

A photograph of a modern, multi-story apartment building with a light-colored facade and numerous windows. Many of the balconies are enclosed with blue glass railings. A large, semi-transparent blue circle is overlaid on the left side of the image, serving as a background for the title text.

Licitationen

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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Licitationen

The tender - For the past 100 years, Byggeriet's Dagblad has been the only daily newspaper in Denmark that focuses on all that every day most important in the construction industry. And we still believe that an industry that is so constantly evolving and has such a great influence on all branches of society, needs its very own daily newspaper.

We want to be the natural first choice for everyone who wants to be very close to the development within the industry and who wants serious coverage of the construction industry. The tender - Byggeriets Dagblad focuses on the industry's companies, their strategy and financial situation as well as building and construction projects - from initial design to delivery. We cover the industry's personal gallery through exciting interviews, portraits and name news, and bring out the personal stories so that our readers gain insight into news from the industry, whether it's to find new customers, be up close with competitors and colleagues, or to follow developments in projects launched.

We bring in-depth knowledge of the industry's financial ratios, developments and trends with a thorough monitoring of the companies' accounts and personal gallery. Both in the daily newspaper, in interviews and analyzes and in a number of specialty magazines, which we publish throughout the year. Including, among others, Who is Who and the Top of Construction. And it is in the Tender that you can be sure to be updated first about all public tenders and relevant EU tenders and tenders that are relevant to the building and construction sector as well as other Danish EU tenders is. In addition, the Tender brings results from the Danish tenders as well as information on building and construction work at the authority and design stage.

The tender is published both in print, as an e-newspaper and as a newsletter. And everything is gathered and easily accessible on licitationen.dk, where subscribers also have the opportunity to set up a tender agent, so it is quick and easy to get an overview and new information about the tenders that are relevant to you.



Contact Editor-in-Chief

Christian Brahe-Pedersen

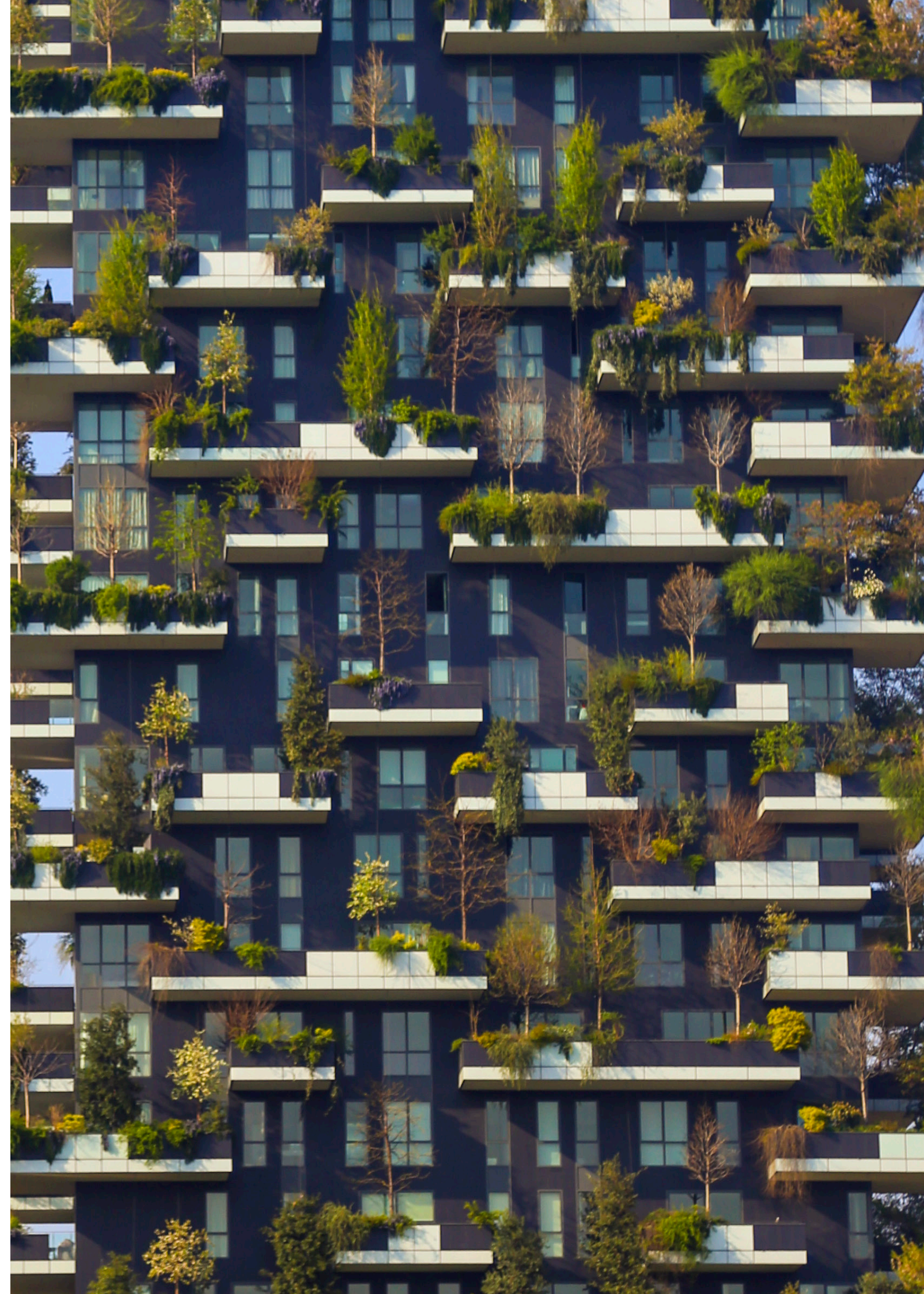
Direct telephone: +45 40 64 99 84

Email: cbp@licitationen.dk

Contact the editors

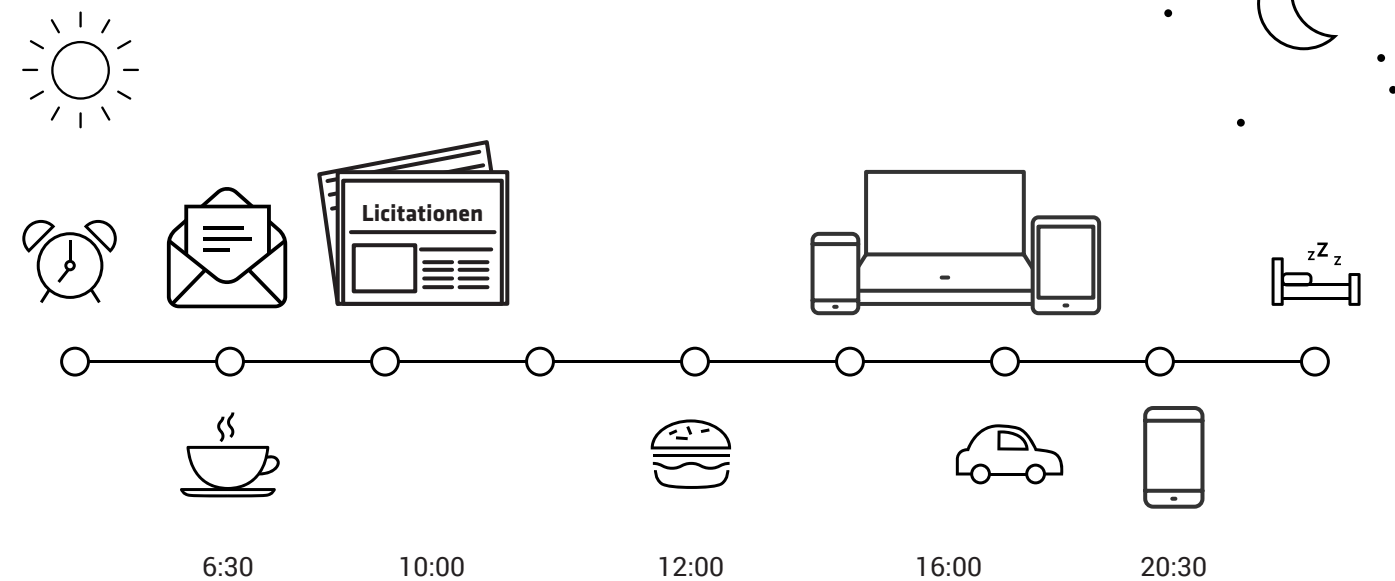
redaktionen@licitationen.dk

www.Licitationen.dk



Relevant and goal-oriented

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



As a subscriber to Licitationen, you can read the Monday newspaper in future already on Saturday at 12.30

The week's additional newspapers can be read the evening before kl. 20.30

With Licitation's new app, you get easy access to the e-newspaper of the latest news on mobile or Ipad.

Search for the Tender in Google Play or the App Store. Of course, you can also read the Tender's e-newspaper on the computer.

So why wait for the news?

We will bring them to your phone or PC once we have gathered the most important ones news from the Danish construction industry.

Every weekday, the next day's newspaper is published at 20.30. Monday newspaper, however, Saturday afternoon.

Contact

If you have questions in general about Søfart please contact us by phone 7228 6970 or e-mail salg@nordiskemedier.dk.



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.

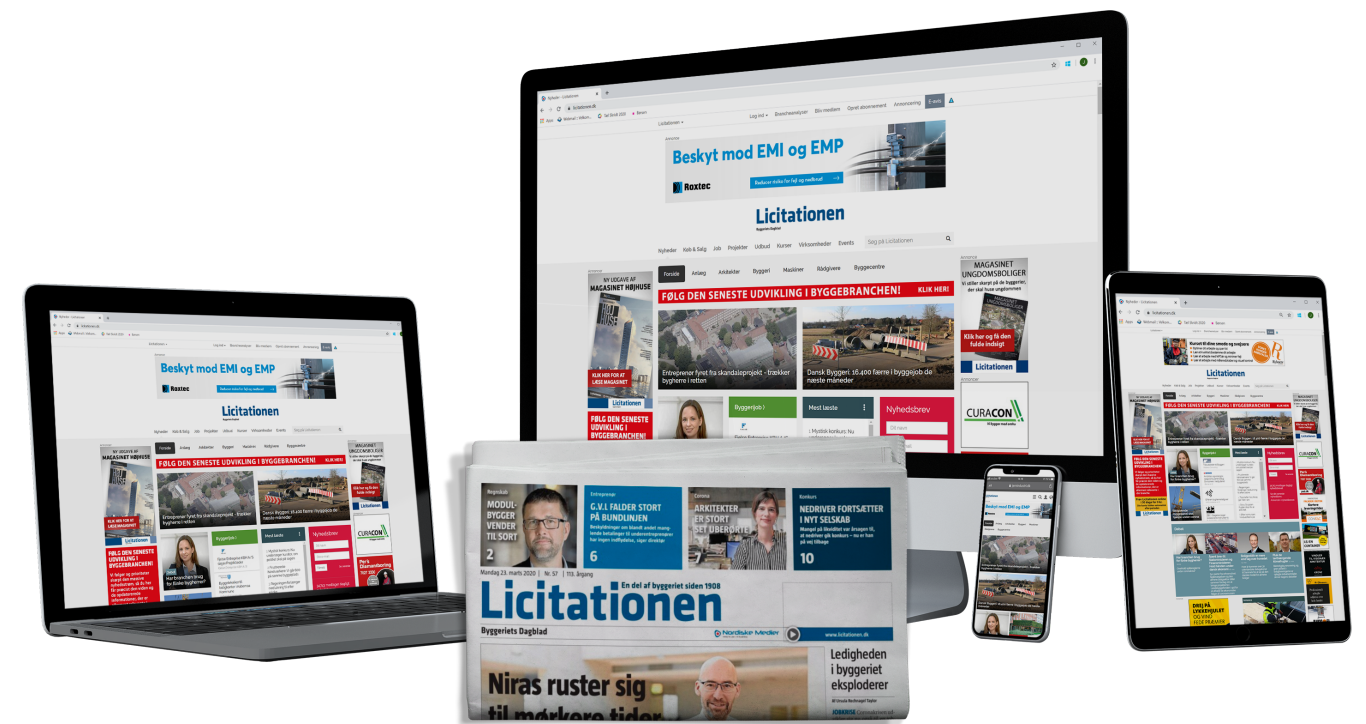
Contact

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

The tender is an industry newspaper and an online medium for decision-makers in the Danish construction industry. Our site is responsive and the banners adapt to the screen they are displayed on. Be aware that the banners for mobile are readable on the various screens. Licitationen.dk has over **205,301 visitors** and **341,199 views** per month.

Print

The tender provides a serious and broad journalistic briefing on the construction industry with a focus on the political, economic and technical aspects. In addition to the journalistic content, Licitationen brings daily submissions, articles and articles by e.g. organizational people, politicians and technicians.

Readership: 23,000 *

Newsletters

The newsletter is sent out to over 35,000 people twice a day.

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.

* Index Denmark / Gallup Full year 2019/2020

Target group and statistics

Licitationen in numbers


Audience
The tender is the construction's most quoted daily newspaper. The target group is everyone who wants to follow the construction industry up close. Largest part of our subscribers are directors, owners or masters of medium and large companies, while approx. 1/3 of the recipients are project managers or consultants typically in larger companies. The magazine is aimed at all parties in the construction sector; builders, consulting engineers, architects, craftsmen, contractors and suppliers.

We have also increased the selection for specially selected niches, so that we hit in depth in the industry with the Second Sections of the Tender and the magazines.

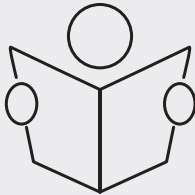
Contact
If you have questions regarding marketing in our media, please contact us by e-mail: salg@nordiskemedier.dk or phone: 7228 6970 to hear about the possibilities.

23.000 readers**

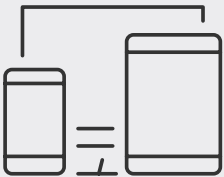
- anyone with an interest in your subject-specific industry




TOTAL CIRCULATION
6.995*



READERSHIP
V/1 indentation
23.000**



ONLINE VISITORS
205.301 visitors/ 341.199
views/ mdr.***



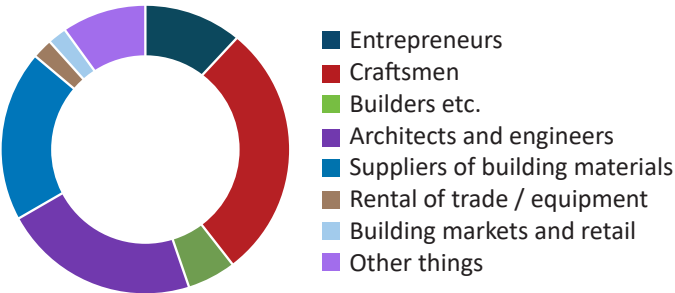
NEWSLETTER
Sent daily to 35,285
recipients ***.
Opening rate: 17.82% ***

* Printplag og e-avis
** Kilde: Læsertal fra Index Danmark/Gallup helår 2019/2020
*** licitationen.dk

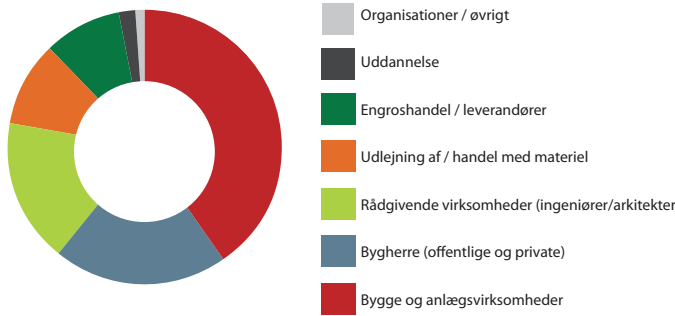
Target group for online og print

Reader survey

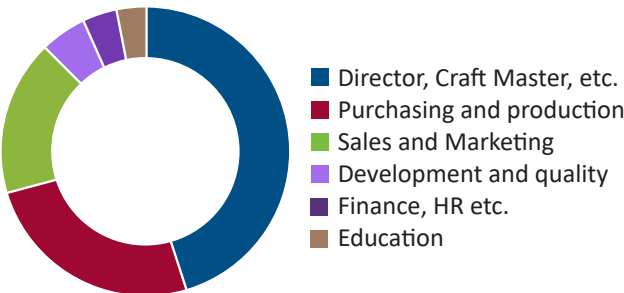
The distribution in relation to company



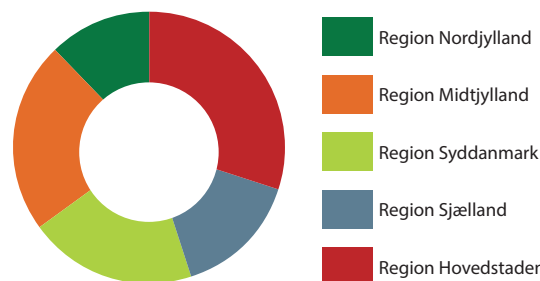
Distribution of Recipients of the Tender



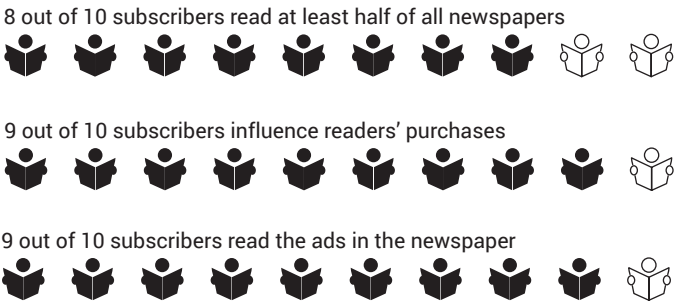
The distribution according to position



Geographical distribution of recipients of The tender



Who are our subscribers



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

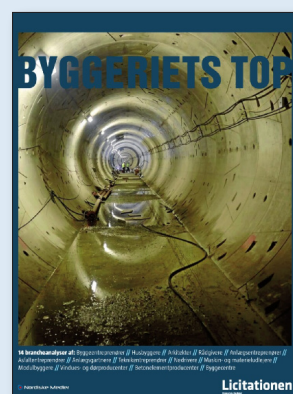
If you have questions regarding marketing in our media, please contact us by e-mail: salg@nordiskemedier.dk or phone: 7228 6970 to hear about the possibilities.



Special supplement 2021



HVEM ER HVEM
Released June 18, 2021



Byggeriets Top (top 100)
Released November 5, 2021

Super themes

A sod deeper

The tender - Byggeriet's Dagblad will be Denmark's best and largest media for the construction industry.

The unique position is expanded every day through a focus on key people and companies in the construction industry.

We focus on strategy, building and construction projects - from initial design to delivery, the good personal stories and the crooked stories that are also in the industry.

We want to be the natural first choice when decision-makers need to be updated and will live up to the fact that readers gain valuable knowledge, are inspired, challenged and moved in perceptions and knowledge.

The tender is part of a constantly evolving construction industry. Our ambition is to keep our finger on the pulse and will set the agenda. We are the necessary friend who seeks what is happening, curious and critical, because everyone benefits from being challenged. Therefore, we also focus on the urgent vessels, but always based on a fair approach, where people get speaking time and justice.

We write about the challenges of the industry and try to find answers to how the challenges are solved. And through weekly themes, we dive into technology, where future solutions and innovation can be a way to run a better business.

Our journalists all have the ambition to set the agenda and bring their own knowledge and insight about the industry into play through analyses and background stories. They will all reach the front page and write the most read stories, which will be shared and quoted elsewhere - also outside Licitationen's readership.

Here, among other things, we make daily use of Ritzau's citation service and social media and networks.

To get all the way around the industry, we supplement the main newspaper with two weekly 2nd sections, highly topical themes and specialty magazines, where we go a sod deeper into the various niches under the construction industry.



Byggeri & Ejendomme

Focus on current construction issues and development in the construction and real estate industry

Every Tuesday, the 2nd section "Construction and Real Estate" is published, where we focus on current construction issues and the general development in the construction and real estate industry.

"Construction and Real Estate" gathers around fixed themes, where we go in depth with the individual niches.

Building constructions with a focus on construction, renovation, indoor climate, future construction, new construction and tenders.

The home, where we gather news, trends and projects around owner-occupied housing, cooperative housing, public housing, landowners' association, rental housing, new forms of housing, indoor climate and more.

Circulation: 8,500



Month	Date	Deadline	Publication	Theme
Januar	Ti 19	05-01-2021	Byggeri & Ejendomme	Boligen
Januar	Ti 26	12-01-2021	Byggeri & Ejendomme	Byggekonstruktioner
Februar	Ti 2	19-01-2021	Byggeri & Ejendomme	M-Xtra
Februar	Ti 9	26-01-2021	Byggeri & Ejendomme	Boligen
Februar	Ti 16	02-02-2021	Byggeri & Ejendomme	Byggekonstruktioner
Februar	Ti 23	09-02-2021	Byggeri & Ejendomme	Boligen
Marts	Ti 2	16-02-2021	Byggeri & Ejendomme	Byggekonstruktioner
Marts	Ti 9	23-02-2021	Byggeri & Ejendomme	Boligen
Marts	Ti 16	02-03-2021	Byggeri & Ejendomme	
Marts	Ti 23	09-03-2021	Byggeri & Ejendomme	
Marts	Ti 30	16-03-2021	Byggeri & Ejendomme	Boligen
April	Ti 6	23-03-2021	Byggeri & Ejendomme	Byggekonstruktioner
April	Ti 13	30-03-2021	Byggeri & Ejendomme	Boligen
April	Ti 20	06-04-2021	Byggeri & Ejendomme	
April	Ti 27	13-04-2021	Byggeri & Ejendomme	Boligen
Maj	Ti 4	20-04-2021	Byggeri & Ejendomme	
Maj	Ti 11	27-04-2021	Byggeri & Ejendomme	Boligen, M-Xtra
Maj	Ti 18	04-05-2021	Byggeri & Ejendomme	Byggekonstruktioner
Maj	Ti 25	11-05-2021	Byggeri & Ejendomme	
Juni	Ti 1	18-05-2021	Byggeri & Ejendomme	
Juni	Ti 8	25-05-2021	Byggeri & Ejendomme	Boligen
Juni	Ti 15	01-06-2021	Byggeri & Ejendomme	
Juni	Ti 22	08-06-2021	Byggeri & Ejendomme	Byggekonstruktioner
Juni	Ti 29	15-06-2021	Byggeri & Ejendomme	Boligen
August	Ti 3	20-07-2021	Byggeri & Ejendomme	M-Xtra
August	Ti 10	27-07-2021	Byggeri & Ejendomme	Byggekonstruktioner
August	Ti 17	03-08-2021	Byggeri & Ejendomme	Boligen
August	Ti 24	10-08-2021	Byggeri & Ejendomme	
August	Ti 31	17-08-2021	Byggeri & Ejendomme	Boligen
September	Ti 7	24-08-2021	Byggeri & Ejendomme	
September	Ti 14	31-08-2021	Byggeri & Ejendomme	Byggekonstruktioner
September	Ti 21	07-09-2021	Byggeri & Ejendomme	Boligen
September	Ti 28	14-09-2021	Byggeri & Ejendomme	M-Xtra
Oktober	Ti 5	21-09-2021	Byggeri & Ejendomme	Boligen
Oktober	Ti 12	28-09-2021	Byggeri & Ejendomme	Byggekonstruktioner
Oktober	Ti 19	05-10-2021	Byggeri & Ejendomme	
Oktober	Ti 26	12-10-2021	Byggeri & Ejendomme	Boligen
November	Ti 2	19-10-2021	Byggeri & Ejendomme	
November	Ti 9	26-10-2021	Byggeri & Ejendomme	Boligen, M-Xtra
November	Ti 16	02-11-2021	Byggeri & Ejendomme	Byggekonstruktioner
November	Ti 23	09-11-2021	Byggeri & Ejendomme	Boligen
November	Ti 30	16-11-2021	Byggeri & Ejendomme	M-Xtra
December	Ti 7	23-11-2021	Byggeri & Ejendomme	Byggekonstruktioner
December	Ti 14	30-11-2021	Byggeri & Ejendomme	Boligen



Anlæg

Focus on news to and about everyone in the construction industry

Every Thursday, the 2nd section Construction is published, where we have a special focus on news to and about everyone in the construction industry. Here we zoom in on current construction work and developments in general within construction, infrastructure and supply.

The recurring themes in Construction are:
Roads and infrastructure, Sewerage, drainage and wastewater as well as Climate protection.

Circulation: 8,495



M-Xtra

M-Xtra is published every 14 days together with the Second Sections of the Tender. Here we bring industry news about machinery and equipment to the building and construction sector.

Det ansvarlige bygger

Responsible construction is also a fixed theme in Licitationen - Byggeriets Dagblad. During the year, we will have a special focus on the social responsibility of the construction industry when it comes to social issues such as the creation of internships, new jobs and CSR, sustainability and the environment, as well as the fulfillment of climate goals.

Date	Deadline	Publication
27-01-21	20-01-21	Det ansvarlige byggeri
24-02-21	17-02-21	Det ansvarlige byggeri
24-03-21	17-03-21	Det ansvarlige byggeri
21-04-21	14-04-21	Det ansvarlige byggeri
26-05-21	19-05-21	Det ansvarlige byggeri
16-06-21	09-06-21	Det ansvarlige byggeri
11-08-21	04-08-21	Det ansvarlige byggeri
29-09-21	22-09-21	Det ansvarlige byggeri
20-10-21	13-10-21	Det ansvarlige byggeri
10-11-21	03-11-21	Det ansvarlige byggeri

Month	Date	Deadline	Publication	Theme
Januar	To 21	07-01-2021	Anlæg	M-Xtra
Januar	To 28	14-01-2021	Anlæg	Veje og infrastruktur
Februar	To 4	21-01-2021	Anlæg	Kloakering, afvanding og spildevand
Februar	To 11	28-01-2021	Anlæg	
Februar	To 18	04-02-2021	Anlæg	M-Xtra
Februar	To 25	11-02-2021	Anlæg	Veje og infrastruktur
Marts	To 4	18-02-2021	Anlæg	Kloakering, afvanding og spildevand
Marts	To 11	25-02-2021	Anlæg	Klimasikring
Marts	To 18	04-03-2021	Anlæg	M-Xtra
Marts	To 25	11-03-2021	Anlæg	Veje og infrastruktur
April	To 8	25-03-2021	Anlæg	
April	To 15	31-03-2021	Anlæg	M-Xtra
April	To 22	08-04-2021	Anlæg	Veje og infrastruktur
April	To 29	15-04-2021	Anlæg	M-Xtra
Maj	To 6	22-04-2021	Anlæg	Kloakering, afvanding og spildevand
Maj	To 20	06-05-2021	Anlæg	Veje og infrastruktur
Maj	To 27	12-05-2021	Anlæg	M-Xtra
Juni	To 3	20-05-2021	Anlæg	Klimasikring
Juni	To 10	27-05-2021	Anlæg	M-Xtra
Juni	To 17	03-06-2021	Anlæg	Kloakering, afvanding og spildevand
Juni	To 24	10-06-2021	Anlæg	Veje og infrastruktur, M-Xtra
August	To 5	22-07-2021	Anlæg	Kloakering, afvanding og spildevand
August	To 12	29-07-2021	Anlæg	Klimasikring
August	To 19	05-08-2021	Anlæg	M-Xtra
August	To 26	12-08-2021	Anlæg	Veje og infrastruktur
September	To 2	19-08-2021	Anlæg	M-Xtra
September	To 9	26-08-2021	Anlæg	Kloakering, afvanding og spildevand
September	To 16	02-09-2021	Anlæg	M-Xtra
September	To 23	09-09-2021	Anlæg	
September	To 30	16-09-2021	Anlæg	Veje og infrastruktur
Oktober	To 7	23-09-2021	Anlæg	
Oktober	To 14	30-09-2021	Anlæg	M-Xtra
Oktober	To 21	07-10-2021	Anlæg	Kloakering, afvanding og spildevand
Oktober	To 28	14-10-2021	Anlæg	Veje og infrastruktur, M-Xtra
November	To 4	21-10-2021	Anlæg	
November	To 11	28-10-2021	Anlæg	Veje og infrastruktur
November	To 18	04-11-2021	Anlæg	Klimasikring
November	To 25	11-11-2021	Anlæg	M-Xtra
December	To 2	18-11-2021	Anlæg	Kloakering, afvanding og spildevand
December	To 9	25-11-2021	Anlæg	M-Xtra
December	To 16	02-12-2021	Anlæg	Veje og infrastruktur



Arkbyg

Exclusive magazine for architects, builders and engineers

Arkbyg is an exclusive magazine aimed at architects, consultants engineers, builders and contractors.

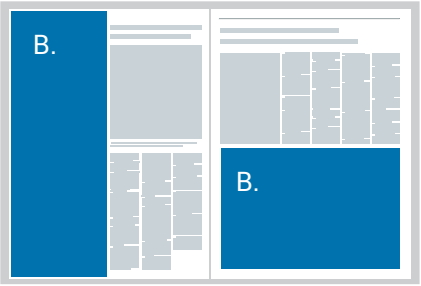
In Arkbyg we bring exciting portraits of the industry’s distinctive personalities, describes the main trends and themes, and the magazine also goes into detail with descriptions of Denmark’s most sensational projects.

Each issue also contains pages with and about landscape architecture.

Arkbyg is published 8 times a year.

Readers: 23,000
Circulation number: 8,495

Month	Date	Deadline	Publication
Februar	Fr 26	05-02-2021	arkbyg
March	Frr19	26.02-2021	arkbyg
April	Fr 23	30-03-2021	arkbyg
May	Fr 28	07-05-2021	arkbyg
August	Fr 27	06-08-2021	arkbyg
September	Fr 24	03-09-2021	arkbyg
October	Fr 29	08-10-2021	arkbyg
November	Fr 26	05-11-2021	arkbyg



- A. 1/1 page
Format: B: 215xH: 285 mm
4 colours 29,950 DKK
 - B. 1/2 page portraite
Format: B: 105xH: 285 mm
4 colours 18,450 DKK
 - B. 1/2 **page oblong**
Format: B: 215xH: 142 mm
4 Farver 18,450 DKK
 - C. 1/4 page
Format: B: 105xH: 142 mm
4 colours 11,250 DKK
 - D. 1/6 page product review
4 colours 8,150 DKK
- Material: The format is for edge and must be received with 5 mm. bleed and cut marks.



Magasinet Forsyning

Insight into new opportunities and trends in the supply industry



Four times a year we bring together with Licitationen “Magasinet Supply ”, which provides insight into technology, machines and people, as well as insight into new opportunities and trends in the supply industry. In each issue, we focus on electricity supply, heat supply, recycling, wastewater and water supply.

In addition to Licitation’s daily readers, Magasinet Forsyning is also sent to Consulting engineers, operations managers, machine managers, project managers and specialists employed within the supply industry. And it is also distributed digitally on energysupply.dk.

Date	Deadline	Publication
10-02-21	20-01-21	Forsyning nr. 1
05-05-21	14-04-21	Forsyning nr. 2
15-09-21	25-08-21	Forsyning nr. 3
17-11-21	27-10-21	Forsyning nr. 4



Reading number: 23,000 *
Circulation number: 8,995 **
* Index Denmark / Gallup Full year 2019/2020
** Print run and e-newspaper

Recipients of Magasinet Forsyning include: Consulting engineers, operations managers, machine managers, project managers and specialists.

Park og Anlæg



The magazine Park & Anlæg is published four times a year. We bring here current reports and news within general themes such as rainwater management in the cities, urban space design, operation and machines and more.

The magazine Park & Anlæg is published together with Licitationen - Byggeriets Dagblad and is also distributed to landscape gardeners, municipal park and road departments, municipal equipment farms, landscape architects, large real estate companies / housing companies, cemeteries, facilities, real estate companies, housing associations and more.

Udgivelse	Deadline	Udgivelse
11-03-21	18-02-21	Park & Anlæg nr. 1
10-06-21	20-05-21	Park & Anlæg nr. 2
09-09-21	19-08-21	Park & Anlæg nr. 3
11-11-21	21-10-21	Park & Anlæg nr. 4



Readership: 23,000 *
Circulation number: 8,495 **
* Index Denmark / Gallup Full year 2019/2020
** Print run and e-newspaper

Recipients of Magasinet Park & Anlæg include: Landscape gardeners, municipal park and road departments, municipal equipment farms, landscape architects, real estate companies, cemeteries, golf courses, campsites, amusement parks, forest owners, forest contractors, etc.

Magasinet skoler, sport og fritid

Focus on schools and institutions



Twice a year, we publish the magazine Schools, Sports and Leisure, where the editorial focus is on the physical conditions that help to create good well-being for children and families during school and leisure time. There will be a focus on the construction and renovation of schools, institutions, halls, holiday homes and swimming pools - including indoor climate, energy, choice of materials, sustainability etc. There will also be a focus on outdoor areas - including sports facilities, living areas / play areas and maintenance of these.

The magazine Schools, sports and leisure is published by Licitation's subscribers as well as leisure administrations, school leaders at larger schools and after-schools, kindergartens, hall inspectors, swimming pools, sports associations, stadiums and advisers.

Month	Date	Deadline	Publication
Maj	To 20	29-04-2021	Magasinet skoler, sport og fritid
Oktober	To 21	30-09-2021	Magasinet skoler, sport og fritid

Readership: 23,000 *
Circulation number: 8,495 **
* Index Denmark / Gallup Full year 2019/2020
** Print run and e-newspaper

Hvem er Hvem

The trend of construction persons

The building's most important and extensive reference work. Here, Licitationen - Byggeriets Dagblad maps the largest and most influential contractors, architects and consulting engineers on the Danish building and construction scene. The companies are presented with a description of the core business as well as an overview of key people, contact information and the latest key figures.

HVEM ER HVEM within the building and construction industry is also available digitally at hvemervhem.dk/byggeri/, which is continuously updated. And as a subscriber to the Tender, you have access all year round.

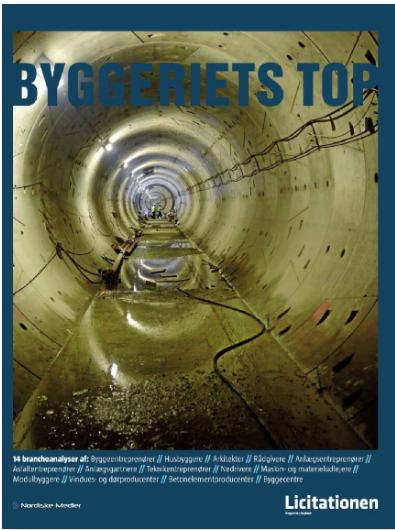


Byggeriets Top

Focus on a number of the sub-sectors of the construction sector

Byggeriet's Top is published at the end of the year and focuses on a number of the construction industry's sub-industries, where we analyze the companies' economic development in in-depth industry analyzes and interviews with the industry's key people.

Released in November 2021



The most important fairs of the year

Fairs	
Have&Landskab	25. - 27. August 2021
E&H	10. - 12. June 2021
Rørcenterdagene	19. - 20. June 2021
Vejforum	8. - 9. December 2021
Ejendomsmessen	2. - 3. June 2021
Building Green Aarhus	21. - 22. April 2021
Building Green Copenhagen	2021

Formats – Print

A. 1/1 page
Format: W:266xH:365 mm
Main paper.....23,450 DKK
Subject paper/Special paper...29,950 DKK
Back page.....34,950 DKK

D. 1000 mm
Format: W: 176xH:270mm
Main paper.....18,450 DKK
Subject paper/Special paper...22,450 DKK

B. 1/2 page oblong
Format: W:266xH:180 mm
Main paper.....15,450 DKK
Subject paper/Special paper...19,450 DKK

C. 1/2 page portrait
Format: W:131xH:365 mm
Main paper.....15.450 DKK
Subject paper/
Special paper.....19,450 DKK

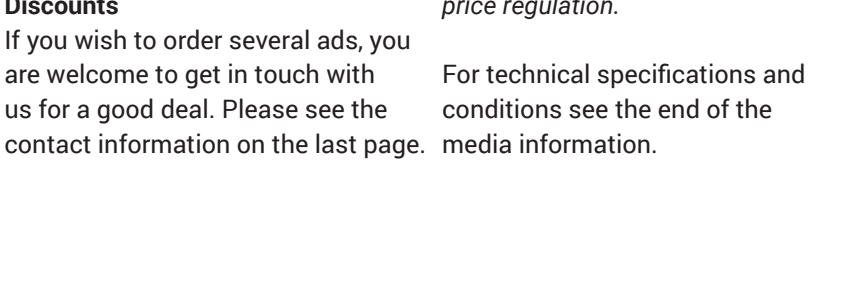
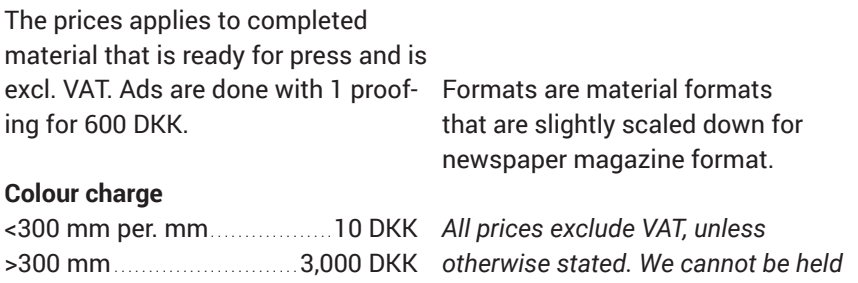
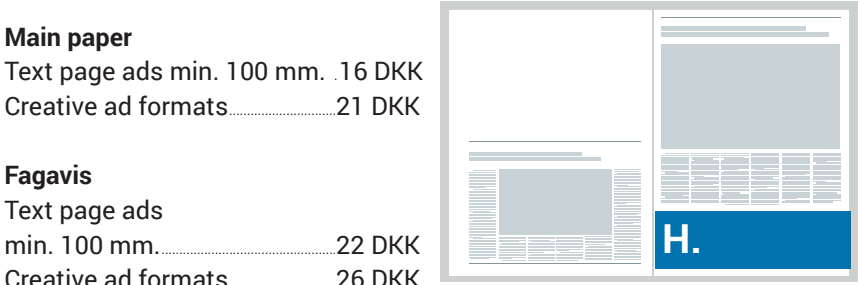
E. 1/4 page
Format: W:131xH:180 mm
Main paper.....9,950 DKK
Subject paper/
Special paper.....11,950 DKK

F. Block
Format: W: 86xH:100 mm - 4 colours
Front page.....8,150 DKK
Back page.....5,150 DKK

Theme/Subject paper/Special paper
Front page.....8,150 DKK
Text page main paper.....4,650 DKK
Text page/Subject paper/
Special paper.....6,350 DKK

H. Wide block 4 colours
Format: W: 266xH:100 mm
Back page.....9,950 DKK
Special paper front page.....9,950 DKK
heme/Subject paper/
Special paper front page.....11,950 DKK

BIND-IN IN MAIN PAPER
Pr. column mm (incl. color)
Insert 4 page:.....69,850 DKK
Insert 8 page:.....89,850 DKK
Insert 12 page:.....99,850 DKK



Main paper
Text page ads min. 100 mm. .16 DKK
Creative ad formats.....21 DKK

Fagavis
Text page ads
min. 100 mm.....22 DKK
Creative ad formats.....26 DKK

The prices applies to completed material that is ready for press and is excl. VAT. Ads are done with 1 proof- ing for 600 DKK.

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 "Gør-det-selv"
14,800 DKK/year

Purchase of the Licitationen and Building 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

Purchase of the Licitationen and Building Supply membership +: DKK 26,800 / year.

Adv – newsletter

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

The tender is issued twice daily together with Building Supply.

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

Top advert Full Size
Format: W: 820 x H: 200 pixels
Price per announcement: 8,000 DKK

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

Mid advert Full Size
Format: W: 820 x H: 200 pixels)
Price per announcement: 6,000 DKK

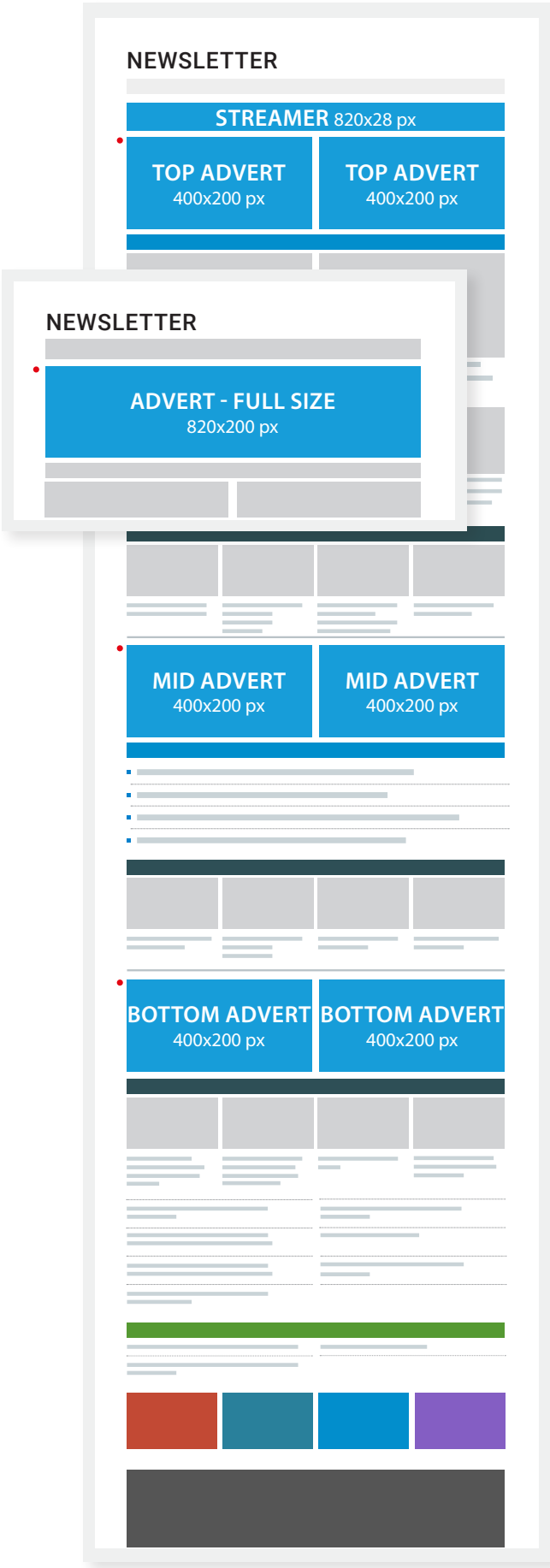
Mid advert
Format: W: 400 x H: 200 pixels)
Price per announcement: 3,000 DKK

Bottom advert Full Size
Format: W: 820 x H: 200 pixels)
Price per announcement: 4,000 DKK

Bottom advert
Format: W: 400 x H: 200 pixels)
Price per announcement: 2,000 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

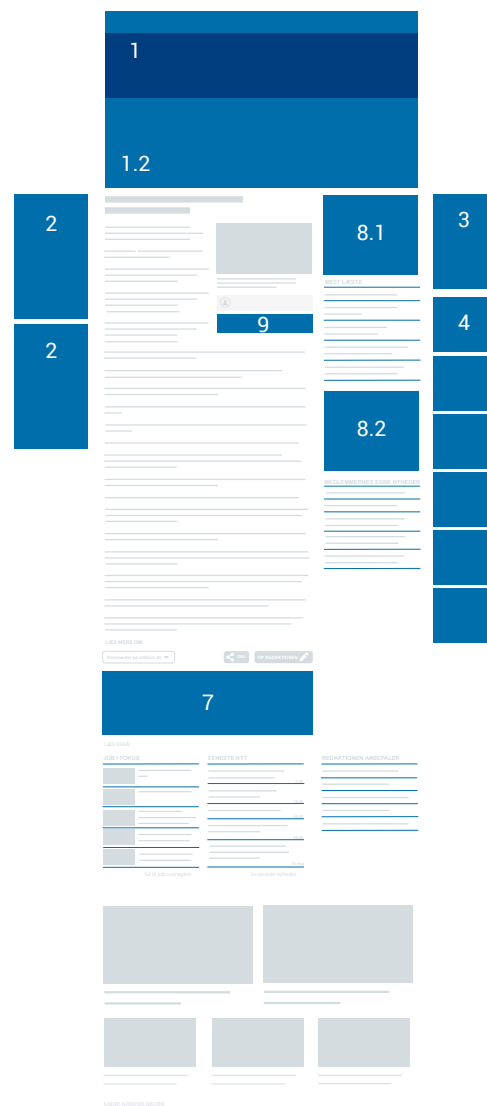


Advertisement – Banner

Front page



Article



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 provide 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 24,500 DKK

Front page + other sections 24,500 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 34,500DKK

Front page + other sections 34,500 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 17,500 DKK

Front page + other sections 17,500 DKK

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 11,500 DKK

Front page + other sections 11,500 DKK

5) Campaign banner - Frontpage

Format: W: 300 pixels x H: 250 pixels

Size: max. 70 kB

Front page pos. 1: 13,750 DKK.

Front page pos. 2: 10,750 DKK.

8) Campaign banner 1&2– Articles (300x250 pixels)

Format: W: 300 pixels x H: 250 pixels

Type: Static or animated, max 70 Kb

Artikel pos. 1/pos. 2: 13,750 DKK/10.750 DKK.

8) Campaign banner 1&2– Other (300x250 pixels)

Format: W: 300 pixels x H: 250 pixels

Type: Static or animated, max 70 Kb

Size: max. 70 kB

Other pos. 1/ pos. 2: 6,750 DKK/5,350 DKK.

4) Side banner

Format: W: 200 pixels x H: 175 pixels

Type: Static or animated

Size: max. 40 kB

Front + Other or Article 3,250 DKK.

7) Article banner

Format: B: 660 pixels x H: 200 pixels

Size: max. 100 kB

Price: 10,000 DKK.

6) Giga banner 1&2

Format: W: 980 pixels x H: 250 pixels

Size: max. 150 kB

Front page pos. 1: 9,500 DKK.

Front page pos. 2: 4,500 DKK.

9) Titelbanner – Articles

Format: W: 300 pixels x H: 60 pixels

Type: Static banner

Size: max 20 kB

Price: 22,750 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 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
- 118.000 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 day 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 day displays in newsletter (mid- or bottom ads)
- 1 teaser ad (86x100 mm) in Licitationen
- 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 that all your job ads automatically appear on Licitationen.dk and Building Supply

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

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 licitationen.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 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 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

Contact information Nordiske Medier

Telephone: +45 72 28 69 70

CVR: 10150825

info@nordiskemedier.dk

www.nordiskemedier.dk