Jern-Maskinindustrien
Media information 2021

Nordiske Medier
news to use – in business

Jern-Maskinindustrien
Fremstillingsindustriens fagblad

www.jernindustri.dk

Nordiske Medier

Nordiske Medier is the largest industry-specific media in the Nordics.

With more than 50 regular publications in Denmark and Sweden - both on print and online - and over 100 different special magazines and newsletters, Nordiske Medier offers constructive, credible, and interdependent coverage on Nordic business - both big and small.

Our media covers the general technological, political, and cyclical conditions that affect the industries. Among others, what happens at the businesses in the industry concerning colleagues, customers and suppliers, enriched with in-depth industry analysis' and portraits of industry leaders.

We inform, inspire, and help our customers to do better business. We create contact among professional actors, and we act as the biggest and strongest industry-specific media company of the Nordics in everything that we do.

Nordiske Medier is a part of NORDJYSKE MEDIER that with its roots reaching 250 years back is one of the central actors in the Danish media industry.

We hope that you want to utilize us as your media partner.

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Jern-Maskinindustrien provides an overview, perspective, and knowledge

Jern & Maskinindustrien is aimed at anyone who wants a serious insight into the Danish industrial sector, and who wants to be at the forefront of an industry in constant change.

We write about and for professional actors, who all have one thing in common: a deep-seated interest in industrial production, whether it is as a metalworking subcontractor, as a machine manufacturer or machine builder.

Jern & Maskinindustriens Fagblad focuses on new trends, technologies and new opportunities, but also the challenges that the industry faces. We bring interviews with the industry's top people, provide inspiration, solutions, knowledge, market insight and key figures to our readers.

Jern & Maskinindustrien also consists of a number of special sections and special editions.

Among them you will find:
- Who is Who in the Iron and Metal Industry
- Industry Top100
- Danish World Class

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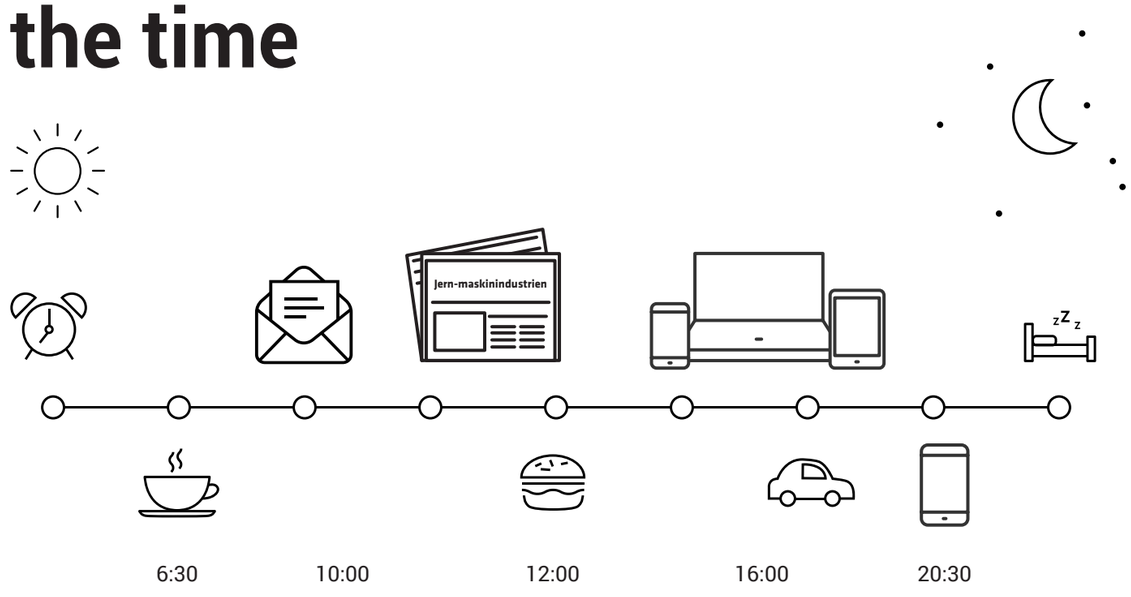
www.jernindustri.dk

Relevant and goal-oriented

News, background, and food for thought - when you have the time



As a subscriber to Jern & Maskinindustrien, you can stay up to date on what is happening in the industry. By the newsletters you get full access to all news, background articles and key figures on jernindustri.dk and with the physical newspaper, you get an overview, knowledge, insight and perspective.

Marketing channels

Tailor-made marketing creates value

Jern-Maskinindustrien is published on multiple platforms, you can, therefore, with the right mix of marketing channels and targeted messaging, be sure to make the most out of your marketing.

Our experienced media consultants offer counselling, guidance, and concrete planning of your marketing within a broad spectrum of advertising opportunities.

Contact
If you have questions regarding marketing in our media, please contact us by e-mail: salg@nordiskemedier.dk or phone: 7228 6970 to hear about the possibilities.

Web - Print and Newsletters

Industry news on all platforms

Website
Jern-Maskinindustrien is an industry newspaper and an online medium for decision-makers in the Danish iron and machine industry.

Our site is responsive and banners adapt to the screen it is shown on. Be aware that banners on the mobile site is readable on the different screens.
jernindustri.dk has more than 31.143 visitors and 50.505 page views per month.

Print
Ads in our print media palette provide visibility with great effect to most decision makers in a specific industry, as the newspapers have more readers than other professional media.

Newsletters
The newsletter is sent to over 19,700 people and the portal is visited every day by an average of over 3,000 unique users, who have an average of 2 page views.

Contact
If you have questions regarding marketing in our media, please contact us by e-mail: salg@nordiskemedier.dk or phone: 7228 6970 to hear about the possibilities.

** Source: Readership figures from Index Denmark / Gallup all year 2019/2020

Target group and statistics

Jern-Maskinindustrien in numbers

Audience
Jern & Maskinindustrien uses so-called permission marketing, which is extremely effective in internet marketing.

We contact all key people in the industry per. phone to get their acceptance prior to signing up for the newsletter. The vast majority say yes to this. In addition, we have a number of people daily who sign up for the newsletter on their own initiative.

The recipients of the newsletters are regularly replaced in connection with job changes and the like. Every month, we unsubscribe from a number of recipients if we receive the newsletter return - (bounce back). The number of recipients thus reflects the majority of the industry key personnel. Email address is not passed on to 3rd party when subscribing to newsletter.

The newsletter is sent to approx. 20,000 people in the industry. Jern & Maskinindustrien has more than 800 member companies that actively use the portal in their everyday lives. The companies are located throughout the country, and are evenly distributed by company size.

The user profile and recipients of the newsletter are characterized by being all professional groups within the metalworking industry as well as the country's automation houses and machine builders - in addition, sellers and buyers in general, as they use the newsletter to stay up to date on what happens to their customers suppliers

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27.000 readers**

- anyone with an interest in your subject-specific industry

TOTAL CIRCULATION
26.791*

READERSHIP
V/1 indentation
27.000**

ONLINE VISITORS
31.143 visitors/ 50.505 views/mdr.***

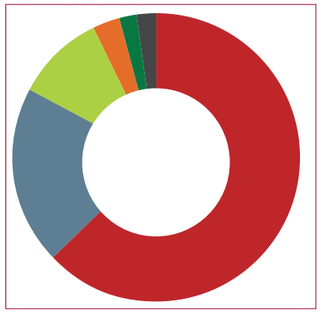
NEWSLETTER
Sent to 19,752 recipients ***.
Opening rate 17.59% ***

* Print run and e-newspaper
** Source: Readership figures from Index Denmark / Gallup all year 2019/2020
*** jernindustri.dk

Target group for online og print

Reader survey

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



El, gas- og fjernvarmeforsyning
Specialiseret bygge- og anlægsvirksomhed
Udlejning af erhvervsejendomme
Rådgivende virksomheder
Engroshandel
Fremstillingsindustri

Fremstillingsindustrien:
- Jern & Metalvareindustri
- Maskiner -fremstilling, reparation og installation
- Plast
- Fødevarer

Engroshandel

Geographical distribution of recipients of Shipping

Region Nordjylland
Region Midtjylland
Region Syddanmark
Region Sjælland
Region Hovedstaden

Who are our subscribers

8 out of 10 subscribers read at least half of all newspapers

5 out of 10 subscribers read more than half of the newspaper

9 out of 10 subscribers influence readers' purchases

9 out of 10 subscribers read the ads in the newspaper

Advertisement - Print

Expose your company in the right context

Ads in our print-media palette provide highly-effective visibility to most decision-makers in a specific industry since newspapers have more readers than other specialist media. Print ads have a long-lasting impact and significant branding value. So, even though there has been a significant development in the field of online advertising, we believe that print ads will make up a large portion of the overall advertising budget for many years to come. The print ads also appear in the electronic iPaper and the PDF edition.

Both editions can be accessed on both PCs and tablets and are simultaneously the newspaper readers' newspaper archive. We are continually working to optimize circulation to reach target audiences with greater depth and precision than that offered by other media. We do this so that we can continuously provide targeted advertising opportunities.

Moreover, we work with great flexibility in terms of formats here, including creative formats to increase the potential for greater attention - text and images do not always accomplish this by themselves. There is the option of placing an ad in the context of relevant editorial content, e.g. in sections and themes that will help boost the credibility of your marketing, ensuring that your audience not only sees it but reads it.

Target your marketing to be viewed in the right context. Nordiske Medier print releases tunes in on relevant focus areas in the respective industries. Take advantage of the opportunity to make your business visible in specific themes and special magazines.

Contact
If you have questions regarding marketing in our media, please contact us by e-mail: salg@nordiskemedier.dk or phone: 7228 6970 to hear about the possibilities.

Super themes

In each publication, Jern & Maskinindustrien has extra focus on a current theme where we go a step deeper into just that topic.

The super themes in 2021 are:
Robots in industry
AM & Metalprint
Digital production
Welding
Industry raw materials

Maskinfokus is part of Jern & Maskinindustrien's main newspaper. Here, the editors put the spotlight on technology: machining, sheet metal processing, 3D metal printing, software, etc.

Machine focus is especially aimed at
• Machine shops
• Machine suppliers

Automation and process technology, 2nd section for the Iron & Machine industry, focuses on the automation industry and machine builders and on the trends that characterize the industry and the industry's customers in everything from the process and food industry over medico to the energy sector. Published 6 times a year

Automation | Process | Technology is especially aimed at:
• Automation houses
• Process plant
• Machine builders
• Robot manufacturers and robot integrators
• Responsible for production lines throughout the industry

• Machine shops
• The supplier to Iron and the machinery industry

MASKIN FOKUS

• Automation houses
• Process plant
• Machine builders
• Robot manufacturers and robot integrators
• Responsible for production lines throughout the industry

Automation | Proces | Teknik

Special supplement 2021

Magasinet Under Overfladen
Released March 19 and November 12

Hvem er Hvem
Released April 29

Dansk Verdensklasse
Released June 25

HI-messe '21
Released October 1

Industriens Top
Released December 10

Themes - Jern-Maskinindustrien

Edition	Published	Deadline	Tema	Maskinfokus	Sektion 2
JEM nr. 1	15-01-21	05-01-21	Svejsning	Spåntagning	
JEM nr. 2	05-02-21	26-01-21		Pladebearbejdning	Automation og procesteknik
JEM nr. 3	26-02-21	16-02-21	Robotter i industrien	Spåntagning	
JEM nr. 4	19-03-21	09-03-21		Pladebearbejdning	Magasinet Overflade / Scandinavian Coating 2021
JEM nr. 5	09-04-21	30-03-21	Svejsning	Spåntagning	Automation og procesteknik
JEM nr. 6	29-04-21	19-04-21	AM & Metalprint	Pladebearbejdning	
JEM nr. 7	21-05-21	11-05-21		Spåntagning	
JEM nr. 8	04-06-21	25-05-21	Svejsning	Pladebearbejdning	Automation og procesteknik
JEM nr. 9	25-06-21	15-06-21	Digital produktion	Spåntagning	
JEM nr. 10	20-08-21	10-08-21		Pladebearbejdning	
JEM nr. 11	03-09-21	24-08-21		Spåntagning	Automation og procesteknik
JEM nr. 12	17-09-21	07-09-21	Industriens råvarer	Pladebearbejdning	
JEM nr. 13	01-10-21	21-09-21	Svejsning	Spåntagning	HI-messe
JEM nr. 14	15-10-21	05-10-21		Pladebearbejdning	Automation og procesteknik
JEM nr. 15	29-10-21	19-10-21	Robotter i industrien	Spåntagning	
JEM nr. 16	12-11-21	02-11-21		Pladebearbejdning	Magasinet Overflade
JEM nr. 17	26-11-21	16-11-21	Svejsning	Spåntagning	Automation og procesteknik
JEM nr. 18	10-12-21	30-11-21	Digital produktion	Pladebearbejdning	

AD TEST

Formats – Print

A. DOUBLE PAGE 4 Colours
Format: W: 546xH: 365 mm
Main paper ..... 49,850 DKK
Technology.section .... 39,850 DKK

B. 1/1 page 4 Colours
Format: W: 266xH: 365 mm
Main paper ..... 29,950 DKK
Technology.section .... 23,450 DKK

C. 1000 mm 4 Colours
Format: W: 176xH: 270 mm
Main paper ..... 22,450 DKK
Technology.section .... 18,450 DKK

D. 1/2 page oblong 4 Colours
Format: W: 266xH: 180 mm
Main paper ..... 19,450 DKK
Technology.section .... 15,450 DKK

D. 1/2 page portrait 4 Colours
Format: W: 131xH: 365 mm
Main paper ..... 19,450 DKK
Technology.section .... 15,450 DKK

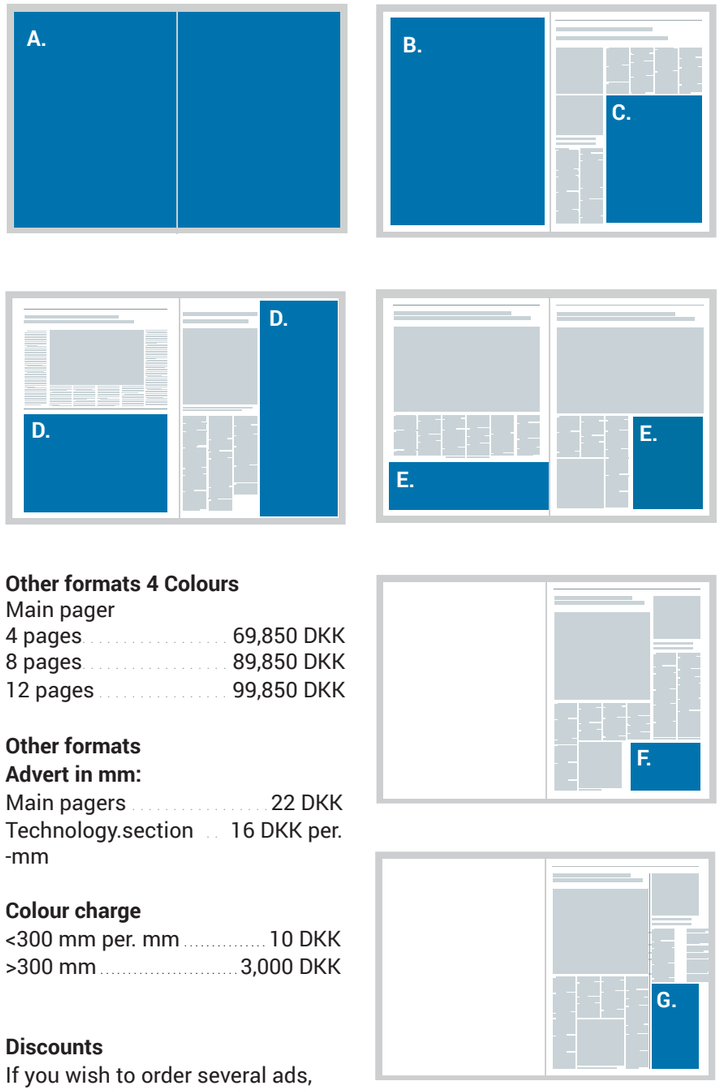
E. 1/4 page oblong 4 Colours
Format: W: 266xH: 90 mm
Main paper ..... 11,750 DKK
Technology.section .... 9,750 DKK

E. 1/4 page portrait 4 Colours
Format: W: 131xH: 180 mm
Main paper ..... 11,750 DDK
Technology.section .... 9,750 DDK

F. 1/8 page oblong 4 Colours
Format: W: 131xH: 90mm
Main paper ..... 8,150 DKK
Technology.section .... 6,150 DKK

G. 1/6 page 4 Colours
Format: W: 86xH: 175mm
Main paper ..... 9,250 DKK
Technology.section .... 7,150 DKK

Other formats 4 Colours
Format: W: 86 x H: 100 BLOK
Main paper ..... 6,450 DKK
Technology.section .... 5,150 DKK



Other formats 4 Colours
Main pager
4 pages ..... 69,850 DKK
8 pages ..... 89,850 DKK
12 pages ..... 99,850 DKK

Other formats
Advert in mm:
Main pagers ..... 22 DKK
Technology.section .. 16 DKK per. -mm

Colour charge
<300 mm per. mm ..... 10 DKK
>300 mm ..... 3,000 DKK

Discounts
If you wish to order several ads, you are welcome to get in touch with us for a good deal. Please see the contact information on the last page.

Formats are material formats that are slightly scaled down for newspaper magazine format.

All prices exclude VAT, unless otherwise stated. We cannot be held responsible for any misprints and price regulation.

For technical specifications and conditions see the end of the media information.

Advertisement - Online

Make your business noticed on our digital platforms

Through a wide range of different advertising opportunities, we can offer you the change of being exposed to selected target groups on our online media.

All of Nordiske Medier's publications have its own online industry portal that weekly deliver great performance numbers in traffic and readership. You are thereby securing greater online visibility through our competitive offer.

Contact
If you have questions regarding marketing in our media, please contact us by e-mail: salg@nordiskemedier.dk or phone: 7228 6970 to hear about the possibilities.

Membership

Our readers your customers

With a log-in, you get all the opportunities to profile yourself directly into the heart of your target group and create the relevant contacts. A membership at Søfart gives your company effective and targeted marketing to your industry - you are exposed and made visible online. With your membership, you can post your own news directly to your target group under "News from members".

Your company can present your products, machines or competencies directly to the target group and thereby keep in touch with the industry. When you are a member, you get half price for advertising on the website and in the newsletter.

If your company is faced with having to hire a new employee, you can recruit through your membership. If you hold a course, you can easily make the course visible through your membership.

Contact
If you have questions regarding marketing in our media, please contact us by e-mail: salg@nordiskemedier.dk or phone: 7228 6970 to hear about the possibilities.

"Do-it-yourself"- membership

- Login to the member panel, from where you can create visibility about your company.
- Company profile, keywords and link to Homepage.
- Insertion of own news in the newsletter under "News from members".
- Induction of trade fair participation.
- Insertion of job postings that at the same time indented on Jobindex and Jobnet.
- Indentation of courses.
- Advertising at member prices.
- Indentations can be supplemented with pictures, catalog and video.
- Insertion of ads on "Machines", "Products" and "Competencies"
- SEO (backlinks)
- Competitor monitoring

Membership "Do-it-yourself"
14,800 DKK./year

When purchasing the Jern- og Maskinindustrien and Metal Supply "Do it yourself" membership: DKK 19,800 / year.

Membership+ benefits

Same benefits as a "Do-it-yourself" membership.

In dialogue with you, we take the ball and take on part of the marketing function.

- We make indentations of your products, machines, competencies or jobs
- We help to insert your news
- We make sure that indents are SEO optimized (backlinks)
- We make registration in competitor monitoring

Membership+
21,800 DKK./year

When purchasing the Jern- og Maskinindustrien and Metal Supply membership +: DKK 26,800 / year.

Adv – newsletter

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

Top advert Full Size
Format: W: 820 x H: 200 pixels
Price per announcement: ..... 9,000 DKK

Top advert
Format: W: 400 x H: 200 pixels
Price per announcement: ..... 5,000 DKK

Mid advert Full Size
Format: W: 820 x H: 200 pixels)
Price per announcement: ..... 7,000 DKK

Mid advert
Format: W: 400 x H: 200 pixels)
Price per announcement: ..... 4,000 DKK

Bottom advert Full Size
Format: W: 820 x H: 200 pixels)
Price per announcement: ..... 5,000 DKK

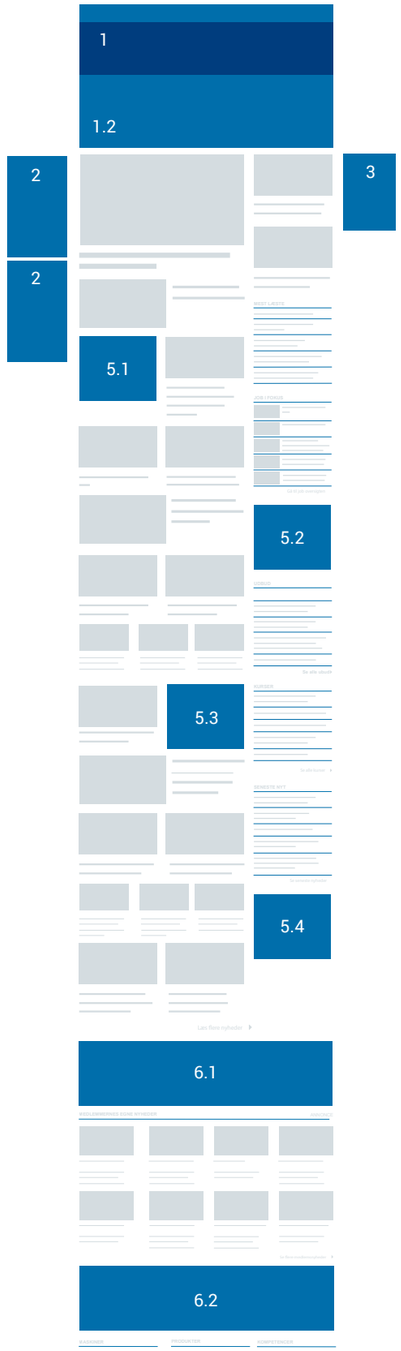
Bottom advert
Format: W: 400 x H: 200 pixels)
Price per announcement: ..... 3,000 DKK

General specifications for the ads in the newsletter are:
Ads are static.
Finished material is submitted in the file format: jpg, gif or png

Finished will need to max 50 kB.
All prices are member prices per month

Advertisement – Banner

Front page



Article page

Our site is responsive, and banners adjust to the screen they are shown on. Be aware that banners for the mobile are readable on different screens.

Banners share space with up to 3 others. Title- and content banners are placed alone while sticky banners share space with up to 2 others. Banners rotate at page breaks.

All banners can be both static or animated - HTML5, .gif, or script except for title banners. Animated banners should provides in the formats: .jpg, .gif, .png, or HTML5.

1) Topbanner
Format: W: 930 pixels x H: 180 pixels
Size: max. 70 kB
Articles: ..... 25,500 DKK
Front page + other sections ..... 25,500 DKK

1.2) Billboard
Format: W: 980 pixels x H: 540 pixels
Size: max. 150 kB
Articles: ..... 35,500 DKK
Front page + other sections ..... 35,500 DKK

2) Sticky Banner
Format: W: 240 pixels x H: 400 pixels
Size: max. 90 kB
Articles: 18.500 kr.
Front page + other sections ..... 18,500 DKK

3) Corner banner
Format: W: 200 pixels x H: 300 pixels
Size: max. 70 kB
Articles: ..... 12,500 DKK
Front page + other sections ..... 12,500 DKK

5) Campaign banner 1 og 2 - Front page
Format: w: 300 pixels x H: 250 pixels
Size: max. 70 kB
Front page pos. 1: ..... 14,750 DKK
Front page pos. 2: ..... 11,750 DKK

8) Campaign banner 1&2 – Article
Format: W: 300 pixels x H: 250 pixels
Size: max. 70 kB
Articles pos. 1/pos. 2: .....14,750 DKK/11,750 DKK

8) Campaign banner 1&2 – Other
Format: W: 300 pixels x H: 250 pixels
Size: max. 70 kB
Other pos. 1/ pos. 2: ..... 7,750 DKK/6,350 DKK

7) Article banner
Format: W: 660 pixels x H: 200 pixels
Size: max. 100 kB
Price: ..... 11,000 DKK

6) Giga banner 1&2
Format: W: 980 pixels x H: 250 pixels
Size: max. 150 kB
Front page pos. 1: ..... 10,500 DKK
Front page pos. 2: ..... 5,500 DKK

9) Titelbanner – Articles
Format: W: 300 pixels x H: 60 pixels
Type: Static banner
Size: max 20 kB
Price: ..... 23,750 DKK

All prices are member prices per month.

For technical specifications and conditions see the end of the media information.

Advertorial

Tell your story and have your read by the right target group

Take advantage of a unique opportunity and tell potential partners or new customers about the stories or project that highlight the core competencies in your organization.

An advertorial can be created in collaboration with Nordiske Medier commercial copywriters. It can be developed to all of our media - both print and online.

Help with storytelling
- Effective marketing
- Commercial copywriters
- Relevant and value-creating content for targeted readers
- Placement among other articles
- High SEO-value

Advertorials - Print
- Placement in one or more of our industry-specific media
- Placement among other articles in the newspaper
- Exposure in e-newspaper with link
- Development of text and graphic setup directly targeting the relevant media's readers

Advertorials - Online
- Runs for the duration of a week - from Monday to Sunday incl. setup
- Placement on the frontage in the news flow among other articles
- Placement in the newsletter beneath ordinary articles on Mondays
- Closing report on the combined number of views

Specifications
Number of characters
Our online advertorials have a max length of 2.000 keystrokes (incl. spaces)

Images and video
There is an opportunity to support with images and link to video.

Deadline
If the finished material is delivered, the deadline is 2 working days before start-up.

Price
Print: 29.950 DDK.
Online: 15.000 DDK.

Contact
If you have questions regarding marketing in our media, please contact us by e-mail: salg@nordiskemedier.dk or phone: 7228 6970 to hear about the possibilities.

Insert

Reach higher visibility with an insert

Get your printed brochure material distributed with one of our publications and make your company noticed by the entire industry or selected subject groups.

One insert makes it possible to target the receivers and decision-makers in small and medium-big companies, and provides you with high visibility with the reader opening the newspaper.

Contact
If you have questions regarding insert add-on product,
please contact us on telephone 7228 6970 or e-mail salg@nordiskemedier.dk

Job-in-Focus / Job-i-Fokus

Easy and fast access to your future employee

With the "Job I Fokus" function on our portals, you can make your employee search visible on the desired portals frontage and among articles. You will thereby be able to reach over thousands of qualified candidates who keep themselves updated within your industry.

Your message will additionally be made visible on the media's newsletter.

- Up to 30 days online under "Job-I-Fokus"
- Exposure on website front page
- Displays in newsletter
- 118.000 online visitors per month
- Print ads in media newspaper for 3000 kr.
- 90% of readers see ads

Contact
Do you have questions regarding Job-in-Focus, you are welcome to contact us on tel. 7228 6970
or email:
jobannoncer@nordiskemedier.dk

Job i Fokus SOLO

- Entire period (max 30 days) under "Job-I-Fokus" on website
- Entire period (max 30 days) under "Job-I-Fokus" in alle newsletters

3,850 DKK

BEST VALUE

Online package

- Entire "JOB I FOKUS" package
- Entire period (max 30 days) on side banner
- 1 banner display in the newsletter (mid- or bottom ads)
- Production of ads
- Result guarantee:
- Free re-advertisement in "JOB I FOKUS" if the right candidate is not found.

6,950 DKK

Print/Online Kobi

- Entire "JOB I FOKUS" package
- Entire period (max 30 days) on side banner
- 2 banner displays in newsletter (mid- or bottom ads
- 1 teaser ad (86x100 mm) in Søfart
- Production of ads
- Result guarantee:
- Free re-advertisement in "JOB I FOKUS" if the right candidate is not found

10,950 DKK

Robotscanning / Crawling

Automatic scanning, so all your job ads automatically appear on jernindustri.dk

For price contact your regular job consultant.all newsletters

Print advertising

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

Acquisition of social media

- Lookup + boost on
- LinkedIn page media: DKK. 2,000

Search Engine Optimization

Reach the top of Google efficiently

Be found when potential customers search for what you offer.
An SEO package from Nordiske Medier is a membership supplement where your website is optimized based on a number of parameters.

Google Ads is also offered. We identify the primary keywords and optimize the campaign in close collaboration with the customer.

Your website will, therefore, be optimized based on the following 4 parameters:
- Technical performance
- Copywriting
- Usability
- Link building

Contact
Do you have questions regarding SEO, you are welcome to contact us on tel. 7228 6970

Fill out our SEO form online and get a free SEO report.

Subscription

Become a subscriber and stay oriented in your industry

We want to be your first choice when it comes to staying oriented about what happens within the industry.

The quick overview and the latest news are available on the website or through our newsletter. The in-depth insight and perspective are found in our newspaper.

Here we publish constructive, independent, and credible news and get close to the industry with interviews, portraits, and industry analysis.

As a subscriber, you get:
- Newspaper delivered to an optional address
- A personal login for all locked content and services (PC, mobile/tablet)
- All relevant special magazines and guides
- Full access to e-newspaper and previous editions
- An email with the new publication per mail - a day before!
- Access to all content on the website, which is updated daily with relevant industry news
- Access to the entire article archive
- Access to all public procurement incl. personal monitor agent.

Read more and order at jernindustri.dk

Company offer / Business offer
Are you a larger group of employees in the same company and wish to read our content, we can offer different tailor-made offers with, e.g. a multi-user agreement with automatic login via an IP setup or a large customer agreement with personal logins.

Contact
Do you want to hear more about our solutions, you are welcome to contact us at subscription@nordiskemedier.dk or tel .: 7228 6970

Technical specifications - Print

Material
The material should be sent to:
materiale@jernindustri.dk

Reimbursement
Material reimbursement as previously arranged, but max. 5%.

Cancellation policy
Cancellation and date changes must be made in writing no later than 14 days before the publication date.

Suppose changes to the insertion plan mean that the conditions for discounts obtained are not met. In that case, the wrongfully paid discount will be debited at a later stage.

Repro
If Nordic Media does not receive fully-finished advertising material, the customer will be billed for finishing the material at a rate of 50 øre per mm.

Formats

Newspaper format	Tabloid
Column height	365 mm
1 column	41 mm
2 columns	86 mm
3 columns	131 mm
4 columns	176 mm
5 columns	221 mm
6 columns	266 mm
1/1 page	266x365 mm
2 x 1/1 pages (spread)	546x365 mm
Paper quality newspaper	49 grams
Number of columns	6
To the edge	Not possible *
Supplement	5 mm cropping

* For special supplement: 5 mm for cropping + cutting marks

Complaints
COLOUR ADS
For the printing of colour ads, the paper assumes no responsibility for any minor deviations from the colours of the original material. The newspaper reserves the right to reject complaints about advertisements in cases where we have already drawn attention to the fact that the material is not entirely suitable for reproduction or where the submission deadline has been exceeded.

OTHER CONDITIONS
Please refer to our terms and conditions of sale on www.nordiskemedier.dk or in the email from your consultant.

Specifications
LAYOUT FILE: Adobe IDML file InDesign.
Packed with all links.

PDF
PDF file produced with Acrobat Distiller containing all fonts, images, graphics and colours defined as CMYK. (Job setting for Acrobat Distiller can be ordered). We also refer to the industry standard for digital advertising material agreed between DRRB, DFF and DDPFF. Various descriptions, settings files etc. can be downloaded on www.kankanikke.dk.

IMAGES/GRAPHICS:
Colour: All Photoshop formats in at least 200 dpi.
S/H: Alle Photoshop formats in at least 200 dpi.
Line drawing: EPS and AI. TIFF, EPS and JPG in at least 600 dpi.
The 'overprint' function must not be used.

COLOURS:
CMYK defined (we separate RGB and Pantone for CMYK).

COMPRESSION:
Stuffit, Zip.

Technical specifications – Online

Delivery of finished material
Deadline is agreed with the graphic designer who submits the booked advertising campaign as well as specifications and deadline.

Deadline for delivery of finished material
If the finished material is delivered, the deadline is 2 working days before start-up.

The announcement incl. link to the landing page is sent directly to the graphic artist.

Banner advertising
Our site is responsive, and the banners adapt to the screen they are displayed on. Be aware that banners for mobility are readable on various screens.

The banners share space with up to 3 others. However, the title banner and content banner stand-alone, while the sticky banner shares space with up to 2 others. The banners rotate at page breaks.
Animated banners: the animation must last within 20 seconds.

It is possible to send two different banners.

Specifically for HTML5 banners
When delivering HTML, we must have sent a zip file with all the source material in. The zip file must be max. fill 10 mb. It will be an advantage that the HTML5 file stays within a frame of 20 sec. HTML5 files can only be used for banners on the portal, as the file type cannot be handled by mail programs.

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

Technical specifications
Finished banners for the website must be delivered as above specifications.
If you need a graphic designer to help with your design, there are the following requirements for images, logos and text.
- Pictures must be mine. 80 DPI in the formats and sent 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 in the email with the material.

Material for production by us must be received no later than 10 days before the advertising campaign starts.

Preparation of banners
The banners are prepared free of charge when ordering banners for min. Two months. Otherwise, the price is NOK 500, - pr. banner. If you want to make banners yourself, these must be delivered in either GIF, JPG or HTML5.

Advertiser Guidelines
It should be clear to readers what are ads and what are articles written by the editors. Therefore, ads must differ from the layout - both on the portal and in the newsletter, so that readers are not misled and think that an ad is an article written by the editors.

In general, advertisers are asked to use a different font than ours. On the website, the word Advertisement appears automatically just above the banner. In contrast, on advertising in the newsletter, the word Advertisement should appear clearly at the top of the advertisement, if there is no doubt that it is an advertisement - so we follow the legislation in this area.

If we consider the ad to be too close to the editorial texts, we will ask to change the font and/or add the company logo so that it is clear that it is an ad. This is done to live up to the rules laid down by the Consumer Ombudsman.

Furthermore, you only have to market for your own company and your products - i.e. no misleading product comparisons or bad publicity of competitors - then the Marketing Act is also complied with

Nordiske Medier – Industry Media in Denmark

Anlæg
Arkbyg
Building Supply
Byggeri & Ejendomme
Electronic Supply
Energy Supply
Food Supply
Food Supply Magazine
Forsyning
Fremtiden Automation
Fremtidens Logistik
Hvem er Hvem i Autobranchen
Hvem er Hvem i Byggeriets top
Hvem er Hvem i Metal- og Maskinindustrien
Jern-Maskinindustrien
Kommunefokus
Leder IDAG
Licitationen
Magasinet Pleje
MaskinFokus
Mester Tidende
Metal Supply
Motor-Magasinet
M-Xtra
Park & Anlæg
Magasinet Plast
Plast Forum
Retail News
Skoler, Sport og Fritid
Søfart
Transportmagasinet
Wood Supply

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