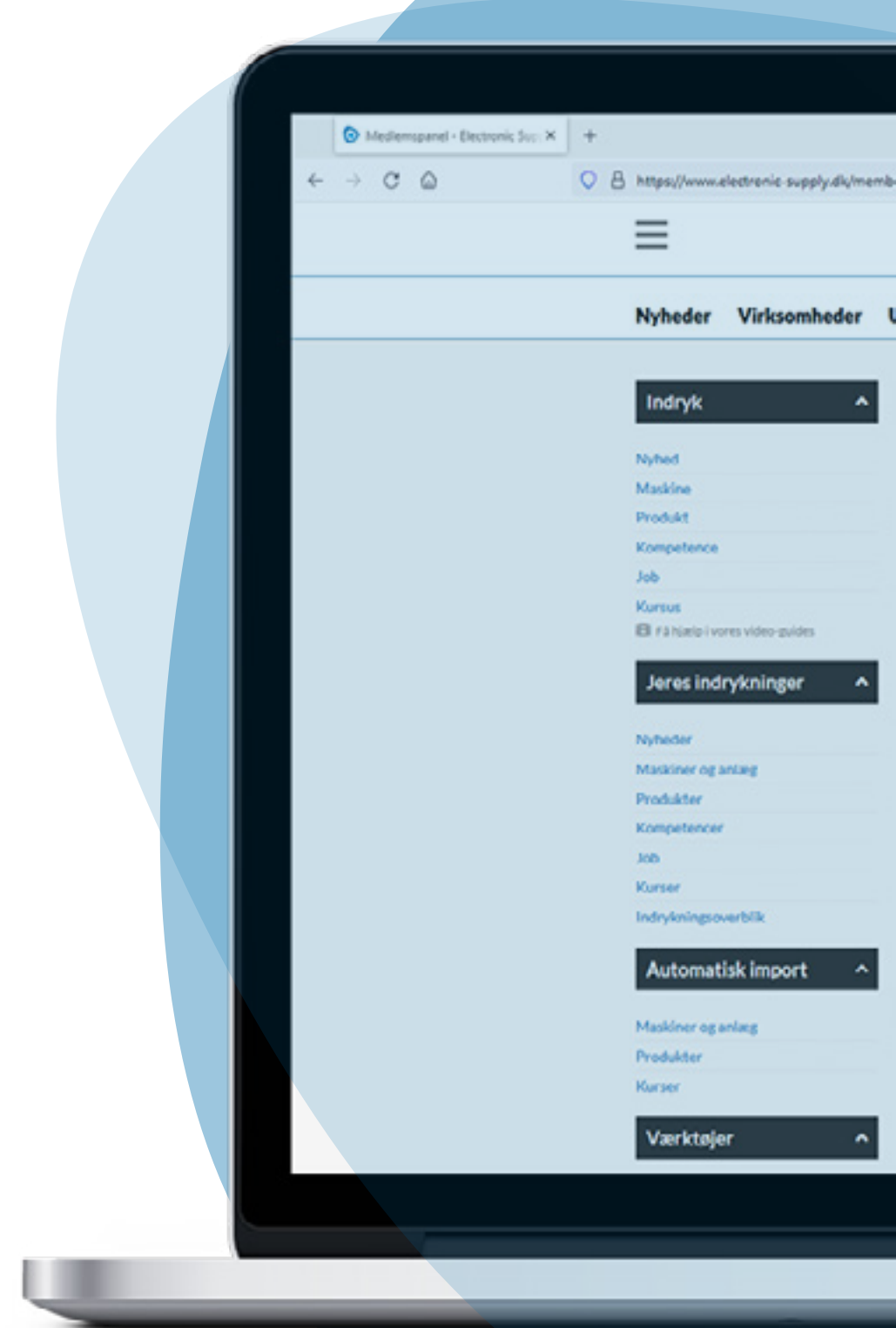
### MEMBERSHIP+

We help you on your way

12 month membership+

**DKK 22,800,-**

- ✓ Access to all membership advantages
- ✓ Identification of needs from where we plan your journey.
- ✓ Help to create sales ads for your products.
- ✓ Help to insert news from your website on our media.
- ✓ Help to insert the relevant keywords.
- ✓ Yearly coordination to ensure maximum output of your membership.
- ✓ We make the set-up for Market overview of the companies you want to follow.



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## Technical specifications - online

### Deadline

The deadline is agreed upon with the graphic designer, who forwards the booked advertising campaign, specifications, and the deadline.

### Delivery of finished material

The deadline for delivering finished material is two working days before start-up. Advertisement incl. a link to the landing page is sent directly to the e-mail: [online@nordiskemedier.dk](mailto:online@nordiskemedier.dk)

### Graphic assistance

If you need a graphic designer to help with your design, there are the following requirements for images, logos, and text.

- Images must be min. 80 DPI in the file formats .jpg, .tiff, .eps, .psd and .png.
- Logo and graphic elements are delivered as .eps or .ai vector graphics.
- The text is sent separately in a .docx format or the email with the material.

We must receive your material for production no later than ten days before the start advertising campaign.

When banners are ordered and reserved for two months min., we prepare the banners free of charge, otherwise, the price is DKK 500 per banner.

### Banner Advertising

Our website is responsive and adapts banners to display correctly on all screens. Please note that banners are readable on different 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.

### Specifically for HTML5 banners

When delivering HTML, use a zip file with the entire source material. The zip file must be max. 10 MB.

HTML5 files that stay within a frame of 20 seconds are at an advantage. HTML5 files

are only used for banners on the portal, as the file type does not work with email programs. If HTML and script banners are not made responsive, we need a fallback banner for use on mobile and tablet screens.

### Guidelines for Advertisers

It must be clear to the readers what content is advertisements and what is editorial articles. Therefore, advertisements must differ in layout – both on the portal and in the newsletter, not to mislead readers into thinking that an advertisement is an article.

In general, we ask advertisers to use a font other than ours. On the website, the word "Advertisement" appears automatically just above the banner, but when advertising in the newsletter, the word "Advertisement" should appear at the top of the ad so that it is not beyond any doubt that it is an advertisement - we then follow the legislation in the area.

If we consider the advertisement too close to the editorial texts, we will request to change the font and/or add the company logo, making it clear that it is an advertisement.

We do this to comply with the rules drawn up by the Consumer Ombudsman. Furthermore, you must only market for your own company and products - i.e. no misleading or bad mention of the competitors - to comply with the Marketing Act.



# Nordiske Medier industry media in Denmark

Licitationen

 BUILDING SUPPLY

Mester Tidende

 PLAST FORUM

Jern-Maskinindustrien

 METAL SUPPLY

 ENERGY SUPPLY

 FOOD SUPPLY

Motor-magasinet

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Søfart

FREMTIDENS LOGISTIK

Magasinet Pleje

 ELECTRONIC SUPPLY

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RetailNews

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www.nordiskemedier.dk

CVR: 10150825