

A person with long hair, seen from behind, is standing in a clothing store. They are looking at a rack of white shirts. The store has a modern, minimalist aesthetic with a light-colored wall and a potted plant on the floor. A large, semi-transparent blue circle is overlaid on the left side of the image, containing the text.

Media information 2024

# RetailNews

A part of Nordiske Medier A/S

RetailNews

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## RetailNews

The goal of RetailNews is to provide a daily overview of what's happening in the retail industry, infused with unique news, knowledge, and perspectives. RetailNews delivers news about everything within the industry: we focus on retail news, top lists, market shares, winners and losers, individuals, e-commerce, supply chain management, digitalization, operations, customer behavior, trends and mega trends, finances, management, and new stores.

The primary target audience for RetailNews includes buyers at grocery store chains and store managers at major grocery stores. Additionally, the audience also comprises decision-makers in smaller stores as well as suppliers to grocery and retail businesses.

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[redaktionen@retailnews.dk](mailto:redaktionen@retailnews.dk)  
[www.retailnews.dk](http://www.retailnews.dk)

# Target Audience & Statistics

Facts about RetailNews

RetailNews in Numbers

Target Audiences – Online

# Facts about RetailNews

RetailNews’ newsletter is sent daily to over **13,600** individuals in the industry, and we currently have **103** member companies actively using RetailNews’ member portal in their daily operations.

The user profile and recipients of the newsletter are characterized by being decision-makers – primarily directors, procurement managers, produc-

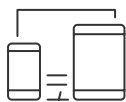
tion managers, and sales managers. Additionally, there are general sales representatives and buyers who use the newsletter to stay updated on what is happening with their customers and suppliers.

Our newsletter recipients are all relevant receivers. We regularly contact all key individuals in the industry by phone to ensure that we are

reaching the right target audience with our newsletter. There is continuous turnover in the recipients of the newsletters due to job changes and similar circumstances. We also remove recipients if we receive the newsletter back.



**ONLINE VISITORS**  
53,302 visitors/month \*



**ONLINE VIEWS**  
82,226 views/month\*



**NEWSLETTER**  
Sent daily to 13,617 recipients



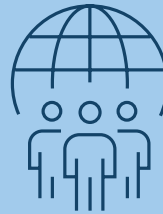
**NEWSLETTER**  
Open Rate (unique opens)  
40,54 %

\* retailnews.dk – may 2023

# Who reads RetailNews?



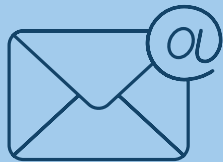
Over  
**72%**  
of our readers have rated  
RetailNews as a good media  
source



Over  
**36%**  
of our readers are employed in  
companies with more than 100  
employees

RetailNews

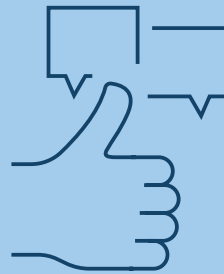
Over  
**68%**  
of our readers consider  
RetailNews as their primary  
media source



Over

94%

of our readers prefer to stay  
updated through the daily online  
news flow



Over

36%

of our readers prefer to stay  
updated through the daily online  
news flow



Over

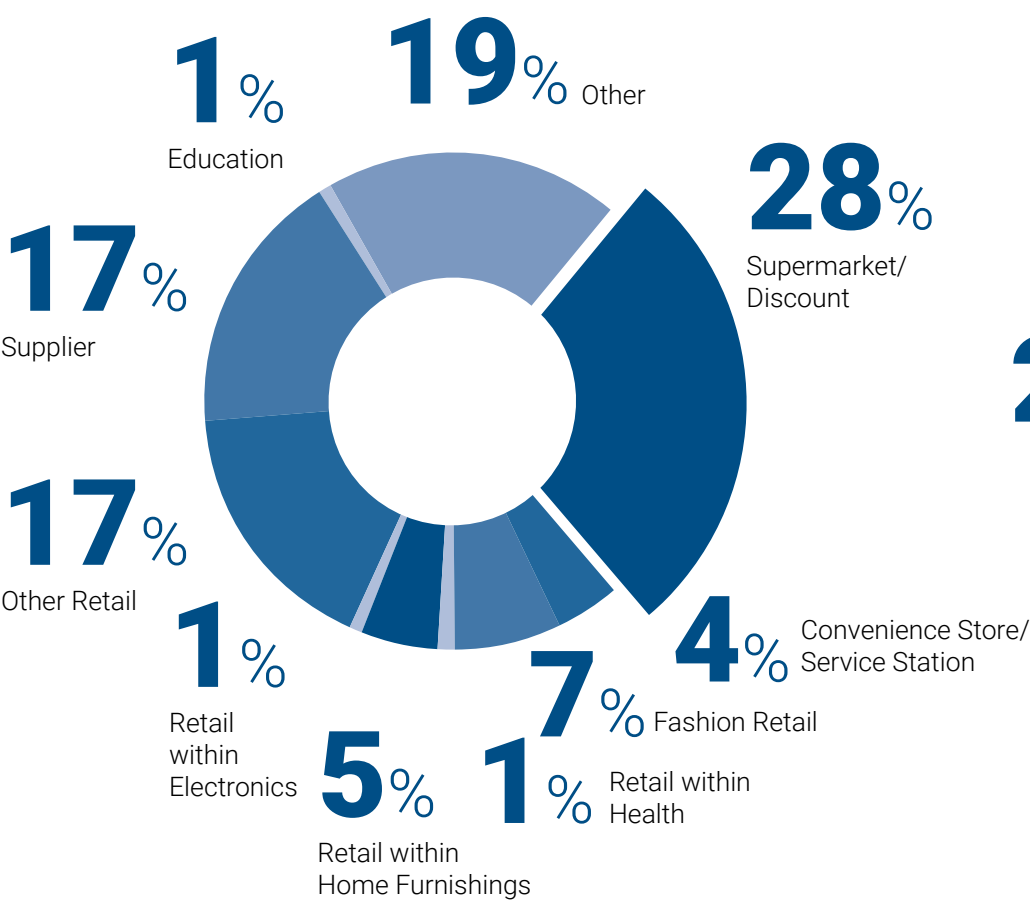
81%

of RetailNews' newsletter  
recipients read half or the entire  
newsletter daily

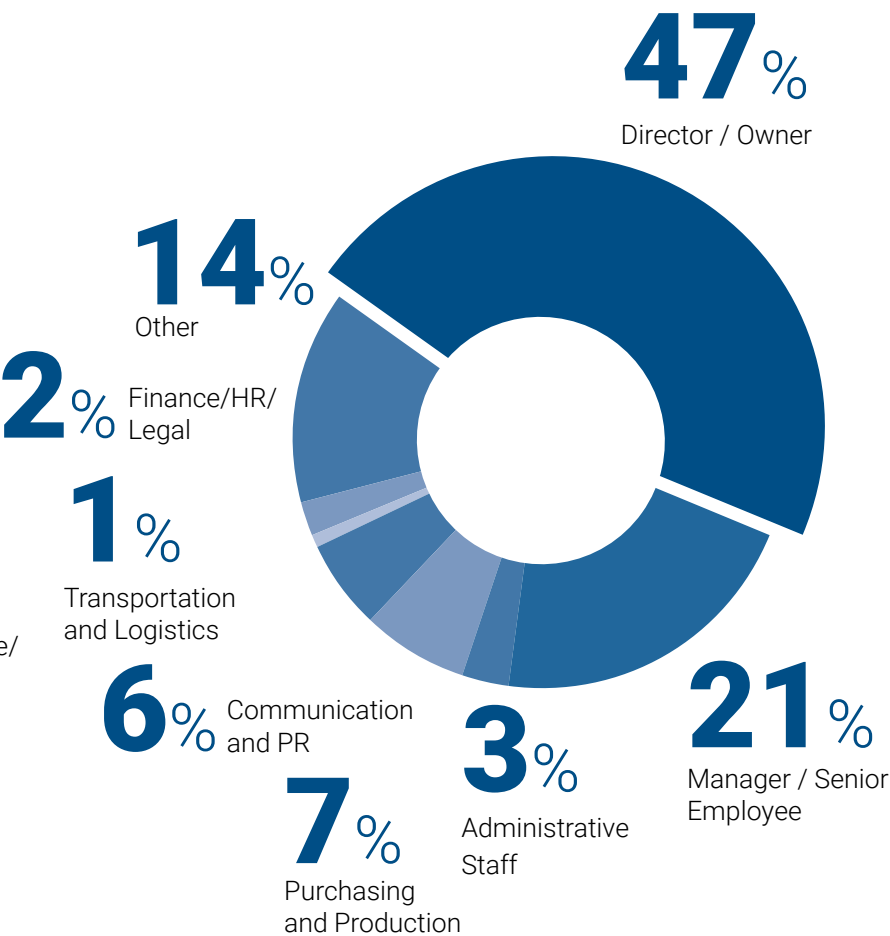
\* Reader Survey 2023

# Target Audience

Distribution Regarding Companies



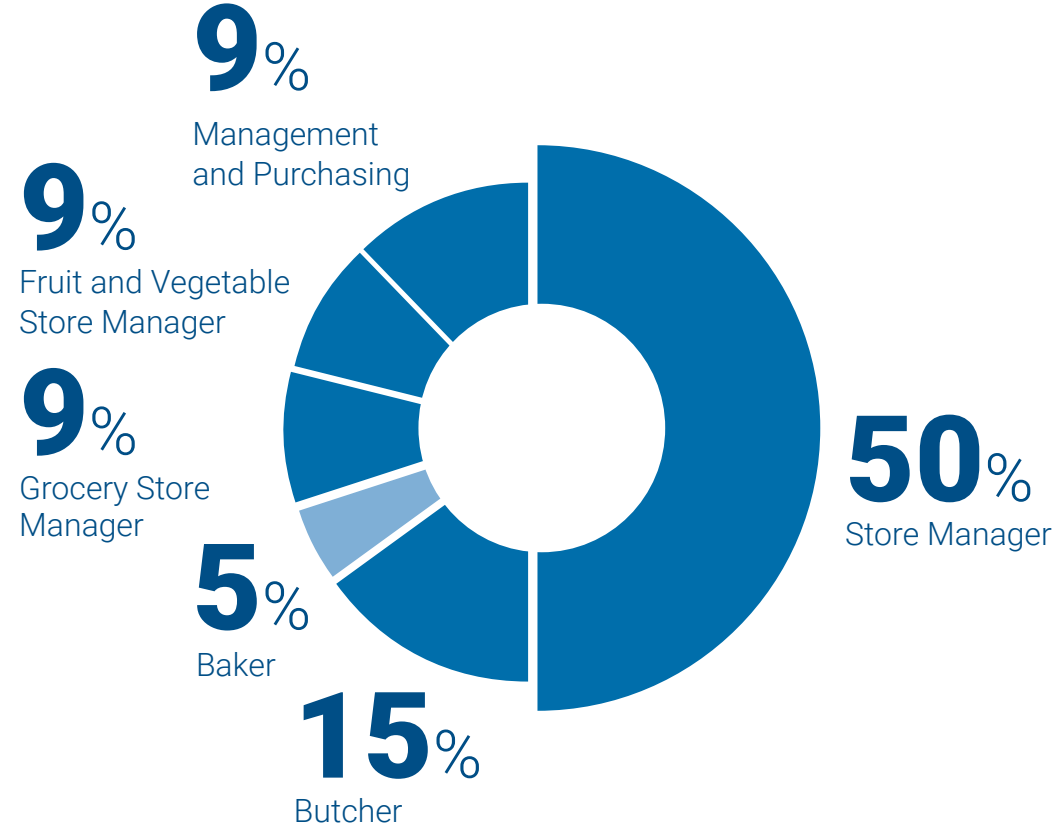
Distribution by Position



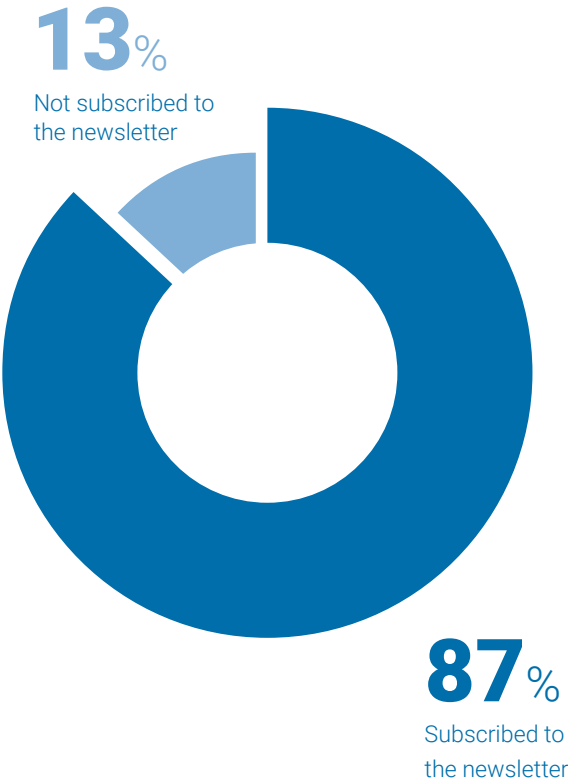


# Clarification of the Target Audience

Retail Trade



Other Retail



# 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 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 ..... 7,500 DKK



3) Corner banner\*  
Format: W: 200 pixels x H: 300 pixels  
Size: max. 70 kB  
Front Page + Other Pages ..... 4,750 DKK



4) Side banner\*  
Format: W: 200 pixels x H: 175 pixels  
Size: max. 40 kB  
Front Page + Other Pages ..... 1,400 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: ..... 5,750 DKK  
Front Page pos. 5.2 - 5.4: ..... 3,750 DKK  
5) Campaign Banner 1&2 – Other Pages  
Format: W: 300 pixels x H: 250 pixels  
Size: max. 70 kB  
Other Pages pos. 5.1 - 5.3: ..... 2,850 DKK  
Other Pages pos. 5.2 - 5.4: ..... 2,250 DKK



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



## Banner advertising on the article 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 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..... 5,000 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..... 7,500 DKK



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



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



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



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

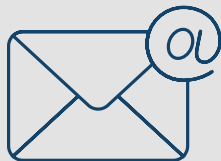
# Advertising in the newsletter

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.



Over  
**94%**  
of RetailNews readers receive  
RetailNews' newsletter.



## Top Ad

Format: W: 400 x H: 200 pixels

Price per publication: .... 2,000 DKK

## Full Size Top Ad

Format: W: 820 x H: 200 pixels

Price per publication: ... 4,000 DKK



## Streamer

Format: W: 820 x H: 28 pixels

Price per week: ..... 5,000 DKK



## Mid Ad

Format: W: 400 x H: 200 pixels

Price per publication: .... 1,500 DKK

## Full Size Mid Ad

Format: W: 820 x H: 200 pixels

Price per publication: ... 3,000 DKK



## Bottom Ad

Format: W: 400 x H: 200 pixels

Price per publication: .... 1,000 DKK

## Full Size Bottom Ad

Format: W: 820 x H: 200 pixels

Price per publication: ... 2,000 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.

## 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](mailto: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](mailto: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 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](https://omos.nordiskemedier.dk).

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Phone: +45 72 28 69 70  
Email: [info@nordiskemedier.dk](mailto:info@nordiskemedier.dk)  
CVR: 10150825