

Media information 2024

Wood Supply

Part of Nordiske Medier A/S



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Wood Supply

Wood Supply is a Danish online media outlet that covers the wood and furniture industry – one of Denmark's largest export sectors with an annual turnover of over 25 billion DKK. Through daily news articles, reports, and analyses, we closely follow the players in the wood industry, ranging from large, well-established companies to smaller, local businesses.

We investigate what's happening among manufacturers, sawmills, and wholesalers, while also covering the kitchen industry, window manufacturing, timber merchants, and building centers. This ensures that the reader is always well-informed about the latest market moves and strategies in the wood industry.

Wood Supply is published digitally on wood-supply.dk and as a daily newsletter.

Contact: Journalist Kasper Ørkild
Email: koh@nordiskemedier.dk

Contact the Editorial Team
redaktionen@wood-supply.dk
www.wood-supply.dk

Target Audience & Statistics

A black and white photograph of a wood lathe in operation. A piece of wood is being shaped by a rotating tool, with wood shavings flying off. The background is dark and out of focus, emphasizing the wood and the tool.

Wood Supply Facts
Wood Supply in Numbers
Target Audience – Online

Facts about Wood Supply

Wood Supply’s newsletter is sent out daily to over 14,500 individuals in the industry, and we currently have 295 member companies actively using Wood Supply’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

directors, purchasing managers, production managers, and sales managers. Additionally, sales representatives and buyers in general are recipients, as they use the newsletter to stay updated on what is happening with their customers and suppliers.

All recipients of our newsletter are relevant stakeholders. We regularly contact key individuals in the industry by phone to ensure

that we are reaching the right audience with our newsletter. There is an ongoing turnover in newsletter recipients due to job changes and similar reasons.

We continuously remove recipients if we receive the newsletter back.



ONLINE VISITORS

76,633 visitors/month*



ONLINE VIEWS

123,529 views/month*



NEWSLETTER

Sent daily to 14,597 recipients



NEWSLETTER

Opening rate (unique opens) 41,34 %

* wood-supply.dk – maj 2023

Who reads Wood Supply?



More than

83%

of our readers have rated Wood Supply as a good or excellent media source.



More than

12%

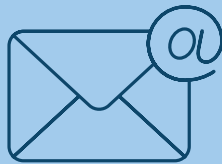
of our readers are employed in companies with more than 100 employees.



More than

87%

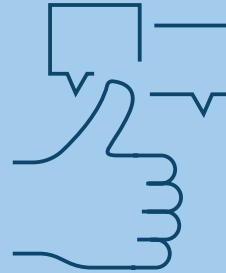
of our readers consider Wood Supply as their primary source of information about the wood and furniture industry.



More than

96%

of our readers believe it is important to receive Wood Supply's newsletter.



More than

65%

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



More than

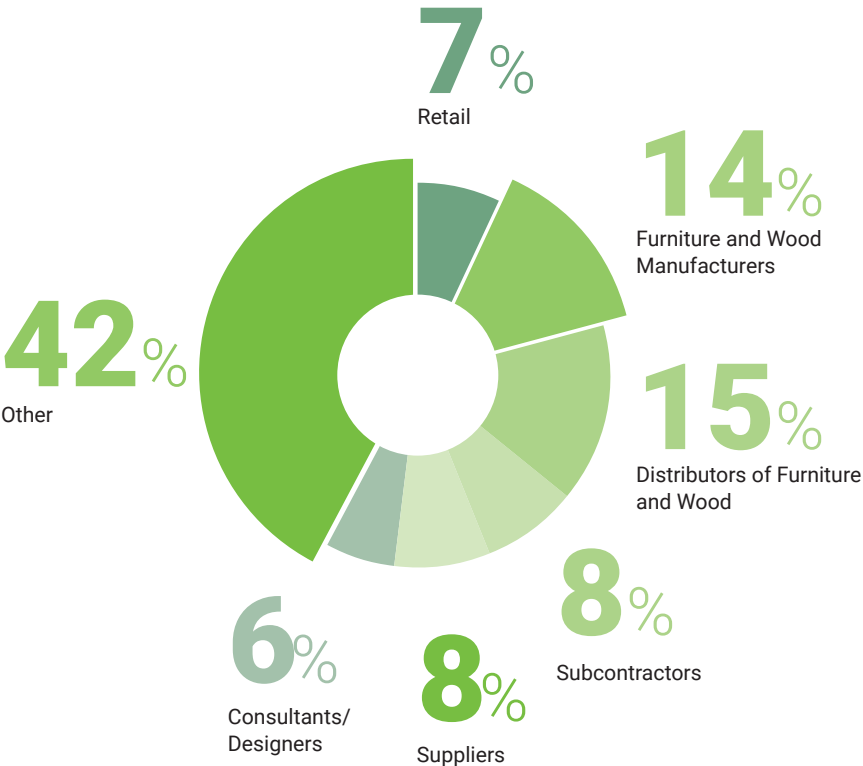
75%

of our newsletter recipients read half or all of the newsletter content daily.

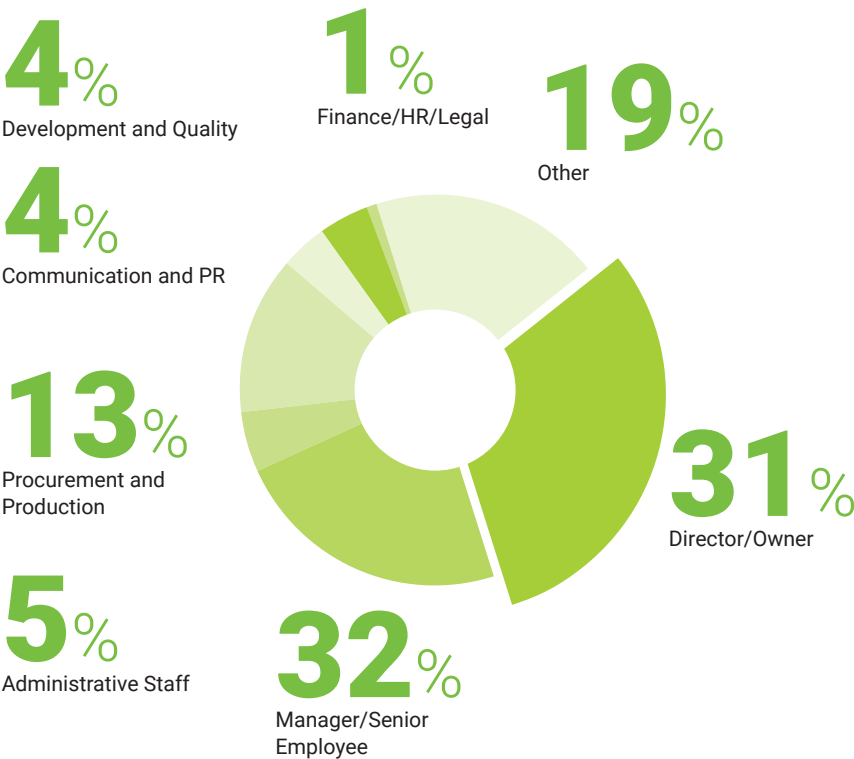
* Reader survey 2023

Target Audience

Distribution by Company Type



Distribution by Position

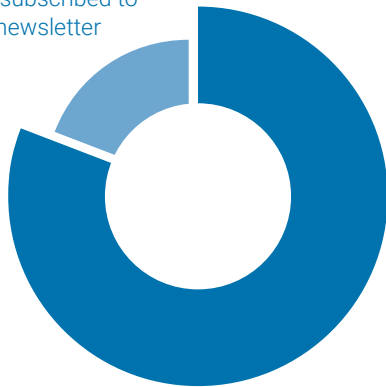


Precision of the target audience

Furniture manufacturers

20%

Not subscribed to
the newsletter



80%

Subscribed to
the newsletter



Online formats and specifications

Front page banner advertising

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 on page shifts. All banners can be either static or animated – HTML5, gif, or script – with the exception of the title banner.

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

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

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

Front page banner advertising



1) Top Banner
Format: W: 930 pixels x H: 180 pixels
Size: max. 70 kB
Front page + other pages 9,000 DKK



1.2) Billboard
Format: W: 980 pixels x H: 540 pixels
Size: max. 150 kB
Front page + other pages 17,000 DKK



2) Sticky banner*
Format: W: 240 pixels x H: 400 pixels
Size: max. 90 kB
Front page + other pages 4,500 DKK



3) Corner Banner*
Format: W: 200 pixels x H: 300 pixels
Size: max. 70 kB
Front page + other pages 3,000 DKK



4) Side banner*
Format: W: 200 pixels x H: 175 pixels
Size: max. 40 kB
Front page + other pages 2,500 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: 5,000 DKK
Front page pos. 5.2 - 5.4: 3,500 DKK



5) Campaign Banner 1&2 – Other
Format: W: 300 pixels x H: 250 pixels
Size: max. 70 kB
Other positions 5.1 - 5.3: 2,500 DKK
Other positions 5.2 - 5.4: 2,100 DKK



6) Giga banner 1&2
Format: W: 980 pixels x H: 250 pixels
Size: max. 150 kB
Front page pos. 6.1: 4,000 DKK
Front page pos. 6.2: 2,500 DKK

Banner advertising on the article page

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

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

The banners rotate with each page change. All banners can be either static or animated – HTML5, gif, or script – except for the title banner.

Animated banners are provided in the formats: .jpg, .gif, .png, or HTML5.

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

For technical specifications and conditions, please see the end 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..... 9,000 DKK



7) Article Banner
Format: W: 660 pixels x H: 200 pixels
Size: max. 100 kB
Article..... 4,000 DKK



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



2) Sticky banner*
Format: W: 240 pixels x H: 400 pixels
Size: max. 90 kB
Article..... 4,500 DKK



8) Campaign 1&2 – artikel
Format: W: 300 pixels x H: 250 pixels
Size: max. 70 kB
Article pos. 8.1: 5,000 DKK
Article pos. 8.2: 3,500 DKK



3) Corner banner*
Format: W: 200 pixels x H: 300 pixels
Size: max. 70 kB
Article..... 3,000 DKK



9) Title Banner
Format: W: 300 pixels x H: 60 pixels
Banner is static
Size: max 20 kB
Article..... 2,500 DKK



4) Side banner*
Format: W: 200 pixels x H: 175 pixels
Size: max. 40 kB
Article..... 2,500 DKK

Advertising in the newsletter

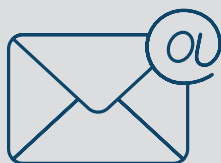
The newsletter is sent to the industry via email and is read by decision-makers, purchasers, and other professionals who wish to stay updated on the industry's most current news.

General specifications for the advertisements in the newsletter are:

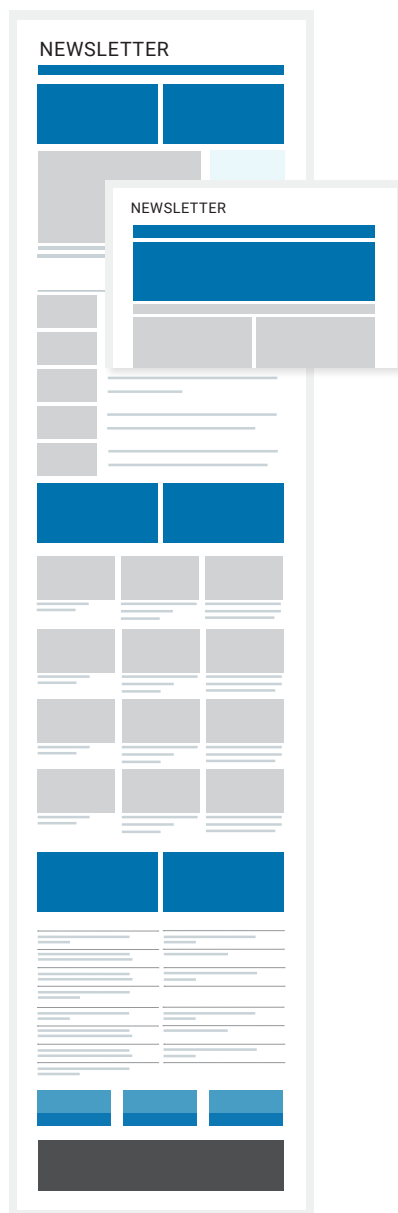
- Advertisements are static.
- Finished material should be submitted in the file formats: .jpg, .gif, or .png.
- The finished graphic file must not exceed 50 kB.

All prices are per week.

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



Over
96%
of our readers receive Wood Supply's newsletter.



Top Ad
Format: W: 400 x H: 200 pixels
Price per week:.....3.000 DKK



Top Ad Full Size
Format: W: 820 x H: 200 pixels
Price per week:..... 4.000 DKK



Streamer
Format: W: 820 x H: 28 pixels
Price per week:.....2.500 DKK



Mid Ad
Format: W: 400 x H: 200 pixels
Price per week:.....2.000 DKK



Mid Ad full size
Format: W: 820 x H: 200 pixels
Price per week:..... 3.000 DKK



Bottom Ad
Format: W: 400 x H: 200 pixels
Price per week:.....1.500 DKK

Bottom Ad full size
Format: W: 820 x H: 200 pixels
Price per week:..... 2.500 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.

PREFERRED 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 10 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.



Nordiske Mediers industry media in Denmark

Nordiske Medier is the largest media house in the Nordic region for industry-specific media. With our industry media, we cover all branches of the Nordic business community and reach many professional readers in various industries every day.



Learn more about all our industry media at nordiskemedier.dk

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