



# Food Supply Food Supply Magazine Media information 2021



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 MEDI-ER 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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## Food Supply

Food Supply DK is part of Nordiske Medier A / S. We are an online media covering the food industry, employing more than 50,000 employees in more than 3,000 companies.

Of these, well over 800 companies employ more than 10 employees.

In addition, agriculture is not included in these figures, as Food Supply focuses on the industry itself. Including not least industrial companies with more than 10 employees and their suppliers.



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Contact the editors  
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[www.food-supply.dk](http://www.food-supply.dk)

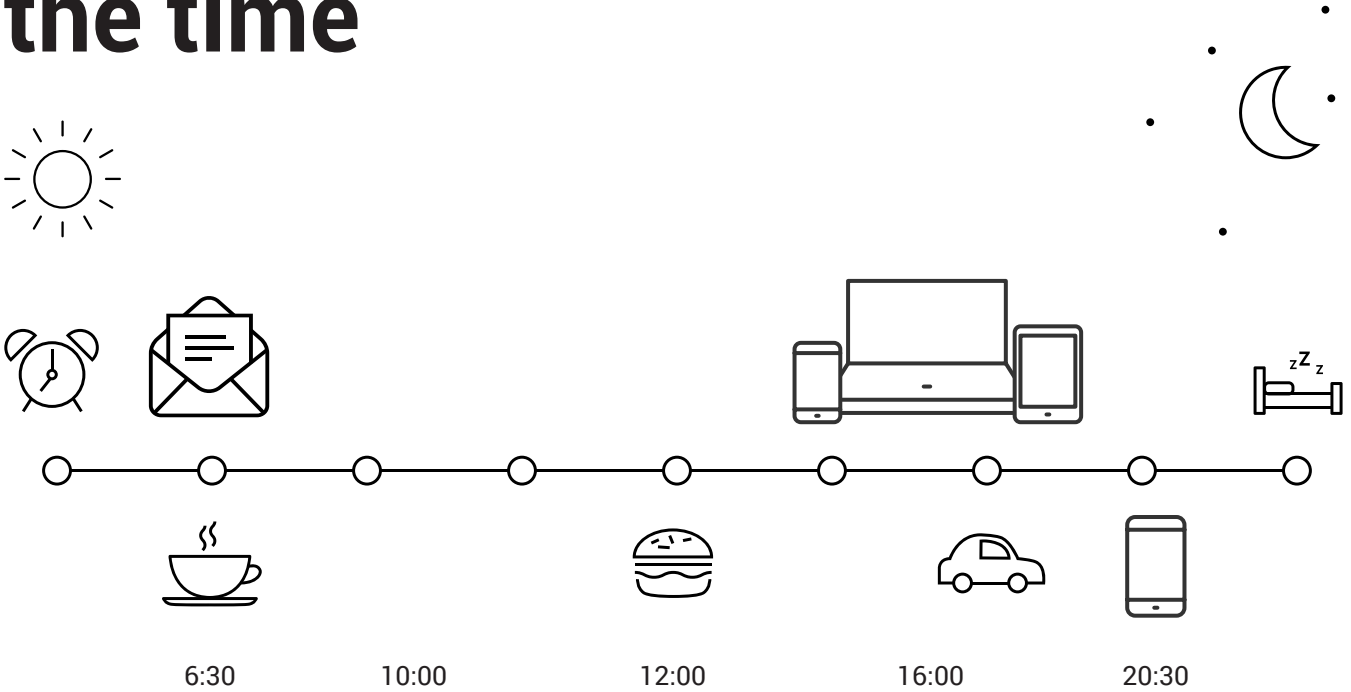






Relevant and goal-oriented

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





## Marketing channels

# Tailor-made marketing creates value

Søfart 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

Food Supply is an online medium that covers the food industry

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

food-supply.dk has over 99,991 visitors and 171,566 views per month.

### Print

Food-Supply is published 4 times a year and in each issue we will go extra in depth with a special theme - ex. Robot technology, refrigeration technology, packaging and packaging and more. And through live portraits and reports, we bring readers very close to the industry.

### Newsletters

The newsletter is sent out daily to over 15,600 people in the industry. Food Supply has over 630 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.

### 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.

Target group and statistics

# Food Supply in numbers

Food Supply 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.

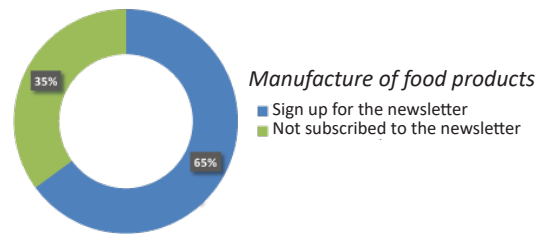
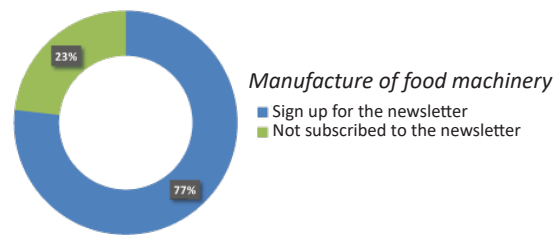
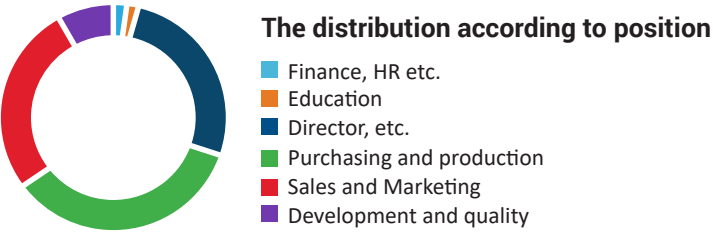
The recipients of the newsletters are regularly replaced in connection with job changes and the like. Every month, we unsubscribe from a number of recipients if we receive the newsletter return - (bounce back). The number of recipients thus reflects the majority of the industry key personnel. Email address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

The user profile and recipients of the newsletter are characterized by being decision makers - ie. primarily directors, purchasing managers, production managers, sales managers - in addition, salespeople and buyers in general, as they use the newsletter to stay up to date on what is happening with their customers, respectively. supplier.

**Contact**  
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## Target group for online og print

# Reader survey





**TOTAL CIRCULATION**  
18.000\*



**ONLINE VISITORS**  
99,991 visitors / month  
\*\*



**NEWSLETTERS**  
Sent daily to 15,694 recipients \*\*

\* Print run and e-newspaper  
\*\* food-supply.dk

Advertisement - Print

# Expose your company in the right context

Ads in our print-media palette provide highly effective visibility to most decisionmakers in a specific industry since newspapers have more readers than other specialist media. Print ads have a longlasting 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.

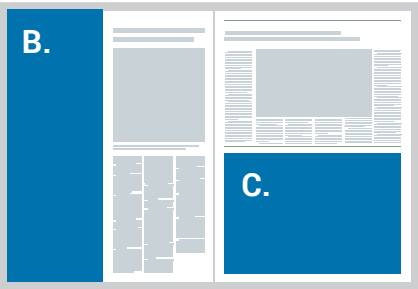
## Food Supply Magazine

	Publication	Deadline
Food Supply Magazine	12-02-21	05-02-21
Food Supply Magazine	28-05-21	14-05-21
Food Supply Magazine	10-09-21	03-09-21
Food Supply Magazine	19-11-21	05-11-21

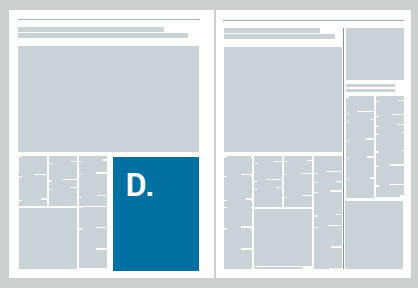
## Formats – Print



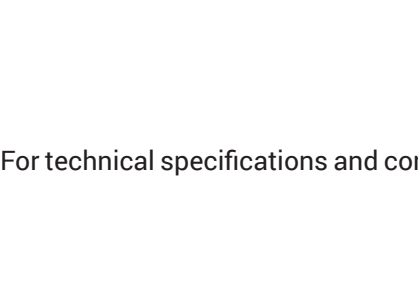
**A. 1/1 page**  
Formater: W266x365 mm  
4 farver: ..... 21,500 DKK



**B. 1/2 page portrait**  
Formater: W131x365 mm  
4 farver: ..... 16,250 DKK



**C. 1/2 page oblong**  
Formater: W266x180 mm  
4 farver: ..... 16,250 DKK



**D. 1/4 page**  
Formater: W131x180 mm  
4 farver: ..... 11,000 DKK

Material: The format can go to the edge and must be received with 5 mm. bleed and cut marks.

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



Advertisement - Online

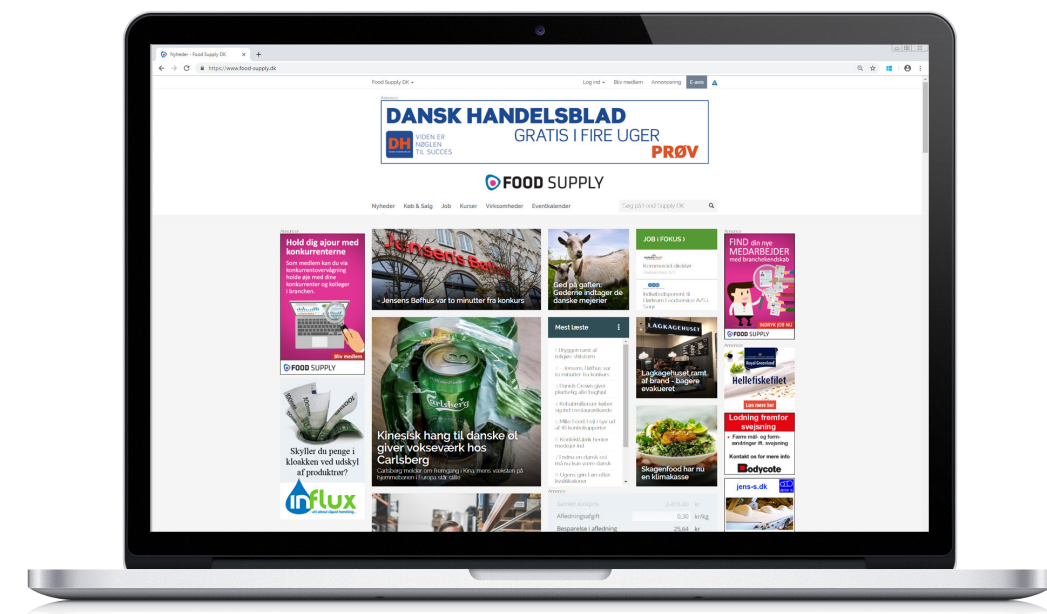
# Make your business noticed on our digital platforms

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 Food Supply 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

**Membership+ benefits** **+ Plus**

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

Adv – newsletter

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

The Food Supply is published once a day.

<b>Streamer</b>	
Format: W: 820 x H:28 pixels	
Price per announcement:.....	7,500 DKK
<b>Top advert Full Size</b>	
Format: W: 820 x H: 200 pixels	
Price per announcement:.....	6,000 DKK
<b>Top advert</b>	
Format: W: 400 x H: 200 pixels	
Pris pr. udgivelse: .....	3,000 DKK
<b>Mid advert Full Size</b>	
Format: W: 820 x H: 200 pixels)	
Price per announcement: .....	4,000 DKK
<b>Mid advert</b>	
Format: W: 400 x H: 200 pixels)	
Price per announcement: .....	2,000 DKK
<b>Bottom advert Full Size</b>	
Format: W: 820 x H: 200 pixels)	
Price per announcement: .....	3,000 DKK
<b>Bottom advert</b>	
Format: W: 400 x H: 200 pixels)	
Price per announcement: .....	1,500 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



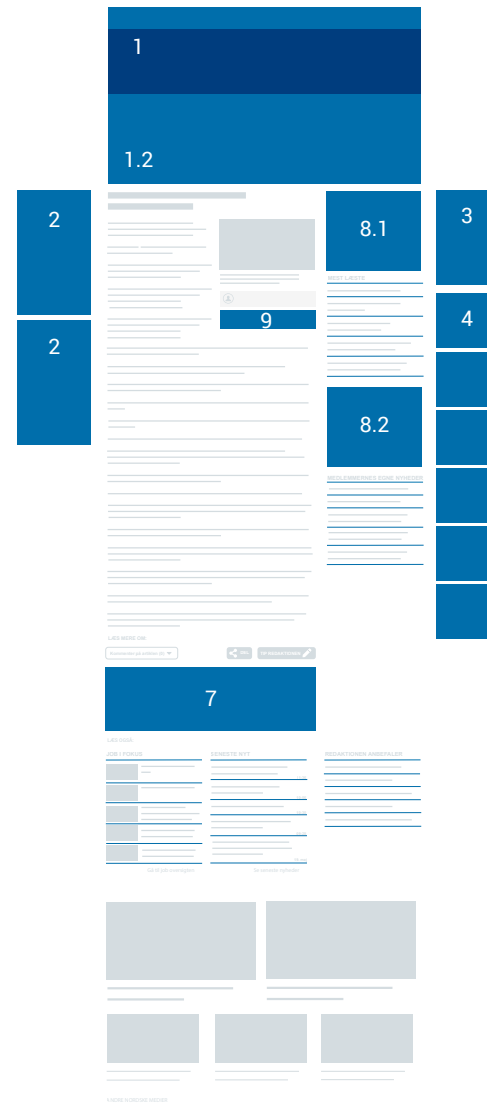


# Advertisement – Banner

## Front page



## Article



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 – Front page + other sections or articles

Format: W: 930 pixels x H: 180 pixels

Type: Static or animated, max 70 Kb

Price:

Articles ..... 12,000 DKK

Front page + other sections ..... 12,000 DKK

### 1.2) Billboard – Front page + other sections or articles

Format: W: 980 pixels x H: 540 pixels

Type: Static or animated, max 150 Kb

Price:

Articles ..... 25,500 DKK

Front page + other sections ..... 25,500 DKK

### 2) Sticky Banner – Front page + other sections or articles

Format: W: 240 pixels x H: 400 pixels

Type: Static or animated, max 90 Kb

Price:

Articles ..... 10,000 DKK

Front page + other sections ..... 10,000DKK

### 3) Corner banner – Front page + other sections or articles

Format: W: 200 pixels x H: 300 pixels

Type: Static or animated, max 70 Kb.

Price:

Articles ..... 6,500 DKK

Front page + other sections ..... 6,500 DKK

### 5) Campaign banner - Frontpage

Format: W: 300 pixels x H: 250 pixels

Size: max. 70 kB

Front page pos. 1: ..... 7,750 DKK.

Front page pos. 2: ..... 5,000 DKK.

### 8) Campaign banner 1&2– Articles

Format: W: 300 pixels x H: 250 pixels

Type: Static or animated, max 70 Kb

Artikel pos. 1/pos. 2: ..... 7,750 DKK/5,000 DKK.

### 8) Campaign banner 1&2– Other

Format: W: 300 pixels x H: 250 pixels

Type: Static or animated, max 70 Kb

Size: max. 70 kB

Other pos. 1/ pos. 2: ..... 3,900 DKK/3,000 DKK.

### 4) Side banner

Format: W: 200 pixels x H: 175 pixels

Type: Static or animated

Size: max. 40 kB

Forside + de øvrige sider eller Artikel ..... 2,000 DKK.

### 7) Article banner

Format: W: 660 pixels x H: 200 pixels

Size: max. 100 kB

Price: ..... 7,500 DKK.

### 6) Giga banner 1&2

Format: W: 980 pixels x H: 250 pixels

Size: max. 150 kB

Front page pos. 1: ..... 4,850 DKK.

Front page pos. 2: ..... 5,000DKK.

### 9) Titelbanner – Articles

Format: W: 300 pixels x H: 60 pixels

Type: Static banner

Size: max 20 kB

Price: ..... 13,000 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 DKK.  
Online: 15,000 DKK.

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
- 99,991 online visitors per month
- Print ads in media newspaper for 3000 kr.
- 90% of readers see ads

**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

**Online package**

BEST VALUE

- 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

**Robots scanning / Crawling**

Automatic scanning, so all your job ads automatically appear on food-supply.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

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

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.

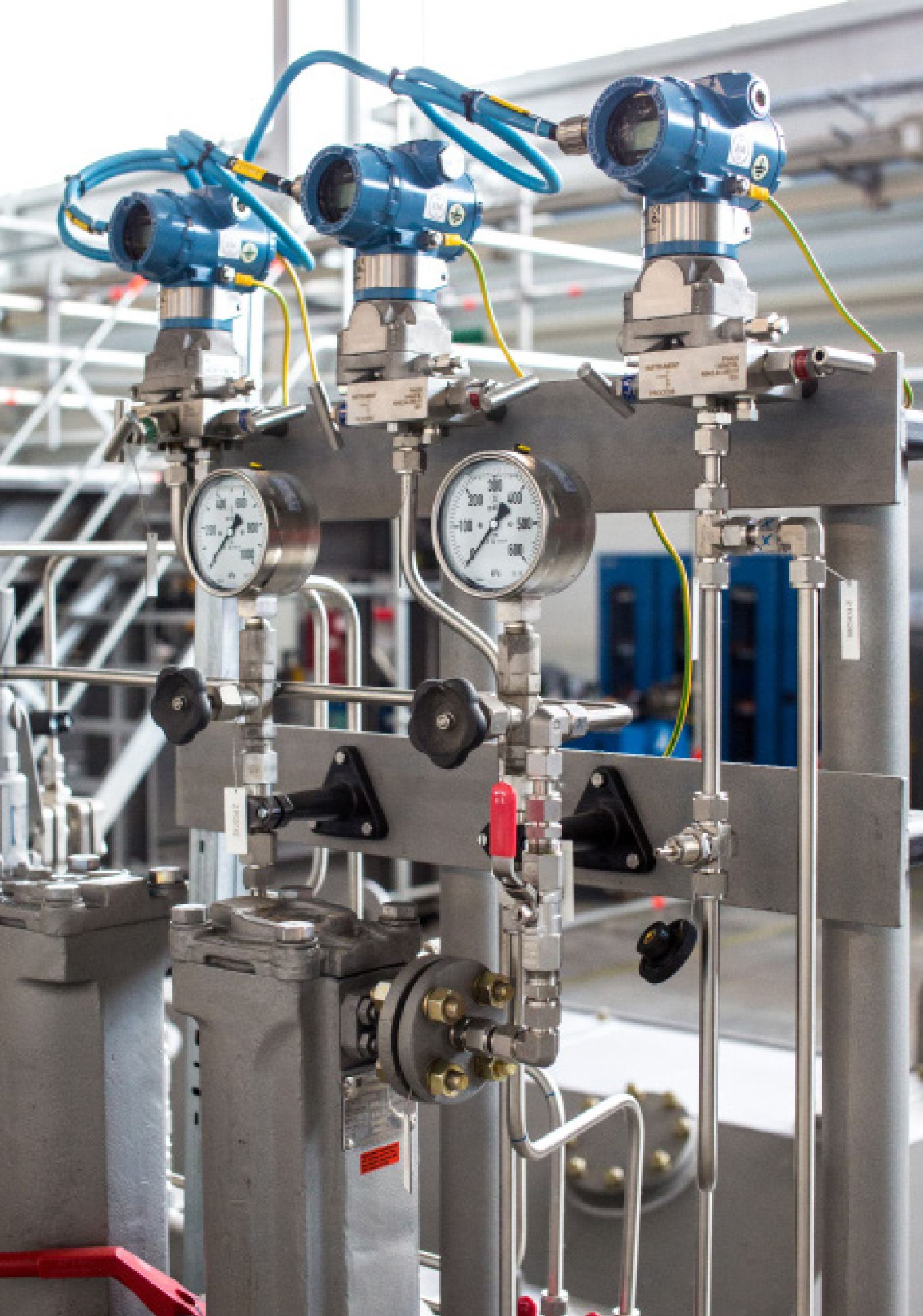
### Read more and order on [food-supply.dk](http://food-supply.dk)

### 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 [abonnement@nordiskemedier.dk](mailto:abonnement@nordiskemedier.dk) or tel.: 7228 6970





# Technical specifications - Print

## Material

The material should be sent to:  
materiale@nordiskemedier.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](http://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](http://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

## Contact information Nordiske Medier

Telephone: +45 72 28 69 70

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