



Media information 2024

Licitationen

– Byggeriets Dagblad

A part of Nordiske Medier A/S

Licitationen

- Byggeriets dagblad

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Licitationen

Licitationen - Byggeriets Dagblad has, for the past 100 years, been the only daily newspaper in Denmark that focuses daily on all the most important things within the construction industry. And we continue to believe that an industry that is in continuous development to such an extent and has such a vast influence on all branches of society needs its own daily newspaper.

We want to be the natural first choice for everyone who wants to be close to developments and deliberate coverage of the construction industry. Licitationen - Byggeriets Dagblad focuses on the companies, their strategy, economic situation, and construction projects - from initial design to delivery.

We cover the industry's personality gallery through exciting interviews, portraits, and

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Email: aja@nordiskemedier.dk
Mobile: 28 57 09 11

name news that bring out personal stories. In this way, our readers gain insight into new developments in the industry, whether to find new customers, be in close contact with competitors and colleagues or follow the development of ongoing projects.

We bring in-depth knowledge of the industry's financial key figures, development, and trends with thorough monitoring of the companies' accounts and personnel gallery. Both in the daily newspaper, in interviews and analyses, as well as in a number of special magazines that we publish throughout the year. Including, among other things, Who is Who and Byggeriets Top. We publish

Licitationen in print, as an e-newspaper, and as a newsletter. It is all collected and easily accessible at licitationen.dk.

Contact the editors
redaktionen@licitationen.dk
www.licitationen.dk

Target group & statistics



Facts about Licitationen

Licitationen in numbers

Target audience - Print

Target audience - Online

Facts about Licitationen

Licitationen is an industry-specific media outlet with **20,000** print readers and a total circulation of **7,605**.

Licitationen's newsletter is sent daily to over **37,000** people in the industry, and we currently have 681 member companies actively using Licitationen's member portal in their daily operations.

These companies are located throughout the country and are evenly distributed in terms of company size.

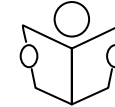
The user profile and recipients of the newsletter are characterized as decision-makers, primarily including CEOs, procurement managers, production managers, and sales managers. Additionally, salespeople and general buyers also use the newsletter to stay updated on developments among their customers and suppliers.

All recipients of our newsletter are relevant targets. We regularly contact key figures in the industry by phone to ensure that we are reaching the right audience with our newsletter. Furthermore, there is an ongoing turnover in newsletter recipients due to job changes and similar circumstances.

We regularly unsubscribe recipients if the newsletter bounces back.



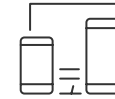
Total circulation
7.605 *



Readership
V/1 inserts 20.000**



Online visitors 184.455
visitors/month***



Online views
323.091 views/month***



Newsletter
Sent out daily to
37.146 recipients



Newsletter
Open rate (unique opens)
35.64%

* Print circulation and e-newspaper

** Source: Index Denmark Gallup, Full year 2021

*** licitationen.dk – may 2023

Who reads Licitationen?



More than

75%

of our readers rate Licitationen
as a good media



More than

56%

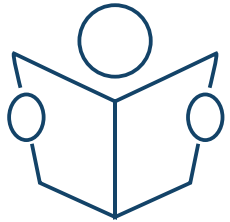
of our readers work at a
company with more than a 100
employees

Licitationen

More than

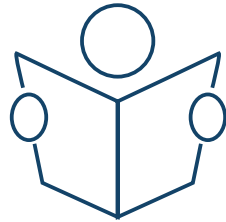
78%

view Licitationen as their primary
source of information



More than
92%

of Licitationen's largest reader demographic is between 50-59 years old.



More than
38%

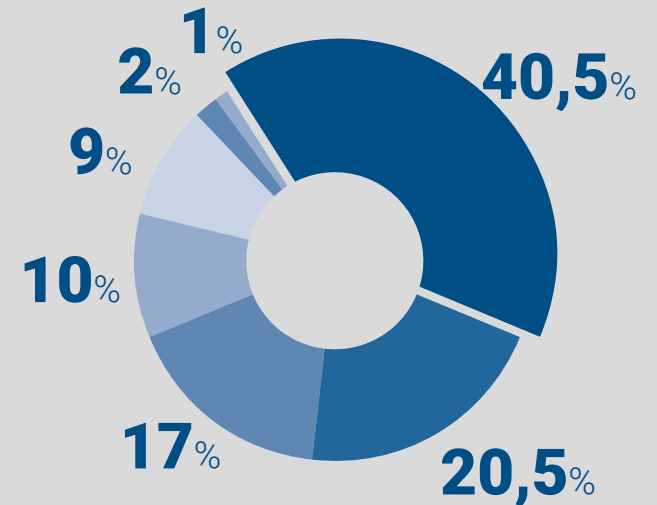
of Licitationen's readers believe that the most important aspect as a subscriber is being able to read the physical newspaper and the e-newspaper online.



More than
75%

of Licitationen's readers believe that the most important aspect of their subscription is the e-newspaper.

Distribution of Licitationen's recipients

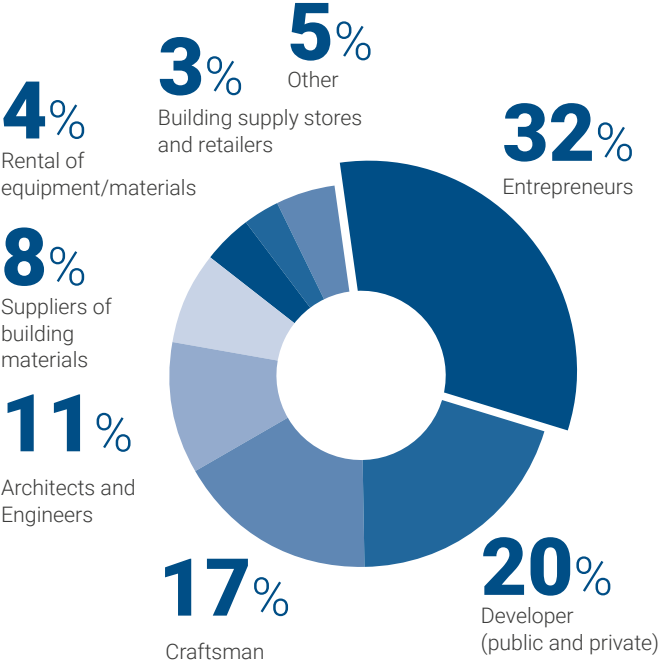


Construction and civil engineering companies (40.5%)
Clients (public and private) (20.5%)
Consulting firms (engineers/architects) (17%)
Equipment rental/trading (10%)
Wholesale trade/suppliers (9%)
Education (2%)
Organizations/other (1%)

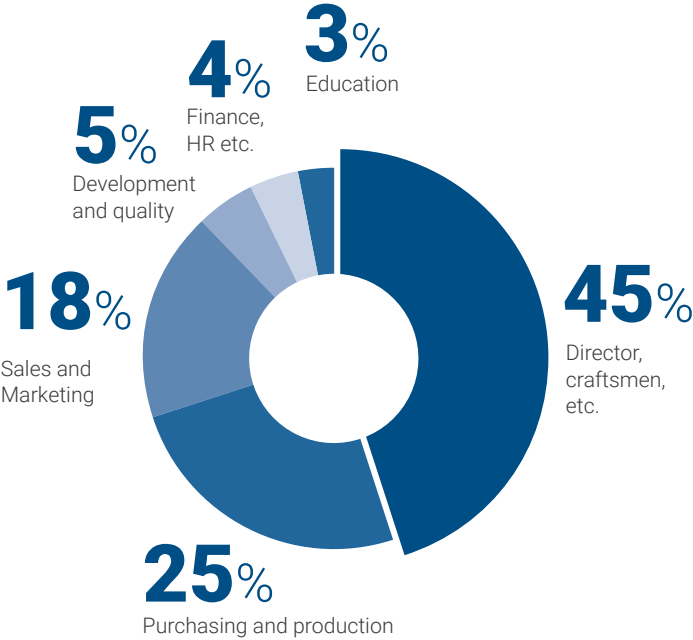
* Reader survey 2023

Target audience - Print

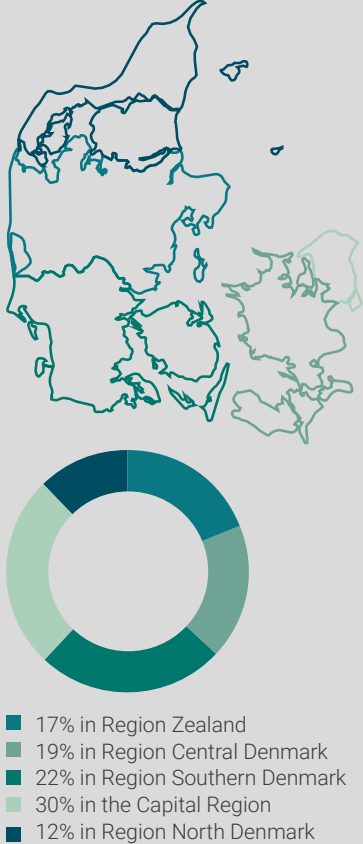
The distribution in relation to company

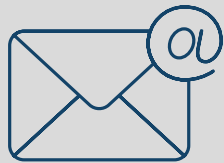


The distribution in relation to position



Geographical distribution of Licitationen recipients

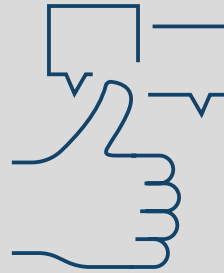




More than

26%

of our readers believe that receiving Licitationen's newsletter is important.



More than

96%

of our readers prefer to stay updated through Licitationen's newsletter.



More than

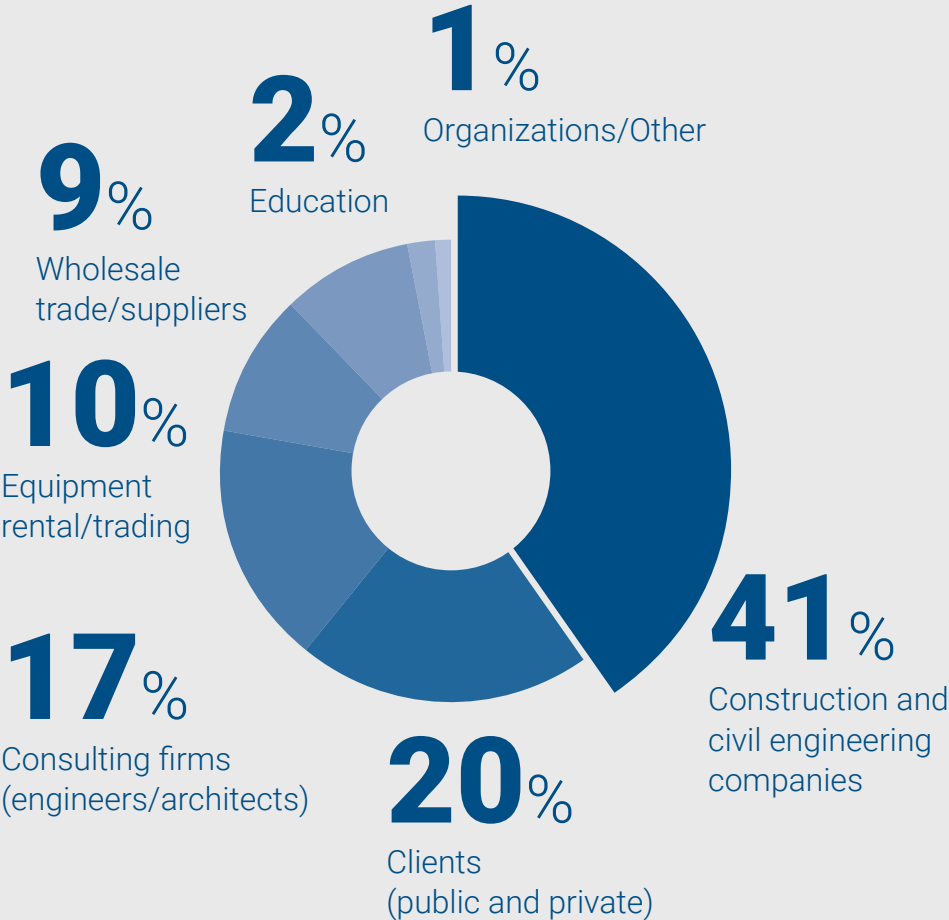
68%

of Licitationen's newsletter recipients read the entire newsletter or half of it daily.

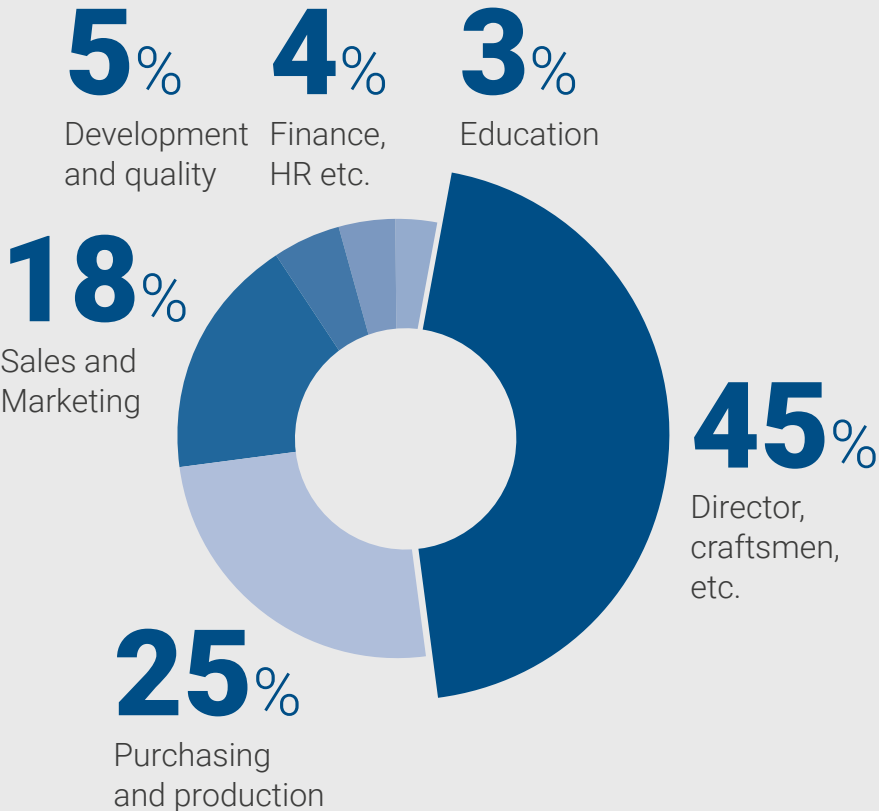
* Reader survey 2023

Target audience - Online

The distribution in relation to company

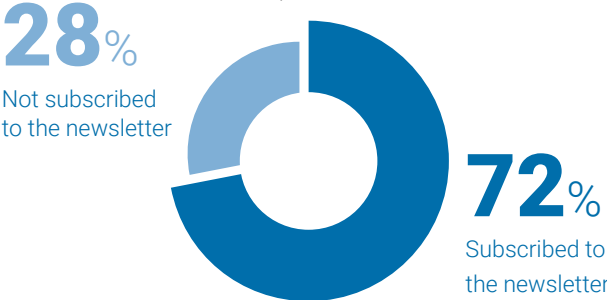


The distribution in relation to position

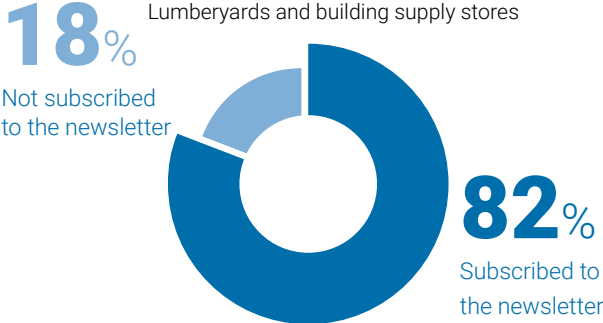


Further clarification of the target audience

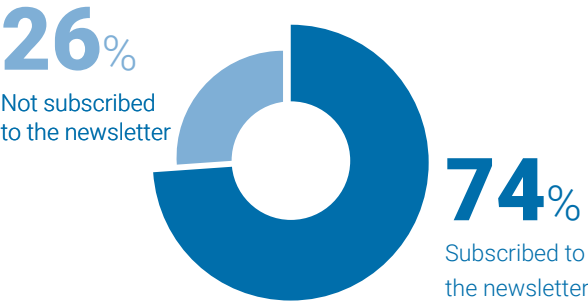
General public services



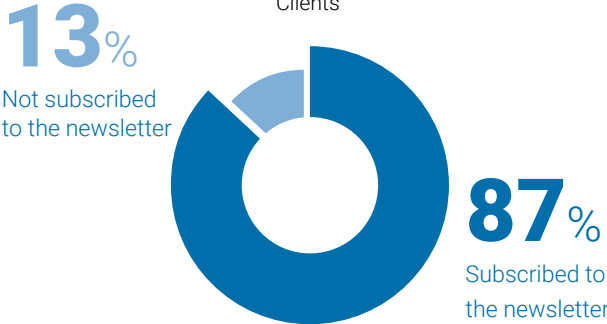
Lumberyards and building supply stores



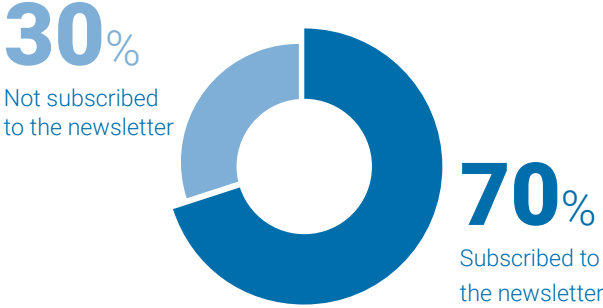
Architects



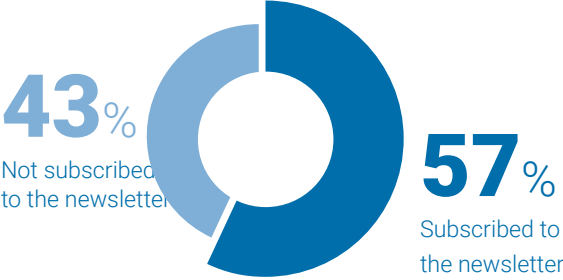
Clients



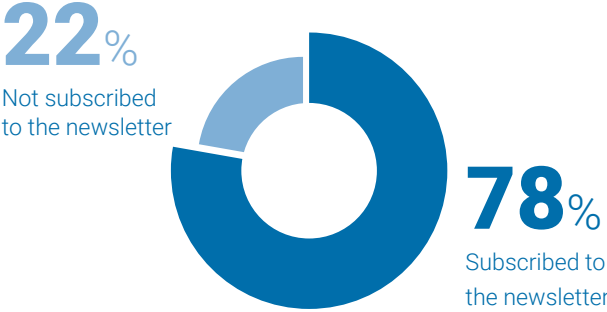
Electrical installation



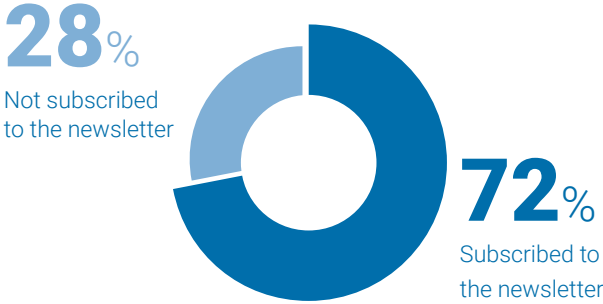
Consulting engineering firms within construction



Contractors



Plumbing businesses



Editorial content and sections

Editorial content and sections

Licitationen - Byggeriets Dagblad is Denmark's best and largest media outlet within the construction and civil engineering industry. This unique position is reinforced daily through our focus on key individuals and companies in the construction and civil engineering sector.

We emphasize strategies, industry leaders, and companies, as well as follow the country's largest construction and civil engineering projects, from initial planning to completion. We aim to be the natural first choice when decision-makers need updates, and we strive to ensure that our readers gain valuable knowledge, inspiration, challenge their perceptions, and expand their understanding.

Licitationen is a part of a construction and civil engineering sector in constant development. Our ambition is to stay at the forefront and set the agenda. We are the necessary friend who curiously and critically investigates what's happening - because everyone benefits from being challenged. That's why we also focus on the industry's shortcomings, always approaching it with

fairness, giving people a voice and the right to be heard.

We report on the industry's challenges and seek answers to how these challenges can be addressed. Through weekly themes, we delve into technology, where future solutions and innovation can lead to better business practices.

Our journalists are all driven by the ambition to set the agenda and contribute their own knowledge and insights about the industry through analyses and background stories. They all aim to make it to the front page and write the most-read stories, which are shared and cited in other places, even outside Licitationen's readership. We use services like Ritzaus citattjeneste, social media, and networks to stay up-to-date.

To cover all aspects of the industry, we complement the main newspaper with two weekly sections, highly relevant themes, and special magazines where we delve deeper into various niches within the construction and civil engineering industry.



Licitationen

Licitationen's main newspaper is published in physical form from Tuesday to Thursday, except during holidays and public holidays. However, the e-newspaper can be accessed online the day before by 8:30 PM.

Please refer to the publication schedule online for more details.

Licitationen's publications

2. section



Byggeri & Ejendomme
Published on Tuesdays



Anlæg & Maskiner
Published on Thursdays



M-xtra
Published every 14 days.

Supplement



Forsyning
Published 6 times a year.



Park & Anlæg
Published 4 times a year.

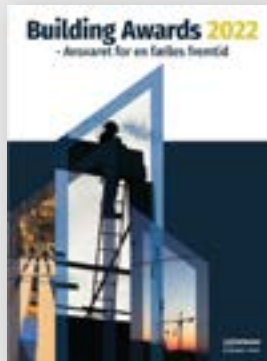
Magazines



Arkbyg
Published 8 times a year.



HVEM ER HVEM
Published on June 14, 2024



Building Awards magasinet 2024
Published on November 7, 2024



Byggeriets Top
Published on October 31, 2024

Fairs We Cover in 2024

We continuously tune in to the construction industry's largest trade shows. The editorial focus of the trade show newspapers is everything about the event that holds significant general news value.

This can include general news about the trade show, profiles of individuals attending the event, product news, and other relevant content related to the trade show.

Fairs	Date	Pub. w Licitationen
Dansk Brodag	9. april	2. april
Building Green Aarhus	10.-11. april	9. april
Build in wood	22.-23. may	21. may
Ejendomsmessen	2.-3. june	28. may
Entreprenør & Håndværk (E&H)	13.-15. june	11. june
Building Green København	30.-31. october	29. october
Agromek	26.-29. november	21. november
Vejforum	5.-6. december	5. december

Construction & Properties

Focus on current construction cases & developments in the construction & real estate industry.

Every Tuesday, the second section Byggeri & Ejendomme is published, where we focus on current construction cases and the general developments in the construction and real estate industry.

Byggeri & Ejendomme revolves around specific themes where we delve into various niches. We explore construction with a focus on building, renovation, indoor climate, future construction, new construction, and procurement. We also delve into housing, collecting news, trends, and projects related to owner-occupied housing, cooperative housing, public housing, homeowners' associations, rental housing, new housing forms, indoor climate, and more.

Responsible construction is another recurring theme in Licitationen - Byggeriets Dagblad. Throughout the year, we place a special focus on the construction and civil engineering industry's social responsibility, including aspects such as creating internships, new job opportunities, CSR, sustainability, environmental concerns, and meeting climate goals.

Published on Tuesdays, 44 times a year
Circulation: 8,605**

** Print edition and e-newspaper

You can view the publication schedule online for more details.



Construction & Machinery

News for everyone within the construction industry.

Construction & Machinery

Every Thursday, the second section Anlæg & Maskiner is published, where we specifically focus on what is happening in the construction industry. Here, we zoom in on current construction projects and developments in construction, infrastructure, and utilities.

The recurring themes in Anlæg & Maskiner are:

Roads and infrastructure

Sewage, drainage, and wastewater

Climate resilience

Published on Thursdays, 44 times a year

Circulation: 8,605 **

** Print edition and e-newspaper

You can view the publication schedule online.



M-Xtra

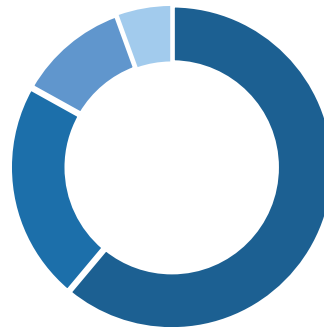
News for contractors within the construction and civil engineering industry

M-Xtra

M-Xtra is sent out 22 times in 2024 on Thursdays during odd weeks. The newsletter is primarily sent to contractors within the construction and civil engineering industry, park and road sectors, and cemeteries. However, it is also delivered to machinery dealers and suppliers of contractor and equipment.

You can view the publication schedule online.

Distribution of Newsletter Readers
Recipients: +3,991



- Contractors, construction and civil engineering
- Contractors, park & forestry, municipality, cemeteries
- Suppliers
- Contractor machinery
- Others



Park & Anlæg

For landscape gardeners, municipalities, and housing companies

The magazine Park & Anlæg is published alongside Licitationen and is aimed at a wide audience, including landscape gardeners, landscape architects, cemetery employees, municipal park and road departments, material yards, large property companies, housing associations, and housing cooperatives.

Readership: 20,000*
Circulation: 11,605 **

Index Denmark Gallup, full-year 2022

** Print edition and e-newspaper

You can view the publication schedule online.



An exclusive magazine for architects, developers, and engineers

Arkbyg is an exclusive magazine aimed at architects, consulting engineers, developers, and contractors.

In Arkbyg, we feature exciting profiles of prominent figures in the industry and describe the most significant trends and themes. Additionally, the magazine delves into detail about Denmark's most remarkable projects, with each issue also focusing on landscape architecture.

You can view the publication schedule online.

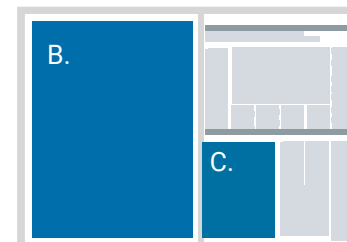


Readers: 20,000 *
Circulation: 8,105 **

Index Denmark Gallup,
full-year 2022
** Print edition and
e-newspaper



A. Full Page
Size: W: 430xH: 285 mm
Price: DKK 39,850



B. 1/1 Page
Size: W: 215xH: 285 mm
Price: DKK 29,950



C. 1/4 Page
Size: W: 93 x H: 125 mm
Price: DKK 11,250

D. 1/2 Page (Portrait)
Size: W: 93 x H: 255 mm
Price: DKK 18,450

E. 1/2 Page (Landscape)
Size: W: 190 x H: 125 mm
Price: DKK 18,450

Material: Full-page ads can bleed to the edge and should be submitted with a 5 mm bleed but without crop marks.

Energy Supply Magazine

Insight into the Utility Industry

Forsyning Magazine is changing its name to Energy Supply Magazine in the fall of 2023. Energy Supply Magazine provides insights into technology, machinery, and people, delivering news about new opportunities and trends in the utility industry.

In each issue, we focus on electricity supply, heating supply, recycling, wastewater, and water supply.

Energy Supply Magazine is published six times a year and is also distributed digitally on energy-supply.dk.

You can view the publication schedule online.

Readership: 20,000 *
Circulation: 9,205 **

Index Denmark Gallup,
full-year 2022
** Print edition and
e-newspaper



Hvem er Hvem

Key Figures in the Construction Industry

HVEM ER HVEM is the construction industry's most important and comprehensive reference work. In this publication, Licitationen - Byggeriets Dagblad profiles the largest and most influential contractors, architects, and consulting engineers in the Danish construction and civil engineering scene.

Companies are presented with a description of their core business, providing an overview of key personnel, contact information, and the latest financial figures.

HVEM ER HVEM in the construction and civil engineering industry is also available digitally at www.licitationen.dk/hvemervhem, which is continuously updated. As a subscriber to Licitationen, you have year-round access.



	Publication	Deadline
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Hvem er Hvem i byggeriet	20-06-2024	23-05-2024
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Byggeriets Top

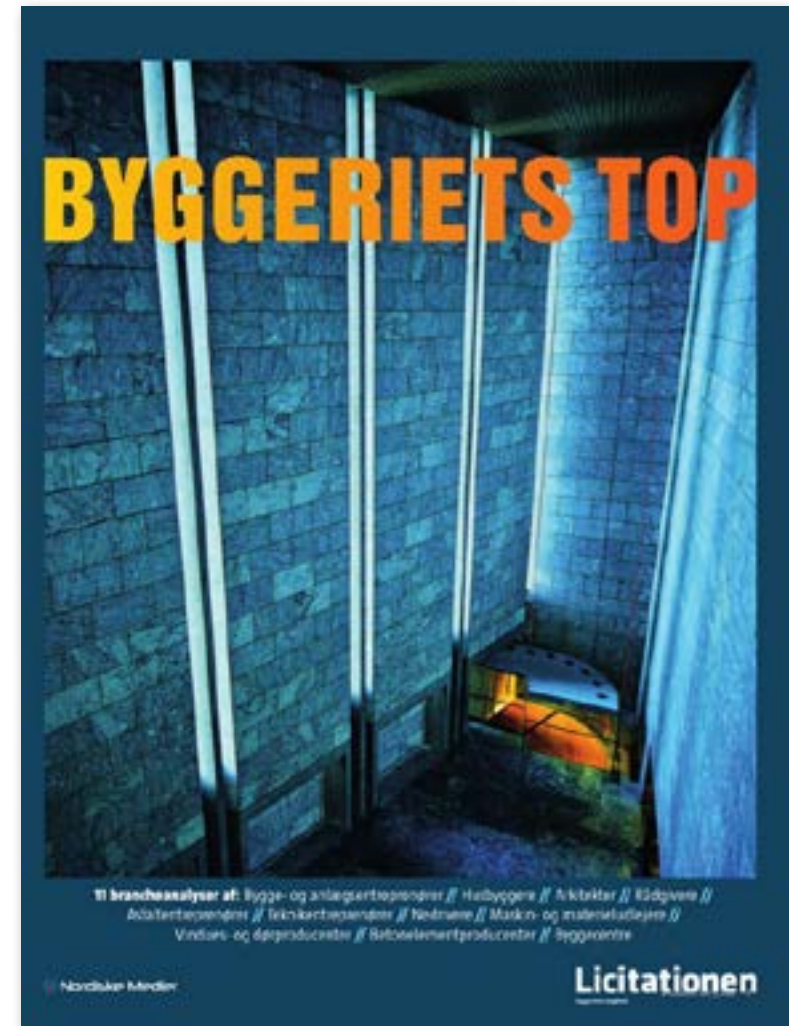
Get an Overview of the Leading Companies in the Construction Industry

Byggeriets Top provides an overview of how the most influential companies in the construction industry are performing. We achieve this by categorizing the construction sector into 11 sub-industries, encompassing 230 Danish construction companies. We analyze these companies based on their current financial statements.

By dividing the industry into sub-sectors, we enable a comparison of companies with their peers in the same sub-industry. We focus on financial figures such as revenue/gross profit, operating profit, pre-tax profit, equity, profit margin/return on investment, and the number of employees in each sub-industry.

Towards the end of the magazine, we present a comprehensive top list, ranking all companies from the 11 sub-industries based on pre-tax profit. Additionally, we provide more in-depth financial metrics, including solvency ratio, return on equity, and pre-tax profit per employee.

	Publication	Deadline
Byggeriets Top	31-10-2024	10-10-2024





Building Awards

The construction and civil engineering industry's largest award show.

Building Awards is the focal point of the construction and civil engineering industry. Here, the largest and most innovative players in the industry come together as Licitationen celebrates the companies, individuals, and projects that have set new standards for Danish construction. Building Awards kicks off in March when nominations for various awards open and culminates in November at the annual award show where the industry gathers to be inspired, network, and discover the winners.

At Building Awards, it's not only possible to attend as a guest or as a nominee for one of the awards. We have various types of collaborations and partners, all of which contribute to creating visibility in the industry and making a mark in specific industry areas.

Do you also want to be part of laying the foundation for the future of Denmark? Learn more about your opportunities by emailing us at salg@nordiskemedier.dk.

BUILDING AWARDS
Licitationen Byggeriets Dagblad

Building Awards
- Ansvaret for en fælles fremtid
Licitationen

Print formats

A. Double Page Spread

Size: W: 546 x H: 365 mm
 Main Newspaper DKK 39,850
 2 Sections..... DKK 49,850

B. Back Cover

Format: W: 266 x H: 365 mm
 Main Newspaper DKK 29,850
 2 Sections..... DKK 23,450

C. Full Page

Format: W: 266 x H: 365 mm
 Main Newspaper DKK 23,450
 Trade Newspaper/
 Special Newspaper DKK 29,950

D. 1000 mm

Format: W: 176 x H: 270 mm
 Main Newspaper DKK 18,450
 Trade Newspaper/
 Special Newspaper DKK 22,450

E. 1/2 page landscape format

Format: W: 266 x H: 180 mm
 Main Newspaper DKK 15,450
 Trade Newspaper/
 Special Newspaper DKK 19,450

F. 1/2 page portrait format

Format: W: 131 x H: 365 mm
 Main Newspaper DKK 15,450
 Trade Newspaper/
 Special Newspaper DKK 19,450

G. 1/4 page

Format: W: 131 x H: 180 mm
 Main NewspaperDKK 9,950
 Trade Newspaper/
 Special Newspaper DKK 11,950

H. Block

Format: W: 86 x H: 100 mm
 Front PageDKK 8,150
 Back Page.....DKK 5,150

I. Wide block

Format: W: 176 x H: 100 mm
 Back Page.....DKK 8,150
 Theme/Special Newspaper/
 Special
 Page FrontDKK 9,950

J. Beam

Format: W: 266 x H: 100 mm
 Back Page.....DKK 9,950
 Special Newspaper
 Front PageDKK 9,950
 Theme/Special Newspaper/
 Special Page Front DKK 11,950

Theme/Special Newspaper/ Special Page

Front PageDKK 8,150
 Text Page
 Main NewspaperDKK 4,650
 Text Page Special Newspaper/
 SpecialDKK 6,350

Other Format Prices

Per Column Millimeter (including color)
 Insert 4 Pages: DKK 69,850
 Insert 8 Pages: DKK 89,850
 Insert 12 Pages: DKK 99,850

Main Newspaper

Text Page Advertisements
 Minimum 100 mm: DKK 16
 Creative Ad Formats: DKK 21

Trade Journal

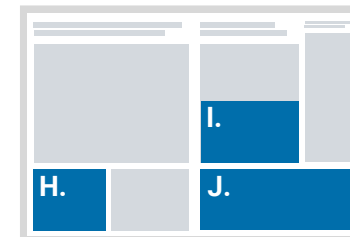
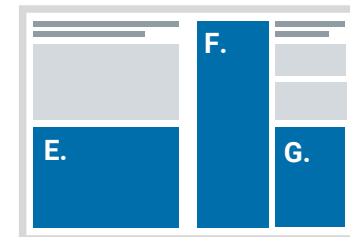
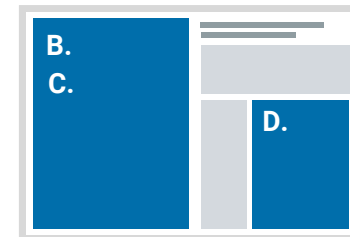
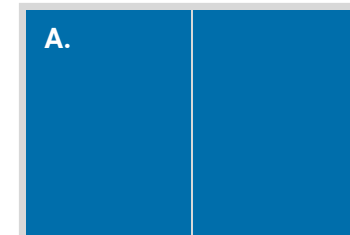
Text Page Advertisements
 Minimum 100 mm: DKK 22
 Creative Ad Formats: DKK 26

Prices are for finished, print-ready materials and do not include VAT. Advertisements with one proof-reading round are subject to an additional charge of DKK 600.

Discounts

are available for multiple ad bookings. Please feel free to contact us for a favorable arrangement. You can find our contact information on the last page.

All prices are exclusive of VAT unless otherwise stated. We reserve the right to correct any printing errors and adjust prices.



For technical specifications and terms, please refer to the end of the media information

Print formats - Trimmed format

Formats for the magazine Forsyning og Park & Anlæg

A. Full-Page Bleed

Format: W: 520 x H: 360 mm

B. 1/1 Page Bleed

Format: W: 260 x H: 360 mm

C. 1/1 side

Format: B: 240 x H: 330 mm

D. 1/2 Page Landscape Format

Format: W: 240 x H: 163 mm

E. 1/2 Page Portrait Format

Format: W: 118 x H: 330 mm

F. 1/4 Page

Format: W: 118 x H: 163 mm

G. Block Ad

Format: W: 57 x H: 67 mm

Material

The format can bleed to the edge and should be received with a 5 mm bleed, but without crop marks.

Trade Magazine

Text page ads

Minimum 100 mm.....DKK. 22

Creative ad formats.....DKK. 26

Prices are for finished print-ready material and exclude VAT.

Ad production with

1 proof.....DKK. 600

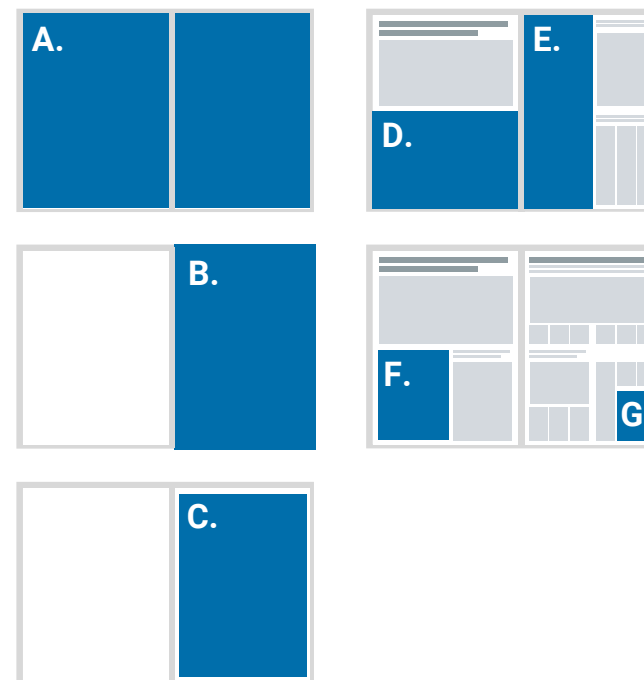
Discounts

If you wish to order multiple ads, please feel free to contact us for a good deal. Please see contact information on the last page.

All prices are excluding VAT, unless otherwise stated. We reserve the right to correct printing errors and adjust prices.

For technical specifications

and conditions, please refer to the end of the media information.



Online Formats and Specifications

Banner advertising on the front page

Our site is responsive, and the banners adapt to the screen they are displayed on.

The banners share space with up to 3 others.

However, title banners are displayed alone, while sticky banners share space with up to 2 others.

The banners rotate with page changes.

All banners can be static or animated, in HTML5, gif, or script, except for the title banner. Animated banners are available in the formats: .jpg, .gif, .png, or HTML5.

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

For technical specifications and conditions, please refer to the back of the media information.

Banner advertising on the front page



1) Top banner
Format: W: 930 p x H: 180 pixels
Size: max. 70 KB
Front page + other pages24,500 DKK.



5) Campaign Banner – Front Page
Format: W: 300 pixels x H: 250 pixels
Size: max. 70 KB
Front Page Pos. 5.1 - 5.3: 13,750 DKK.
Front Page Pos 5.2 - 5.4:10,750 DKK.



1.2) Billboard
Format: W: 980 pixels x H: 540 pixels
Size: max. 150 KB
Front page + other pages34,500 DKK.



5) Campaign Banner 1&2 – Other Pages
Format: W: 300 pixels x H: 250 pixels
Size: max. 70 KB
Other Page Position 1:6,750 DKK.
Other Page Position 2:5,350 DKK.



2) Sticky banner*
Format: W: 240 pixels x H: 400 pixels
Size: max. 90 KB
Front page + other pages17,500 DKK.



3) Corner banner*
Format: W: 200 pixels x H: 300 pixels
Size: max. 70 KB
Front page + other pages11,500 DKK.



6) Gigabanner 1&2
Format: W: 980 pixels x H: 250 pixels
Size: max. 150 KB
Front Page Pos. 6.1:9,500 DKK.
Front Page Pos. 6.2:4,500 DKK.



4) Side banner*
Format: W: 200 pixels x H: 175 pixels
Size: max. 40 KB
Front page + other pages3,250 DKK.

Banner advertising on Article Pages

Our site is responsive, and the banners adapt to the screen they are displayed on.

The banners share space with up to 3 others.

However, title banners are displayed alone, while sticky banners share space with up to 2 others.

The banners rotate with page changes.

All banners can be static or animated, in HTML5, gif, or script, except for the title banner. Animated banners are available in the formats: .jpg, .gif, .png, or HTML5.

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

For technical specifications and conditions, please refer to the back of the media information.

Banner advertising on the article page



1) Top banner
Format: W: 930 pixels x H: 180 pixels
Size: max. 70 KB
Article 24,500 DKK.



7) Article Banner
Format: W: 660 pixels x H: 200 pixels
Size: max. 100 KB
Article: 10,000 DKK.



1.2) Billboard
Format: W: 980 pixels x H: 540 pixels
Size: max. 150 KB
Article 34,500 DKK.



8) Campaign Banner 1&2 – Article
Format: W: 300 pixels x H: 250 pixels
Size: max. 70 kB
Article Position 8.1: 13,750 DKK.
Article Position 8.2: 10,750 DKK.



2) Sticky banner*
Format: W: 240 pixels x H: 400 pixels
Size: max. 90 KB
Article 17,500 DKK.



3) Corner banner*
Format: W: 200 pixels x H: 300 pixels
Size: max. 70 KB
Article..... 11,500 DKK.



9) Title Banner
Format: W: 300 pixels x H: 60 pixels
Banner is static
Size: max 20 KB
Article: 22,750 DKK.



4) Side banner*
Format: W: 200 pixels x H: 175 pixels
Size: max. 40 KB
Article..... 3,250 DKK.

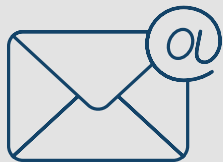
Advertising in the newsletter

The newsletter is sent out to the industry via email and is read by decision-makers, buyers, and other professionals in the field who wish to stay updated on the industry's most current news.

General specifications for the advertisements in the newsletter are:

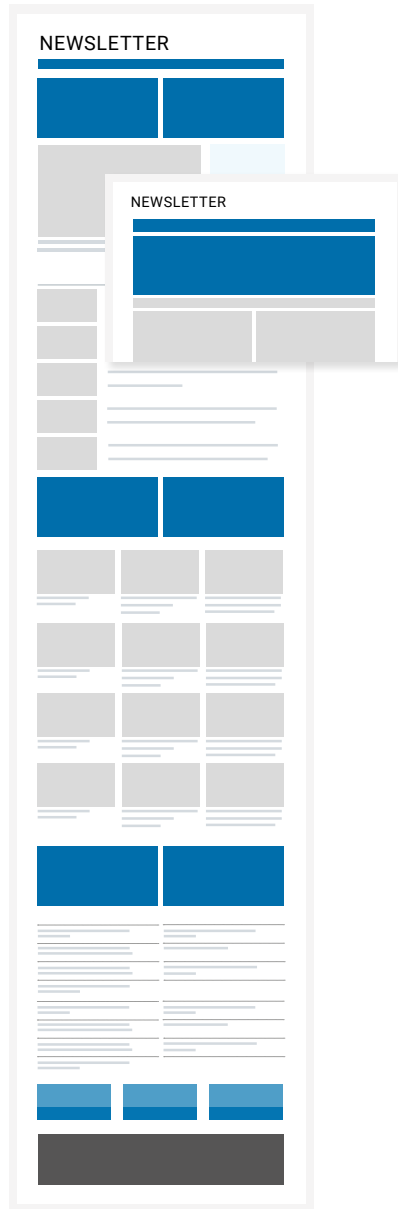
- Advertisements are static.
- Finished material should be provided in the file formats: .jpg, .gif, or .png.
- The finished graphic file must not exceed 50 KB in size.

For technical specifications and conditions, please refer to the end of the media information.



More than
96%

of Licitationen's readers receive Licitationen's newsletter.



Top Advertisement
Format: W: 400 pixels x H: 200 pixels
Price per publication..... 4,000 DKK.



Streamer
Format: W: 820 pixels x H: 28 pixels
Price per week..... 10,000 DKK.



Mid Advertisement
Format: W: 400 pixels x H: 200 pixels
Price per publication..... 3,000 DKK.



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

Full-Size Bottom Advertisement
Format: W: 820 pixels x H: 200 pixels
Price per publication..... 4,000 DKK.

Membership

Medlemskab+

With a Membership+, you are connected to a media consultant who assists you in getting started and provides professional media advice, ensuring that you get the most out of your membership.

Benefits of Membership+

- Access to all the advantages of a regular membership
- We set up your membership so you get off to a good start
- Assistance in creating sales advertisements for your products and sharing your news on our media
- Annual discussions and advice regarding target audiences, media and channel selection, and more.

PREFFERED CHOICE

Basic Membership

Selected options with a membership include:

- Plan and share news posts on the membership portal.
- Post 1 news update per day in the media's newsletter.
- Unlimited creation of sales advertisements.
- Access to Market Overview: a tool that keeps you updated on the competitors you want to follow.
- Easy collaboration with multiple users linked to the same profile.

NewsBooster

Purchase NewsBooster for your membership and receive

- Assistance in building and showcasing your brand on the membership portal.
- A dedicated partnership where you'll be connected with one of Nordiske Medier's professional writers.
- The opportunity to ease your workload as we write and publish up to two stories per month about your company.
- Compelling and search engine optimized content that strengthens your visibility to potential customers and partners.

Contact us for prices via email: salg@nordiskemedier.dk

Technical specifications – Online

Deadline

The deadline is arranged with the graphic designer, who will provide the booked advertising campaign, specifications, and deadline.

Delivery of Finished Material If finished material is provided, the deadline is 2 business days before the start.

The advertisement, including the link to the landing page, is sent directly to the email: online@nordiskemedier.dk.

Graphic Assistance

If you need a graphic designer to assist with your design, the following requirements apply to images, logos, and text. Images should be at least 80 DPI in the file formats .jpg, .tiff, .eps, .psd, and .png.

Logos and graphic elements are provided as .eps or .ai vector graphics. The text is sent separately in .docx format or in the email with the material. Material for our production should be received no later than 10 days before the advertising

campaign is scheduled to start. Banners are created for free when banners are ordered for a minimum of 2 months; otherwise, the price is 500 DKK per banner.

Banner Advertising

Our site is responsive, and the banners adapt to the screen they are displayed on. Please note that the banners are legible on different screens.

The banners share space with up to 3 others. However, title banners are displayed alone, while sticky banners share space with up to 2 others.

The banners rotate with each page shift. All banners can be either static or animated – HTML5, gif, or script – except for the title banner. Banners are delivered in the following formats: .jpg, .gif, .png, or HTML5.

Specific to HTML5 banners

When delivering HTML, we need to receive a zip file with the entire source material.

The zip file must not exceed 4 MB. It is advantageous for the HTML5 file to stay within a 20-second timeframe.

HTML5 files can only be used for banners on the portal, as the file type cannot be handled by email programs. If HTML and script banners are not made responsive, a fallback banner must be provided for use on mobile and tablet screens.

Guidelines for advertisers

It must be clear to the readers what is an advertisement and what are articles written by the editorial team.

Therefore, advertisements should distinguish themselves from the layout - both on the portal and in the newsletter, so that readers are not misled and do not believe that an advertisement is an article written by the editorial team.

In general, advertisers are requested to use a different font than ours.

On the website, the word "Advertisement" automatically appears just above the banner, but when advertising in the newsletter, the word "Advertisement" should clearly appear at the top of the advertisement, if there is any doubt that it is an advertisement - so we comply with the legislation in this area.

If we consider the advertisement to be too close to the editorial texts, we will request a change in font and/or the addition of the company's logo, so that it is clear that it is an advertisement.

This is done to comply with the rules set out by the Consumer Ombudsman.

Furthermore, only advertising for one's own company and products is allowed - meaning no misleading or negative mention of competitors - in order to also comply with the Marketing Act.

Technical specifications - Print

Materiale

Material should be sent to:
materiale@licitationen.dk

Compensation

Compensation for materials is negotiated individually, with a maximum of 5%.

Cancellation Conditions

Cancellations and date changes must be made in writing at least 14 days before the publication date. If changes in the insertion plan result in the conditions for obtained discounts not being met, the improperly paid discount will be retroactively debited.

Reproduction

If Nordiske Medier does not receive fully finished advertising material, the completion of the material will be invoiced at 0,5 DKK per millimeter.

Formater

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
2x1/1 page (spread).....	546x365 mm
Newspaper Paper Quality.....	49 gram
Number of columns.....	6
*To the Edge:.....	Not possible
*On Special Supplements: 5 mm for trimming, but without crop marks.	

Complaints regarding color advertisements

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

Specifications

Layout-fil: Adobe IDML fil InDesign. paket med alle links.

PDF

PDF file produced with Acrobat Distiller containing All fonts, images, graphics, and colors defined as CMYK (job settings for Acrobat Distiller can be requested).

For further details, refer to the Industry Standard for digital advertising material agreed upon between DRRB, DFF, and DDPFF. Various descriptions, setting files, etc., can be obtained at www.kankanikke.dk.

Images/Illustrations/Graphics

Color: All Photoshop formats at a minimum of 300 dpi.
Black and White: All Photoshop formats at a minimum of 200 dpi.
Line Drawing: EPS and Ai. TIFF, EPS, and JPG at a minimum of 600 dpi. The "overprint" function must not be used.

Colors

CMYK-defined (RGB and Pantone are converted to CMYK).

Compression: Stuffit, Zip.

Other Matters

Refer to our terms and conditions on www.nordiskemedier.dk or email from your consultant for further details.

Nordiske Mediers Industry Media in Denmark

Nordiske Medier is the largest media house in the Nordic region within industry-specific media. With our industry-specific media, we cover all sectors of Nordic business and reach numerous industry professionals every day in various branches.



Learn more about all our trade media on omos.nordiskemedier.dk

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