



 METAL SUPPLY

MEDIA INFORMATION 2022



Part of Nordische Medier AG & Co.

Table of contents

Nordiske Medier 3

Metal Supply 4

Target group and statistics 6

Online statistics 7

Advertisement – Banner 10

Advertisement – Newsletter 11

Fremtidens Automation 12

Advertisement - Maskin Fokus 13

Search engine optimization 14

Advertorial 17

Membership 18

Indentations 19

Technical specifications – Online 20

Nordiske Medier

Nordiske Medier is the largest Nordic company within professional media, with roots reaching back 250 years.

With more than 50 regular titles in Denmark and Sweden - both in print and online - and over 100 different speciality magazines and newsletters, we are covering the Nordic business community through constructive, credible and independent news.

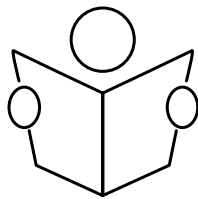
We cover the overall technological, political, and economic conditions of great significance on the industry. Furthermore, we provide news about colleagues, customers, and suppliers in the industry and in-depth industry analyses and portraits of the industry's key players.

We are always focused on connecting our readers and advertisers in the industries we cover while inspiring both big and small businesses we write about and for. We contribute to better business for the Nordic business community by creating contact between professionals actors and acting as the Nordic region's largest and strongest professional media business in everything we do.

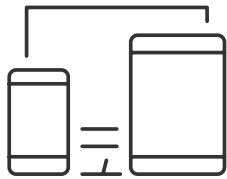
Nordiske Medier is part of DET NORDJYSKE MEDIEHUS.



Facts about Nordiske Medier



Over 450.000
print readers



Over 1.000.000
page views a week



Over 500.000
newsletters a week



Contact Editor
Henrik Eilers

Direct telephone: +45 72 28 69 71
E-mail: he@nordiskemedier.dk

Contact the editors
redaktionen@metal-supply.dk

www.metal-supply.dk

Metal Supply

Metal Supply is a part of Nordiske Medier A / S. We are an online media, covering the iron and machine industry in Denmark.

Metal Supply covers one of Denmark's largest industries, with the iron and machine industry employing almost 100,000 people across more than 12.000 companies. Of these, approx. 2.000 companies have more than 10 employees. The annual turnover is over 150 mia. DKK thus covering approx. 25% of industrial production.

The majority of companies with more than ten employees receive the newsletter from Metal Supply. 1/3 of the companies with more than ten employees are members of Metal Supply.

TARGET GROUP AND STATISTICS

Target group and statistics

Metal Supply in numbers

Metal Supply's newsletter is broadcasted daily to over 35.100 people within the industry and has about 1.103 membership companies that actively use the portal every day.

These companies are placed all over the country and are evenly distributed by company size.

Our newsletter recipients are characterised by being deci-

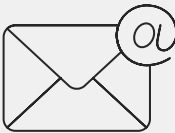
sion-makers, primarily directors, purchasing managers, production managers, and sales managers. Sellers and buyers are also found in our audience, and they use the newsletter to stay updated on their customers and suppliers.

Our newsletter recipients are all relevant recipients. We continuously contact all key people in the industry to ensure that

our newsletters are hitting the right audience. Moreover, we are making ongoing replacements in the newsletter audiences connected with recipients potential job change or other.

We are continuously removing recipients whenever newsletters bounce.

20.000 recipients of the newsletter



NEWSLETTER
Distributed daily to 20.690 recipients

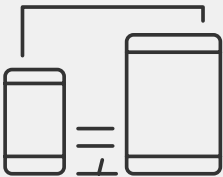


NEWSLETTER
Opening rate: 16,09%

Over 107.000 online visitors



ONLINE VISITORS
107.647 visitors/monthly***



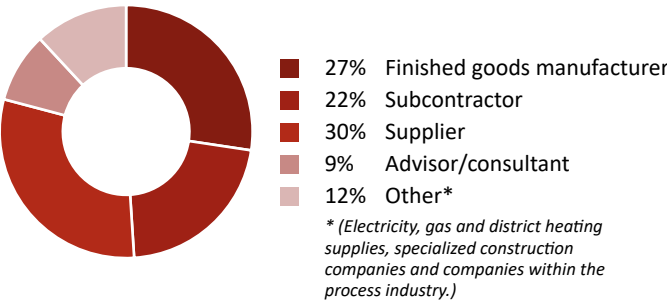
ONLINE VIEWS
202.469 views/monthly***

*** metal-supply.dk - May 2021

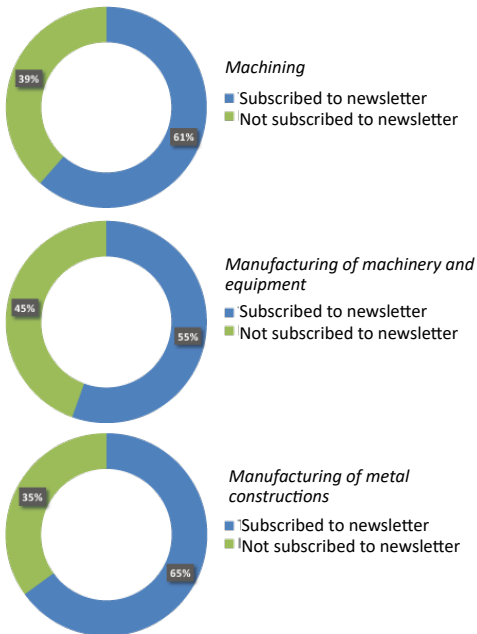
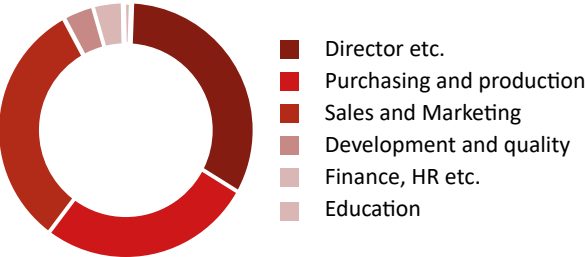
Online statistics

Who are our readers

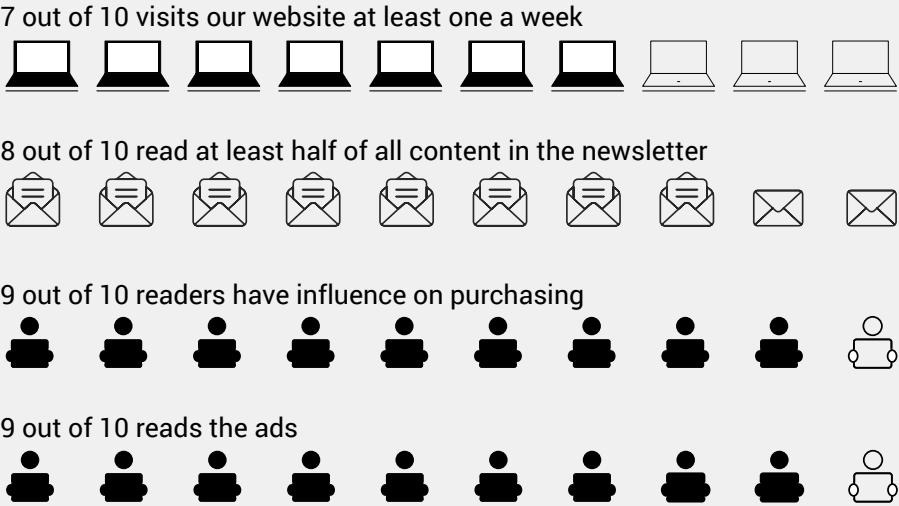
Distribution in regards to company



Distribution in regards to position



Reader survey





ONLINE ADVERTISEMENT

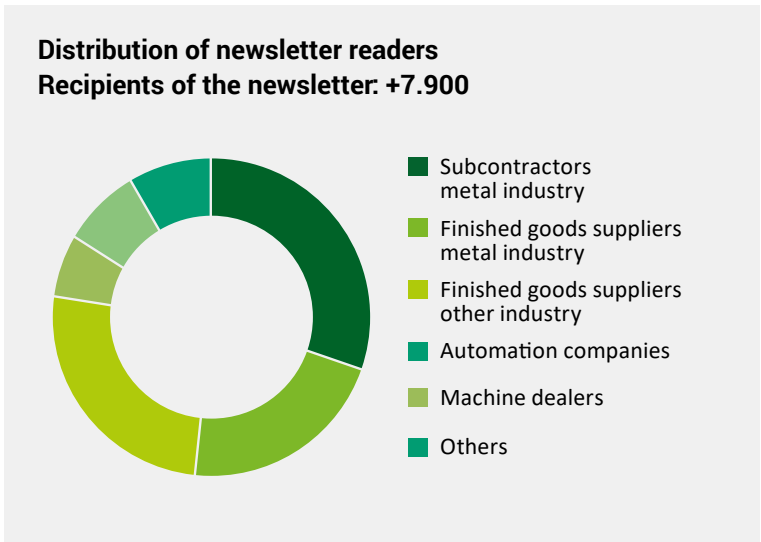
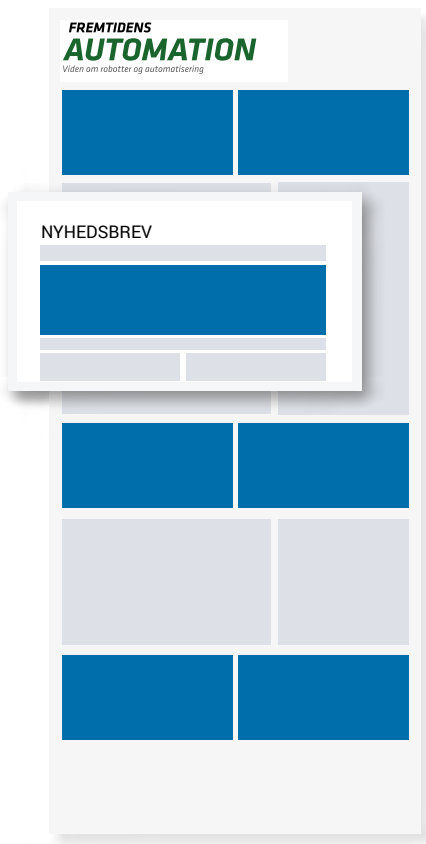
Advertisement – Fremtidens Automation

The newsletter is broadcasted to decision-makers, primarily in the metal industry, but also the wood industry, the food industry and to the energy sector.

Production managers, factory managers, directors, and others who influence the decision-making process are among our recipients.

Furthermore, it is sent to machine manufacturers who use automation equipment in their machines.

Fremtidens Automation	Udgivelse
Fremtidens Automation	21-01-2022
Fremtidens Automation	04-02-2022
Fremtidens Automation	18-02-2022
Fremtidens Automation	04-03-2022
Fremtidens Automation	18-03-2022
Fremtidens Automation	01-04-2022
Fremtidens Automation	29-04-2022
Fremtidens Automation	12-05-2022
Fremtidens Automation	25-05-2022
Fremtidens Automation	10-06-2022
Fremtidens Automation	24-06-2022
Fremtidens Automation	19-08-2022
Fremtidens Automation	02-09-2022
Fremtidens Automation	16-09-2022
Fremtidens Automation	30-09-2022
Fremtidens Automation	14-10-2022
Fremtidens Automation	28-10-2022
Fremtidens Automation	11-11-2022
Fremtidens Automation	25-11-2022
Fremtidens Automation	09-12-2022



Prices per newsletter

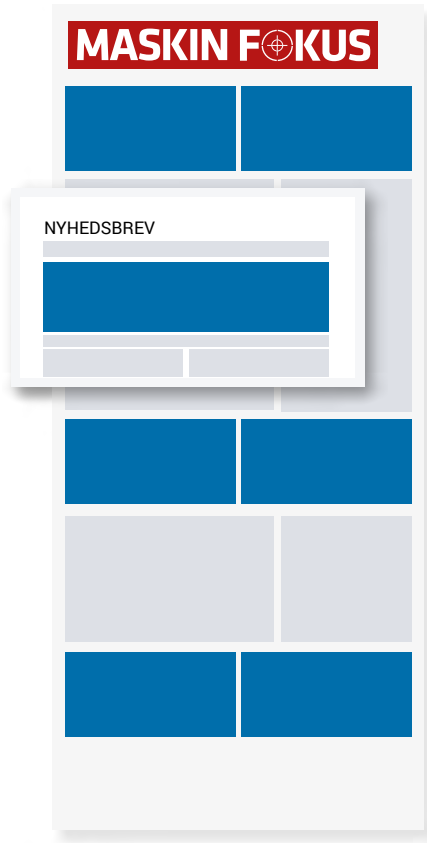
Full Size Top Ad	DKK 8,000
Top advertisement	DKK 4,000
Full Size Middel Ad	DKK 6,000
Middle Ad	DKK 3,000
Full Size Bottom Ad	DKK 4,000
Bottom Ad	DKK 2,000

Advertisement - Maskin Fokus

The newsletter is broadcasted to decision-makers in the metal industry. Mainly production managers and directors of subcontractors and finished goods manufacturers.

Published 23 times in 2022.
Published on Fridays in even weeks

Maskin Fokus	Release
Maskin Fokus	14-01-2022
Maskin Fokus	28-01-2022
Maskin Fokus	11-02-2022
Maskin Fokus	25-02-2022
Maskin Fokus	11-03-2022
Maskin Fokus	25-03-2022
Maskin Fokus	08-04-2022
Maskin Fokus	22-04-2022
Maskin Fokus	06-05-2022
Maskin Fokus	20-05-2022
Maskin Fokus	03-06-2022
Maskin Fokus	17-06-2022
Maskin Fokus	01-07-2022
Maskin Fokus	12-08-2022
Maskin Fokus	26-08-2022
Maskin Fokus	09-09-2022
Maskin Fokus	23-09-2022
Maskin Fokus	07-10-2022
Maskin Fokus	21-10-2022
Maskin Fokus	04-11-2022
Maskin Fokus	18-11-2022
Maskin Fokus	02-12-2022
Maskin Fokus	16-12-2022



Prices per newsletter

Full Size Top Ad	DKK 8,000
Top Ad	DKK 4,000
Full Size Middle Ad	DKK 6,000
Middle Ad	DKK 3,000
Full Size Bottom Ad	DKK 4,000
Bottom ad	DKK 2,000



Search engine optimization

Get to the top on Google

Make customers discover you when they are searching for what your company has to offer.

With an SEO package from Nordiske Medier, we help you optimize your website using several parameters so that customers easily find you.

- We optimize on:**
- Technical performance
 - Text constitution
 - Ease of use
 - Linkbuilding

In addition, we offer Google Ads, where we cooperate with you as a customer to identify keywords and optimise campaigns.

Fill out the SEO formular and receive a free SEO report. [CLICK HERE](#)

GET STARTED



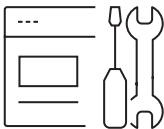
ANALYSIS



RUN-THROUGH

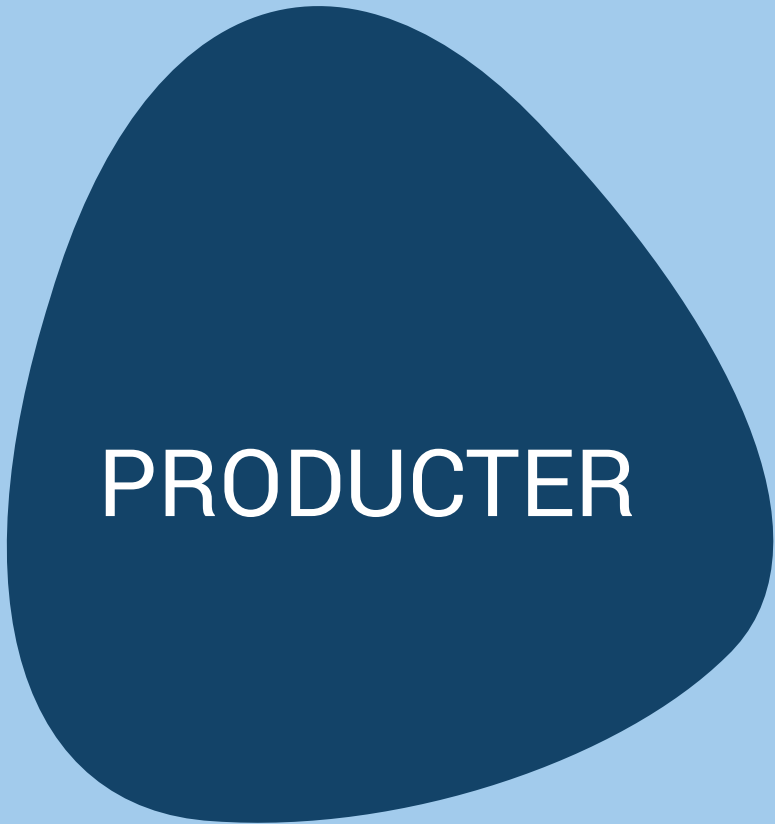


OFFER



READY

Contact
Do you have any questions concerning SEO, please contact us on telephone +45 72 28 69 70



Advertorial

Tell your story and have it read by the right audience

Take advantage of a unique opportunity by enlightening potential collaborators or new customers about the projects that illuminate the core competencies of your business.

An advertorial is an advertisement designed as an article. Your company can work together with Nordiske Medier's

commercial copywriters to create an ad with a journalistic expression. We can prepare the advertorial for all our media - both print and online.

Our online advertorials have a maximum length of 2.000 keystrokes (incl. spaces). It is possible to prop up the ad with pictures and a link to a video.

With an advertorial we offer

- Effective marketing
- Commercial copywriters
- Relevant and value-creating content for targeted readers
- Ranking among other articles
- High SEO value

If finished material is to be delivered, the deadline is two weeks before indentation.

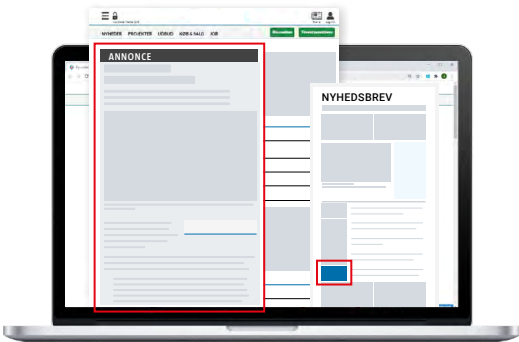
ADVERTORIAL
PRINT PACKAGE



29,950 DKK.

- Indrykning i en eller flere af vores fagrelevante medier
- Placering blandt de øvrige artikler i avisen
- Eksponering i e-avis med link
- Udarbejdelse af tekst og grafisk opsætning direkte målrettet det relevante medies læsere

ADVERTORIAL
ONLINE PACKAGE



15,000 DKK.

- Runs for the duration of one week - from Monday to Sunday incl. setup
- Placement on the front page of the news flow among other articles
- Placement in the newsletter under regular articles on Monday
- Final report on total number of views

Job-in-Focus

Easy and quick access to your future employee

With Job-In-Focus, your employee search is made visible on the desired portals' front page and among articles. Thereby, you reach more than a thousand qualified candidates who are constantly keeping updated within your industry.

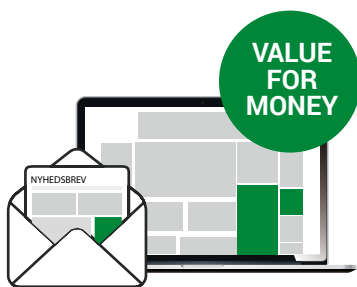
JOB-IN-FOCUS SOLO



3,850 DKK.

- 30 days on website under "Job-In-Focus"
- 30 days in the newsletter under "Job-In-Focus"

ONLINE PAKKE



6,950 DKK.

- Job-In-Focus SOLO 30 days advertising on the home page as a side banner
- 1 view in the newsletter (middle or bottom ad)
- Production of ads
- **RESULT GUARANTEE ***

*Free re-posting as "JOB-IN-FOCUS" if the right candidate is not found.

Purchases

Robotscanning / Crawling

Automatic scanning, so all your job ads automatically comes to the portal.

Print advertising

- Teaser advertisement (86x100 mm): DKK 3,000
- Job posting (131 x 180 mm): DKK 5,000
- Full storage (full page): DKK 10,000 (Prices only apply to purchases).

For price, contact your regular job consultant. **Contact:** tel .: +45 72 28 68 70 or jobannoncer@nordiskemedier.dk

Membership

Targeted marketing

– 365 days a year

With a membership, you gain direct access to the Nordic region's largest niche portal, marketing tool and portal that showcases your company news, competencies and sales towards a relevant target group - all year round.

Having a membership means that your company gets an efficient, tailor-made marketing tool, making your marketing visible to a relevant and sharply defined target group.

Membership or Membership+
We offer two variants of our membership.

Membership allows your business to use the features of the members' panel.

With a Membership+, you receive support to post news, machines, skills, jobs, courses and fairs via your member profile. Through dialogue between you and our customer support, we help you to use the marketing tool and become more visible in the industry.

Read more about the features below the section "Indentations".

Tool

- Visibility in the industry
- Market insights
- Professional advice
- Induction of jobs
- Easy indentation of news and products
- Half price online advertising
- User-friendly marketing tool

Become a member

	MEMBERSHIP	MEMBERSHIP+
Company profile	●	●
Login to membership panel	●	●
50% on online advertising	●	●
Professional advice 2-4 times a year	●	●
Marketing tool for inserting news, products and competencies on media website and newsletter	●	●
News indent support		●
Support for indentation of products and competencies		●
SEO optimized indentations		●
Support for registration in Market overview		●

Indentations

Become visible in

the industry

Company profile
When your company signs up for a membership, we create a company profile for you, thereby granting you access to the Nordic region's largest niche marketing tools.

You become a part of an extensive network of relevant professional groups and contacts with a company profile. The company profile is searchable and links directly to your website.

Login
With a login to the member pro-

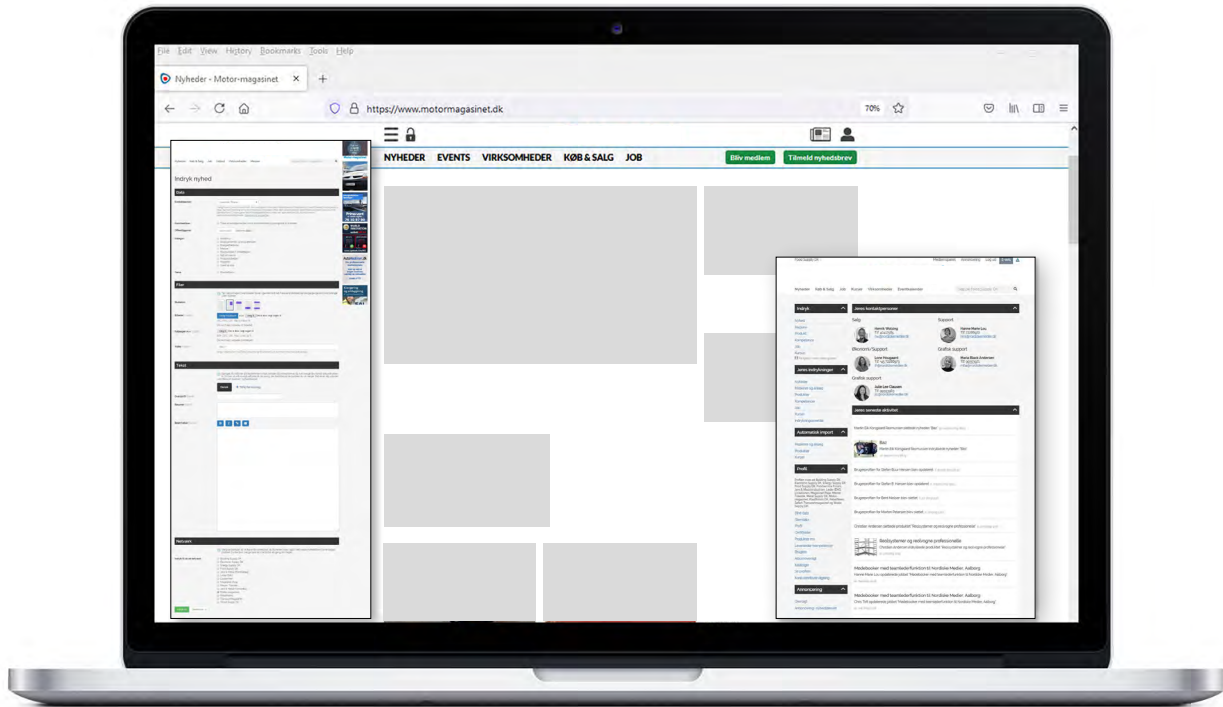
file, you gain access to a string of benefits.

Insertion of news
Once a day, your company has the opportunity to write one news story out to the industry - e.g. in connection with an anniversary, a new order, a new product.

Indentation can also be
Your company can present your products, machines or competencies directly to the target group.

Courses and fairs
When organising or participating in courses or fairs, you can easily make the course or participation visible at the fair through your membership.

Discount on advertising
With a membership, you get 50% on advertising purchased on the website and in the newsletter.



Technical specifications – Online

Deadline

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

Delivery of finished material

The deadline for delivery of finished material is two week-days before starting.

The advertisement incl. link to the landing page is sent directly to the email: online@nordiske-medier.dk

Graphic assistance

If you need a graphic designer to help with your design, these 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.
- Deliver logo and graphic elements as .eps or .ai vector graphics
- The text is sent separately in a .docx format or the mail with the material.

We need to receive your material no later than ten days before the ad campaign starts.

Banners are free of charge

when ordered a minimum of two months before; otherwise, the price is 500 DKK per banner.

Banner advertising

Our site is responsive, and the banners adapt to the screen they are shown on. Be aware that banners are legible on vari-

ous screens.

The banners share space with up to 3 others. However, title banners are placed alone, while sticky banners share space with up to 2 others. The banners rotate at page breaks.

All banners can be both static or animated - HTML5, gif or script - with exception of the title banner. Deliver banners in the formats: .jpg, .gif, .png or HTML5.

For HTML5 banners specifically

When delivering HTML, all source material must be collected and sent in a zip file. The zip file must max fill ten MB.

It will be an advantage that The HTML5 file stays inside a frame of 20 seconds.

HTML5 files can only be used

for banners on the portal because mail programs cannot handle the file type.

Forward fallback banners

for use on mobile and tablet screens if HTML and script banners are not made responsive.

Advertisement guidelines

The difference between advertisement and editorial content must be clear to the readers. Therefore, ads must differ from the editorial layout - both on the portal and in the newsletter, so readers are not misled and think that an ad is an article written by the editorial staff.

Generally, advertisers are asked to use a different font than ours. The word "Advertisement" appears on the website automatically just above the banner. However, the term "Advertisement" should be stated clearly at the top of the ad when advertising in the newsletter, so there is no doubt that it is an ad - in doing so, we follow the legislation in this area.

If we consider the ad too close to the editorial texts, we will request the change font and/or add the company logo so that it is clear that it is an advertisement. We do this to live up to the rules laid down by the Consumer Ombudsman.

Furthermore, all advertisements should only concern own business and own products - i.e. none misleading or bad publicity of the competitors - in doing so, we follow the Marketing Act.



Nordiske Medier industry media in Denmark

CONSTRUCTION

📺 BUILDING SUPPLY

📺 KOMMUNEFOKUS

Licitationen

Mester Tidende

INDUSTRY

📺 METAL SUPPLY

Jern-Maskinindustrien

📺 FOOD SUPPLY

📺 PLAST FORUM

📺 ELECTRONIC SUPPLY

📺 WOOD SUPPLY

THE TRANSPORT SECTOR

Transportmagasinet

FREMTIDENS LOGISTIK

Søfart

AUTO INDUSTRIES

Motor-magasinet

THE SUPPLY SECTOR

📺 ENERGY SUPPLY

RETAIL INDUSTRY

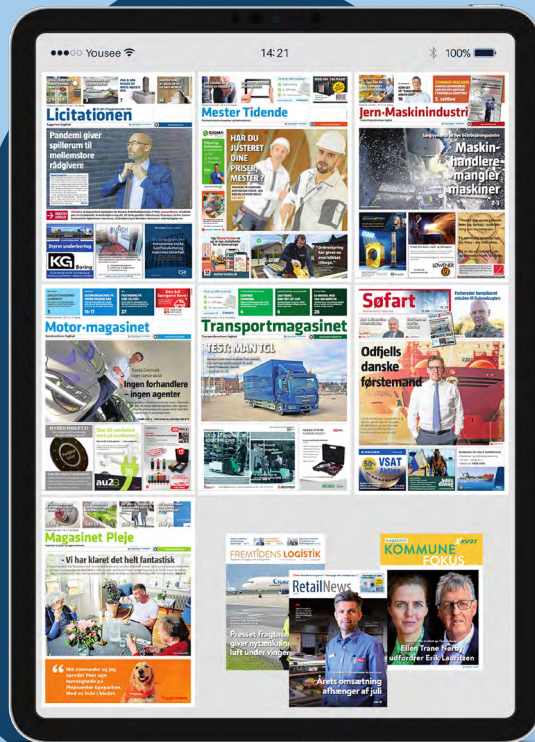
RetailNews

THE CARE SECTOR

Magasinet Pleje

HR & MANAGEMENT

LEDER IDAG.DK



📺 Nordiske Medier

Phone: +45 72 28 69 70

info@nordiskemedier.dk

www.nordiskemedier.dk