

An aerial photograph of a red semi-truck with a white trailer driving on a multi-lane highway that stretches over a dark blue ocean. The truck is positioned in the right lane, moving away from the viewer. The highway has white lane markings and a central divider. The ocean is visible on both sides of the road, with a small white bird visible in the water to the left. A large, dark blue curved shape is overlaid on the left side of the image, containing the title text.

Media information 2023 Transportmagasinet

A part of Nordiske Medier A/S

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Transportmagasinet

News for the Danish transport industry

Our editorial focus is freight transport – by land, sea, and air. We focus on road transport, as more than 90 percent of the goods in Denmark are transported by truck. We look at transportation from the truck driver's point of view.

We test trucks and do interviews with industry professionals and portraits of truckers. Our journalist at Christiansborg follows the political events that can impact the industry.

Contact: Responsible editor-in-chief Jesper B. Nielsen
Direct telephone: +45 23 42 12 22
E-mail: jbn@transportmagasinet.dk

Audience

Transportmagasinet is a trade newspaper for decision-makers in the Danish trucking and transport industry. Most of our readers have their own trucking business, and they use Transportmagasinet to keep informed about the industry, competitors, and new equipment.

Contact the editors

redaktionen@transportmagasinet.dk
www.transportmagasinet.dk

Target group & statistics

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

Facts about Transportmagasinet

Transportmagasinet’s newsletter is sent out daily to over 9.300 people within the industry and has around 145 member companies who actively use the portal in their everyday lives.

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

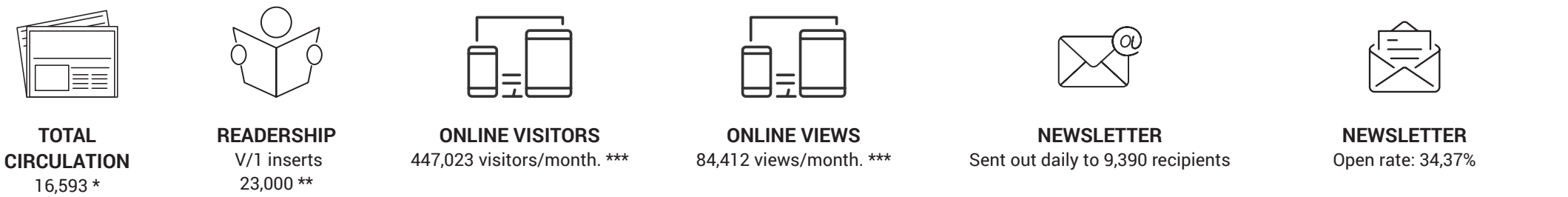
The users and the newsletter recipients are

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

Our newsletter recipients are all relevant recipients. We regularly contact all key people in the industry by phone, to ensure we hit the right target audience with our

newsletter. There is an ongoing change in the recipients of the newsletters in connection with job changes and the like.

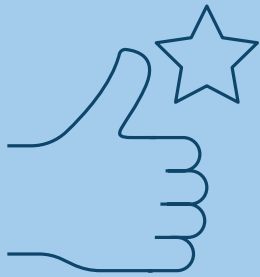
We regularly unsubscribe recipients if the newsletter bounces back.



* Print circulation and e-newspaper ** Source: Index Denmark Gallup, Full year 2021 ***transportmagasinet.dk – June 2022

About Transportmagasinet

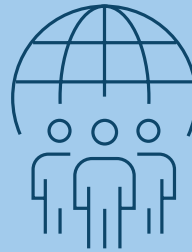
Who reads Transportmagasinet?



More than

82%

of our readers rate Transportmagasinet
as a good media



More than

32%

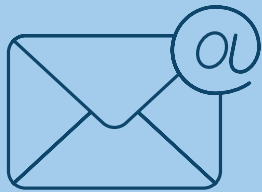
of our readers work at a company with
more than a 100 employees

Transportmagasinet

More than

84%

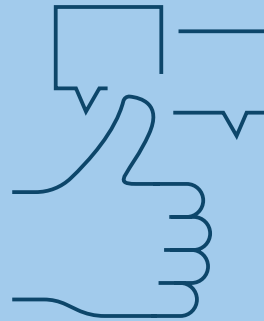
view Transportmagasinet as their
primary source of information



More than

59%

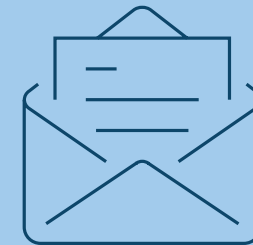
of our readers think it is important to
receive Transportmagasinet's
newsletter



More than

44%

of our readers prefer to stay updated
via Transportmagasinet's newsletter



More than

64%

read all or more than half of the
newsletter daily

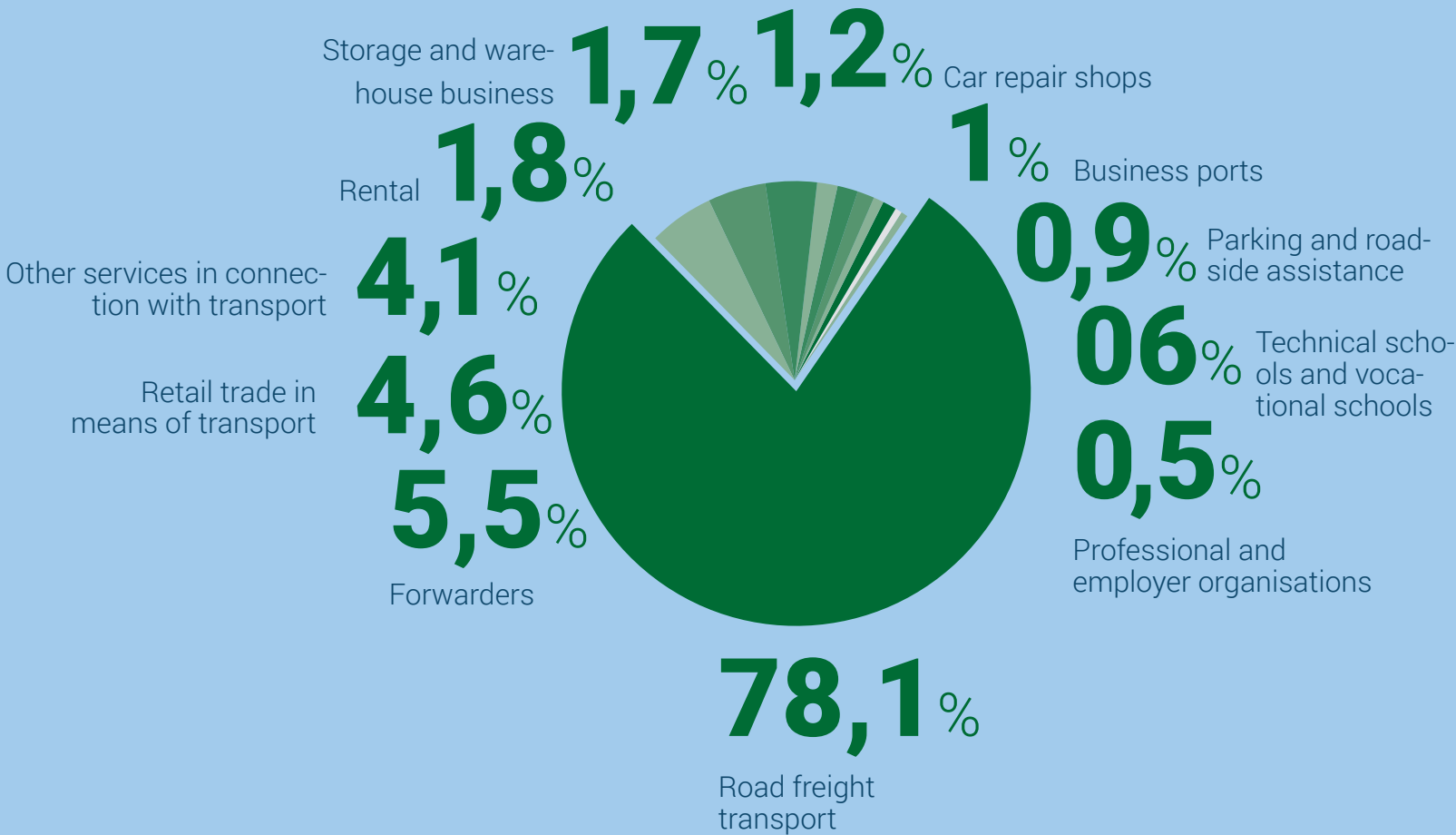
* Reader survey 2021

Print target group

More than
44%
of Transportmagasinet's largest
reader target group is 60 years or
older

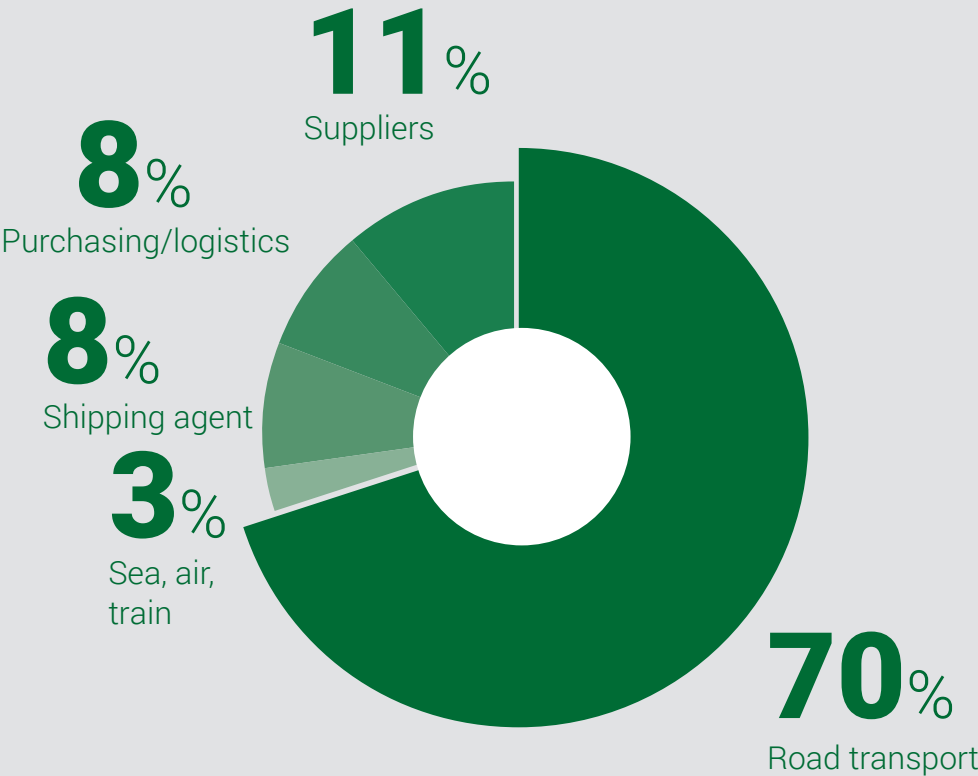
More than
45%
of the readers of Transportmagasi-
nets seems the most important thing
as a subscriber is to be able to read
the physical newspaper and
e-newspaper onlinee

More than
75%
by Transportmagasinet readers
uses the magazine to keep
up to date on the general
transport industry

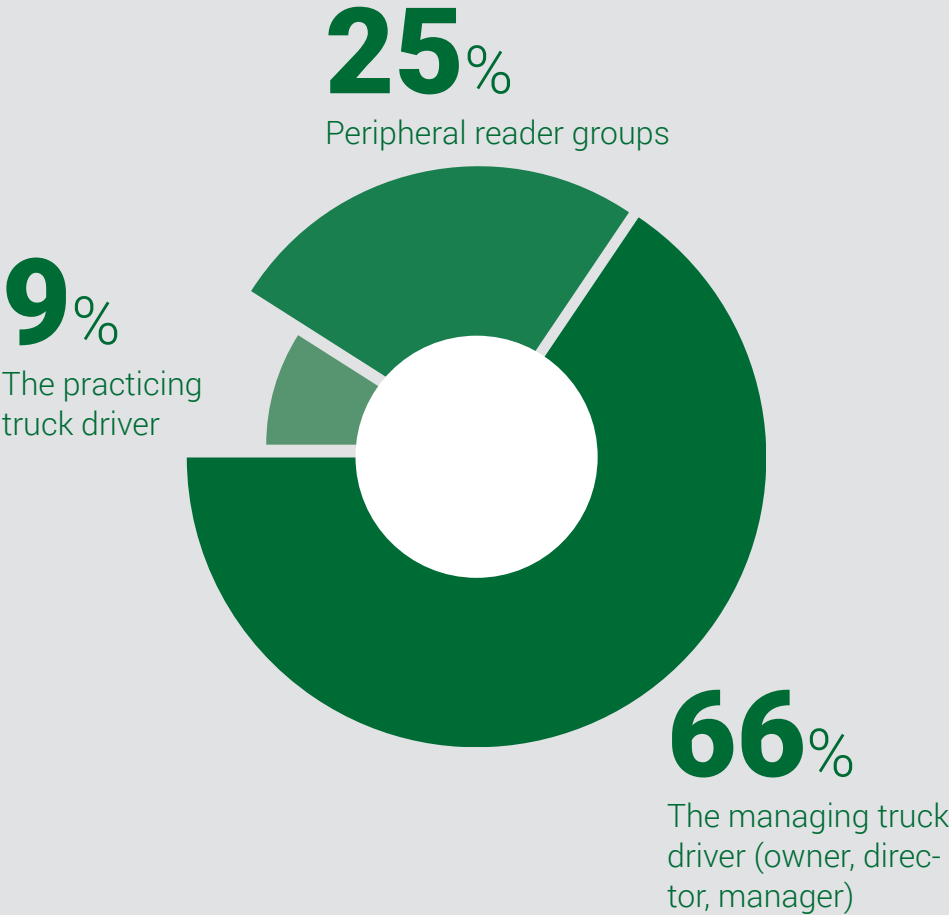


Online target group

The distribution in relation to company



The distribution in relation to position



Print publications

Editorial Content and Sections

Our editorial focus is freight transport – by land, sea, and air. We focus on road transport, as more than 90 percent of the goods in Denmark are transported by truck. We look at transportation from the truck driver's point of view.

We test trucks and do interviews with industry professionals and portraits of truck drivers. Our journalist at Christiansborg follows the political events that can impact the industry.

Audience

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2. section



Motor-magasinet, Transportmagasinet, and Mester Tiden-
de publish "På Gule Plader"
as a supplement to all three
magazines at once.



We publish Transportens Top
100 as a supplement to Trans-
portmagasinet once a year.

Here is the overview of scheduled
releases in 2023:

Special supplement:
Transportens Top 2023

2nd section:
På Gule Plader

Fairs:
See our trade fair overview for 2023
here



Transportmessen 2023 is
published together with Trans-
portmagasinet on 31/3 2023

Main newspaper

Transportmagasinet	PUB	Deadline	Theme 1	Theme 2	Theme 3	
Transportmagasinet nr. 1	13-01-23	06-01-23	Cranes & Loading Equipment	Internal Transport & Storage	Trailers	
Transportmagasinet nr. 2	24-02-23	17-02-23	Fuel & Lubricants	Washing & Maintenance	Green transition	
Transportmagasinet nr. 3	17-03-23	10-03-23	Tires	Car painting	Refrigeration/Freezing Transport	
Transportmagasinet nr. 4	31-03-23	24-03-23	Lifting equipment	Education	Special transport	Transport fair
Transportmagasinet nr. 5	21-04-23	14-04-23	Internal Transport & Storage	Buildings	Car Inspection & Test Equipment	
Transportmagasinet nr. 6	12-05-23	04-05-23	Cranes & Loading Equipment	Equipment & Interior	Trailers	
Transportmagasinet nr. 7	23-06-23	16-06-23	Fuel & Lubricants	Leasing & Financing	Washing & Maintenance	
Transportmagasinet nr. 8	18-08-23	11-08-23	Tires	Car painting	Lights, Mirrors & Camera	
Transportmagasinet nr. 9	08-09-23	01-09-23	Trailers	Internal Transport & Storage	Buildings	Top 100
Transportmagasinet nr. 10	20-10-23	13-10-23	Fuel & Lubricants	Cranes & Loading Equipment	Lifting equipment	
Transportmagasinet nr. 11	10-11-23	03-11-23	Batteries	Internal Transport & Storage	Green transition	
Transportmagasinet nr. 12	15-12-23	08-12-23	Car painting	Education	The year that went	

På Gule Plader

Motor-magasinet, Transportmagasinet, and Mester Tidende publish "På Gule Plader" as a supplement to all three magazines at once.

The same 'Gule Plader' articles and advertisements appear in all three media, to reach the broadest possible circle of professionals who have to do with this type of car. Decision-makers at importers, dealers, workshops, suppliers, and, not least, buyers.

På Gule Plader is published four times a year.

Readership:
v/1 indentation: 95.000*
v/4 indentations: 186.000*
Circulation: 27.419

Recipients of På Gule Plader include:
Artisans, truck drivers, dealers, workshop managers, suppliers etc.

*Index Denmark/Gallup, 1st half of 2021

	Udgivelse	Deadline
På Gule Plader nr. 1	17-03-23	06-03-23
På Gule Plader nr. 2	23-06-23	22-05-23
På Gule Plader nr. 3	08-09-23	28-08-23
På Gule Plader nr. 4	10-11-23	23-10-23

På Gule Plader

Motor-magasinetTransportmagasinetMester Tidende

Fredag 19. november 2021

TEST: Fiat Ducato

Den nye Fiat Ducato er netop kommet til Danmark med ny smidig motor og letgående manuel gearkasse.

Side 4



Transport's Top 2023

We publish Transport's Top 100 as a supplement to Transportmagasinet yearly. Here we take a closer look at how the 200 largest transport companies are doing. We analyze the latest annual reports from freight forwarders, truckers, and parcel transport companies.

We bring:

- Key figures from the 200 largest transport companies.
- Analyzes about the forwarding and trucking industry and the package/courier companies.
- Special analyzes of DSV and PostNord.
- Interviews with and portraits of selected companies.
- Overview of who makes money, who is in deficit and who has the most employees, etc.
- Publication: 08-09-2023



Print formats

A. Back page 1/1 page

Format: W: 266xH: 365 mm
DKK 26,500

B. 1/1 page

Format: W: 176 x 270 mm
DKK 19,900

C. 1/2 page landscape format

Format: W: 266xH: 180 mm
DKK 13,900

D. 1/2 page portrait format

Format: W: 131xH: 365 mm
DKK 13,900

E. 1/2 page A4

Format: W: 176xH: 270 mm
DKK 14,900

F. 1/4 page

Format: W:131xH:180 mm
DKK 8,300

G. Front page module

Format: W:86 x H:120 mm
DKK 7,500

H. Text page

Format: W:266xH:100 mm
DKK 8,400

I. Job ad

Format: W:86xH:135 mm
DKK 2,900

Other formats

Insert

4 pagesDKK 49,000

8 pagesDKK 69,000

12 pagesDKK 89,000

Pricing other formats

Text page ads

per mmDKK 12

Job and Profile - per mm DKK 10

The used market

incl. 4f - per etc.....DKK 3

Special placement.....+ 15%

Material allowance by

agreement, however max.5%

All prices are ex. VAT.

Advertisement is produced with

1 correction from DKK 600

Supplement

A good addition to your marketing.

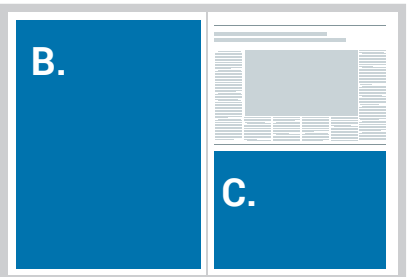
You are welcome to call us for further information.

Discounts

Contact us for a good deal if you wish to order more ads. Please see the contact information on the last page.

All prices are ex. VAT, unless otherwise stated. We reserve the right to printing errors and price adjustments.

See in the back for technical specifications and conditions.





Banner advertising on the front page

Our website is responsive and adapts banners to display correctly on all screens.

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

The banners rotate when changing pages.

All banners can be either static or animated – HTML5, gif, or script – except the title banner.

Animated banners come in the following formats: .jpg, .gif, .png or HTML5.

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

The prices assume that you are a member company at the medium.

See in the back for technical specifications and conditions.

Banner advertising on the front page



1) Top banner
Format: W: 930 pixels x H: 180 pixels
Size: max. 70 KB
Cover + the other pages DKK 9,000



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



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



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



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



5) Campaign banner – front page
Format: W: 300 pixels x H: 250 pixels
Size: max. 70 KB
Front page pos. 5.1 - 5.3:DKK 5,750
Front page pos. 5.2 - 5.4:DKK 3,750



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



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

Banner advertising on the article page

Our website is responsive and adapts banners to display correctly on all screens.

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

The banners rotate when changing pages.

All banners can be either static or animated – HTML5, gif, or script – except the title banner. Animated banners come in the following formats: .jpg, .gif, .png or HTML5.

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

The prices assume that you are a member company at the medium.

See in the back for technical specifications and conditions.

Banner advertising on the article page



1) Top banner
Format: W: 930 pixels x H: 180 pixels
Size: max. 70 KB
Article DKK 9,000



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



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



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



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



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



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



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

Advertising in the newsletter

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

General specifications for the advertisements in the newsletter are:

- The advertisements are static
- Deliver finished in the file format: .jpg, .gif, or .png
- Finished graphic file must be a maximum of 50 kB.

All prices are membership prices per publication.

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



NEWSLETTER

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



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

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



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

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



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

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

Membership

Targeted marketing – 365 days a year

MEMBERSHIP

Provides access to the following benefits

12 month membership

DKK 15.800,-

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

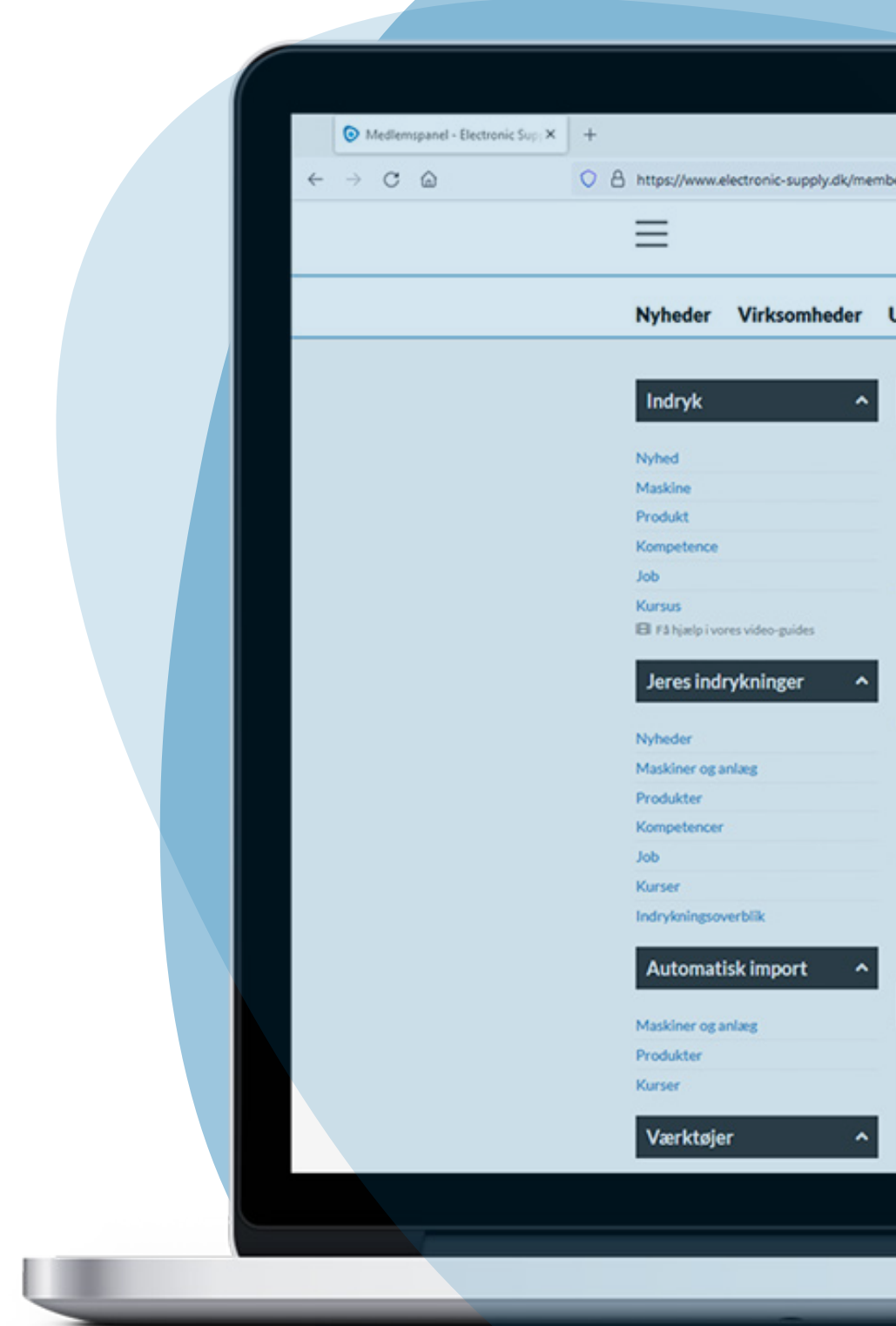
MEMBERSHIP+

We help you on your way

12 month membership+

DKK 22.800,-

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



Deadline

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

Delivery of finished material

The deadline for delivering finished material is two working days before start-up. Advertisement incl.

a link to the landing page is sent directly to the e-mail: online@nordiskemedier.dk

Graphic assistance

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

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

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

When banners are ordered and reserved

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

Banner Advertising

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

The banners share space with up to 3 others. However, title banners stand-alone, while sticky banners share space with up to 2 others. The banners rotate when changing pages.

All banners can be either static or animated – HTML5, gif, or script – except the title banner. Animated banners come in the following formats: .jpg, .gif, .png or HTML5.

Specifically for HTML5 banners

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

HTML5 files that stay within a frame of 20 seconds are at an advantage. HTML5 files are only used for banners on the portal, as the file type does not work with email

programs. If HTML and script banners are not made responsive, we need a fallback banner for use on mobile and tablet screens.

Guidelines for Advertisers

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

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

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

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

Technical specifications - Print

Material

Send material to: materiale@transportmagasinet.dk

Compensation

Material allowance by agreement, however max. 5%.

Cancellation conditions

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

If changes in the insertion schedule mean that the conditions for obtained discounts are not present, the wrongfully paid discount will retroactively be debited.

Rep

If Nordiske Medier does not receive fully finished advertising material, we invoice 50 øre per mm. for completing the material.

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
2x1/1 side (spread).....	546x365 mm
Paper quality newspaper	49 grams
Number of columns	6*
To edge	Not possible

* On special issues: 5 mm. for trimming without cutting marks.

Complaints about color ads

The newspaper assumes no responsibility for any minor deviations from the colors of the original material when printing color advertisements. The newspaper reserves the right to reject complaints about advertisements where the material has previously been deemed less suitable for reproduction or when the submission deadline is exceeded.

Specifications

Layout file: Adobe IDML file InDesign. complied with all 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). Furthermore, refer to the Industry standard for digital advertising material agreed upon between DRRB, DFF, and DDPFF. You can download e.g. various descriptions, and configuration files from www.kankanikke.dk.

Pictures/illustrations/graphics

Color: All Photoshop formats in at least 200 dpi.
B/W: All Photoshop formats in at least 200 dpi.
Line drawing: EPS and Ai. TIFF, EPS, and JPG in at least 600 dpi.
Do not use the "overprint" function.

Colors

CMYK defined (we separate RGB and Pantone to CMYK).

Compression:

Stufit, Zip.

Other conditions

Please refer to our terms and conditions at www.nordiskemedier.dk or an email from your consultant.

Nordiske Medier industry media in Denmark

Licitationen

 **BUILDING** SUPPLY

Mester Tidende

Jern-Maskinindustrien

 **METAL** SUPPLY

 **ENERGY** SUPPLY

 **FOOD** SUPPLY

PLASTFORUM

Magasinet Pleje

 **ELECTRONIC** SUPPLY

Motor-magasinet

Transportmagasinet

 **Lastbil Magasinet**

SCMNews

Søfart

 **WOOD** SUPPLY

RetailNews

EnergyIslandNews

FemernNews

LynetteholmNews

 **Nordiske Medier**

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CVR: 10150825