



# Søfart

## 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 MEDIER 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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## Søfart provides an overview, perspective, and knowledge

The industry-specific media Søfart delivers news, insights, and perspective to the Danish maritime industry. Søfart provides an ongoing look into the development of several branches in Blue Denmark and inspires new ways of thinking and further developments by sharing best practices.

Søfart prioritizes news coverage but is equally focused on going behind the news feed. Søfart provides a perspective and insight on the long-term tendencies that drive the development of Blue Denmark within the scope of business economy, technology, and policies. Søfart is the only maritime media that extensively covers Blue Denmark: We have our finger on the pulse when it comes to the development within the following niches in the industry: Shipping companies, ports, shipyards, equipment manufacturers, service companies, freight forwarders, and port companies. Our mission is to create inspiration and excitement among all actors within these sectors.

Below you can read more about some of the journalistic themes that will be the primary focus throughout 2021.

### Family-owned industry companies:

Oversight on what family-owned maritime companies that still exist in the Danish maritime cluster and how they look at the future and how the owners perceive the pros and cons of family-based management.

### Executive portraits:

The executives from the large and medium-large shipping companies elaborate on how they assess the longterm consequences of the crisis and how it can be turned into something positive.

### The port sector under development:

The Danish ports are in the middle of a grand consolidation. The volume of goods in the ports are staggering, and the port is fighting to find their place in the future port structure. But how will they handle such a challenge?

### Technology and innovation among maritime manufacturers:

The many tech-manufacturers in Blue Denmark have an important task at hand: They have to help shipping companies launch the first CO2 neutral ships on the sea within the coming decade. What do they have in the pipeline, and what strategy do the manufactures follow?



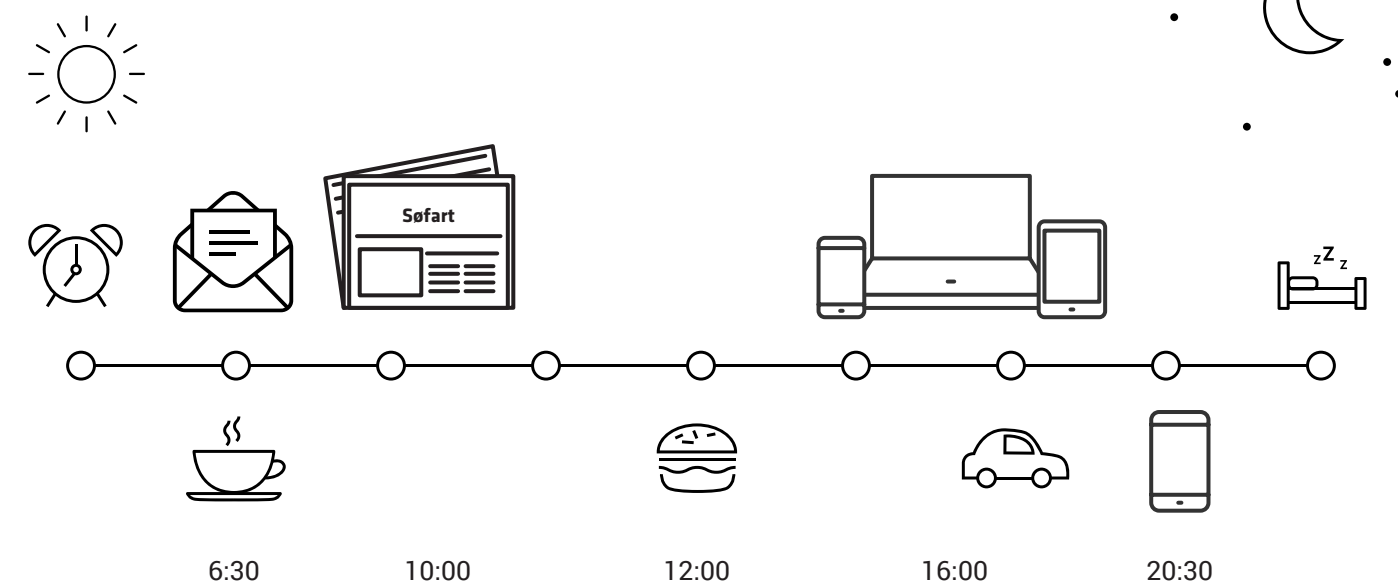
Contact Editor-in-Chief  
Nicolai Østergaard  
Direct telephone: +45 26 19 86 57  
Email: [nos@sofart.dk](mailto:nos@sofart.dk)

Contact the editors  
[red@sofart.dk](mailto:red@sofart.dk)

[www.sofart.dk](http://www.sofart.dk)

## Relevant and goal-oriented

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

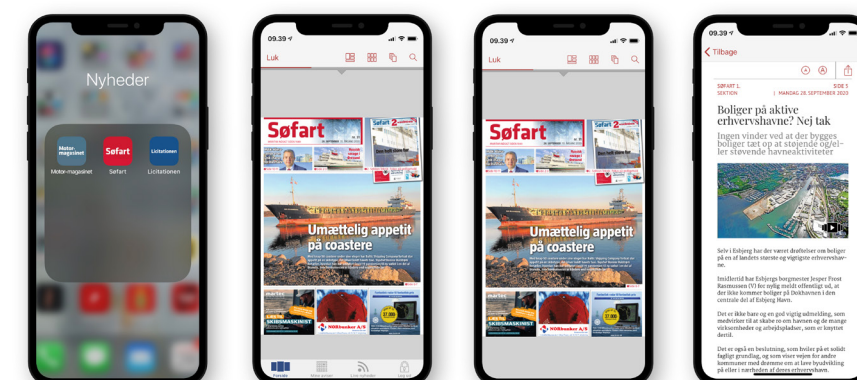


As a subscriber on Søfart, you can keep updated on industry news around the clock. With the Søfart app, you gain easy access to the e-newspaper and the latest news on your phone or iPad.

Search for Soefart in Google Play or App Store. You can also read Søfarts e-newspaper on your computer and keep yourself informed on the industry on [www.sofart.dk](http://www.sofart.dk)

### Contact

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

Søfart embraces the maritime industry in Denmark; from shipping companies, shipyards and ship to ports, carriers and maritime industry companies.

Our site is responsive and banners adapt to the screen it is shown on. Be aware that banners on the mobile site is readable on the different screens.

Soefart.dk has over **118.000 visitors** and **224.909 views** a month.

### Print

We focus on professional operators who all have one thing in common: A deep-seated interest for the shipping industry and Blue Denmark: Shipping companies, ship operators, ship brokers, port operators, offshore, shipping professionals, consignors, shipyards, equipment manufacturers, liner agencies, ship crews and ship managers.

### Newsletters

The newsletter is sent out daily to around 8.600 people and the portal is on average visited daily by between 3.500 and 4.500 unique users whom in average have 2 page views.

### 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.



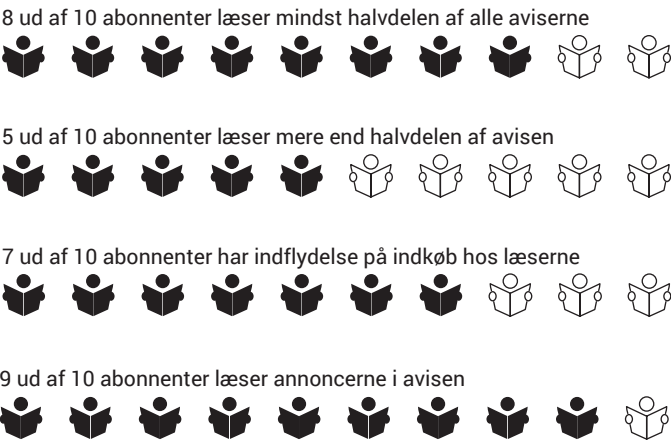
Target group and statistics

# Søfart in numbers

Søfart is Blue Denmark industry magazine, and advertisement in Søfart will precisely reach your target group. Søfart publishes interviews, case and industry-specific news targeted the maritime industry actors. We are a part of the industry, and the industry is a part of us.

**Target group**  
Søfarts target group consist of shipping companies, shipbrokers, ports, educational institutions in the industry, shipyards, maritime consultants, small and large maritime companies and their personnel, as well as others manufacturers and suppliers to shipping.

Hvem er vores abonnenter

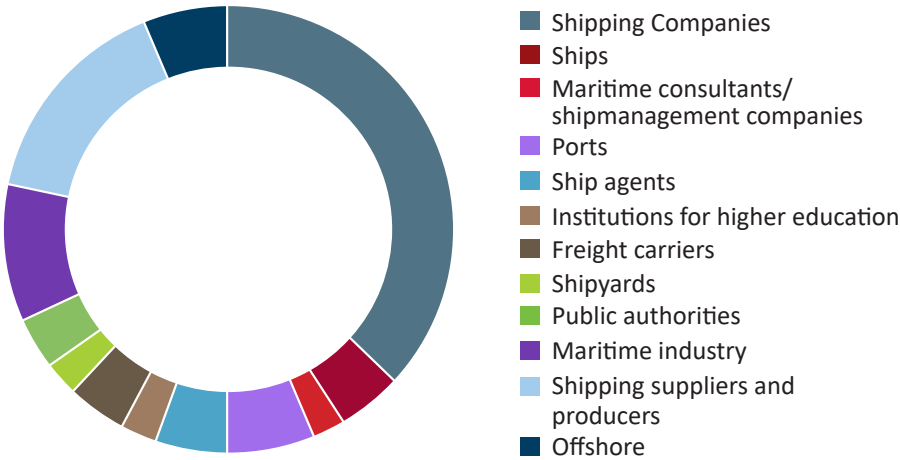


**Contact**  
If you have questions regarding marketing in our media, please contact us by e-mail: salg@nordiskemedier.dk or phone: 7228 6970 to hear about the possibilities.

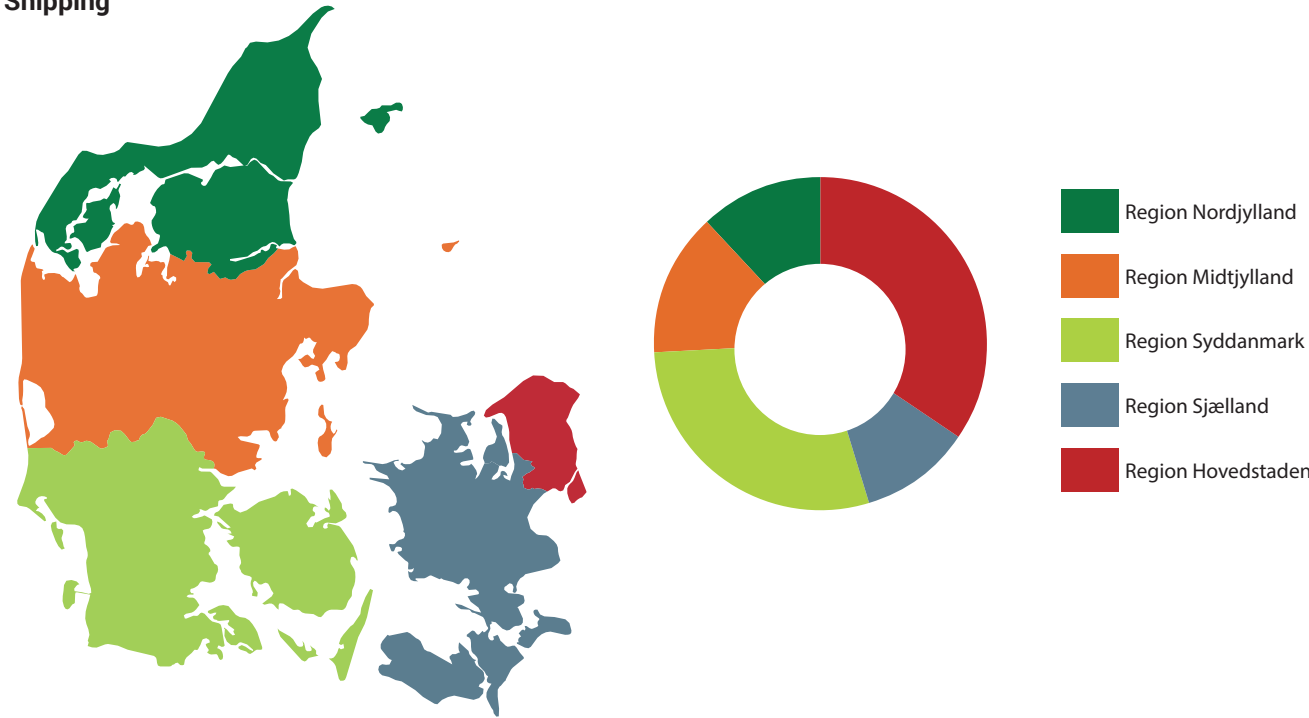
Target group for online og print

# Reader survey

The allocation of readers of the newsletter compared to the business.



Geographical distribution of recipients of Shipping



## 29.000\*\* readers

- anyone with an interest in your subject-specific industry

**TOTAL CIRCULATION**  
10.900\*

**READERSHIP**  
V/1 indentation  
29.801\*\*

**ONLINE VISITORS**  
118,908 visitors / 22,909 views / month \*\*\*

**NEWSLETTERS**  
Sent daily to 8,645 recipients \*\*\*.  
Opening rate 31.54% \*\*\*

\* Print run and e-newspaper  
\*\* Reader survey September 2020.  
\*\*\* soefart.dk



## 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.



## Super themes

In the monthly 2. section "Teknik" we dive into technical niches and inspire actors and technology suppliers with new trends. In 2021 we will cover the following themes:

### January

The SMM-exhibition in Hamburg (Exhibition takes place from 2nd to the 5th of February 2021): What is on the agenda during the global maritime industry taste-maker exhibition and how are Danish companies positioned and what new technologies and project will be presented?

### February

Ports in development  
How are Danish ports developing their business, what new technologies are they working with, and what global mega trends are affecting the industry?

### March

Green transition  
What products are offered by the Danish maritime companies to shipping companies to solve their challenges regarding green transitioning?

### April

Blue Future  
Provides the youth with a complete overview of educational opportunities in the maritime industry via interviews and portrait of young people who inspire and guide.

### May

Nor Shipping 2021  
(Exhibition takes place from the 1st to the 4th of June 2021)  
The Norwegian exhibition is a natural centre for describing new tendencies in the maritime sector. What is on the agenda during the global maritime industries leading exhibition and how are Danish companies positioned and what technologies and project will they present?

June

Service and Maintenance and Oil and Application  
How do Danish suppliers work with service and maintenance of the Danish ships and what are their oil and application techniques? How does the industry view the development and what do the large motor manufacturers say?

### August

Ship renovation, decor, and accommodation  
How do Danish companies work within these niches with future mega trends?

### September

The Danish Shipyards  
News and tendencies in the services delivered to customers by Danish shipyards.

### October

Marine motors and gears  
Status report from the field of Danish suppliers of marine motors and gears.

### November

Esbjerg Port  
Status account from the leading port on Jylland's west coast.

### December

North Jutland Maritime Cluster  
Status report from one of the Danish maritime industries strongest clusters.

### In addition:

Two special sections concerning regional maritime clusters:  
1: The maritime cluster on Fyn.  
2: Zealand's maritime clusters.

Two special sections about Danish ports  
1: Hirtshal's port  
2: Fredrikshavn's port



Themes – Søfart

Søfart	Publication	Deadline	Søfart Technic	Special edition
Søfart nr. 1	11-01-21	04-01-21		
Søfart nr. 2	18-01-21	11-01-21		
Søfart nr. 3	25-01-21	18-01-21	SMM Hamburg	
Søfart nr. 4	01-02-21	25-01-21		
Søfart nr. 5	08-02-21	01-02-21		
Søfart nr. 6	15-02-21	08-02-21		
Søfart nr. 7	22-02-21	15-02-21	Havne i udvikling	AD TEST
Søfart nr. 8	01-03-21	22-02-21		
Søfart nr. 9	08-03-21	01-03-21		
Søfart nr. 10	15-03-21	08-03-21		Den maritime klynge på Fyn
Søfart nr. 11	22-03-21	15-03-21		
Søfart nr. 12	29-03-21	22-03-21	Grøn omstilling	
Søfart nr. 13	12-04-21	31-03-21		
Søfart nr. 14	19-04-21	12-04-20		
Søfart nr. 15	26-04-21	19-04-21	Blue Future / Uddannelse	
Søfart nr. 16	03-05-21	23-04-21		
Søfart nr. 17	10-05-21	03-05-21		
Søfart nr. 18	17-05-21	10-05-21		
Søfart nr. 19	25-05-21	17-05-21		
Søfart nr. 20	31-05-21	21-05-21	Norshipping	
Søfart nr. 21	07-06-21	31-05-21		Hirtshals Havn
Søfart nr. 22	14-06-21	07-06-21		
Søfart nr. 23	21-06-21	14-06-21	Service og vedligehold, olie og smøreteknik	
Søfart nr. 24	09-08-21	02-08-21		
Søfart nr. 25	16-08-21	09-08-21		
Søfart nr. 26	23-08-21	16-08-21		
Søfart nr. 27	30-08-21	23-08-21	Skibsrenovering, indretning og aptering	
Søfart nr. 28	06-09-21	30-08-21		
Søfart nr. 29	13-09-21	06-09-21		
Søfart nr. 30	20-09-21	13-09-21		Den Sjællandske maritime klynge
Søfart nr. 31	27-09-21	20-09-21	De danske værfter	
Søfart nr. 32	04-10-21	27-09-21		
Søfart nr. 33	11-10-21	04-10-21		
Søfart nr. 34	18-10-21	11-10-21		Frederikshavn Havn
Søfart nr. 35	25-10-21	18-10-21	Marine, motorer og gear	
Søfart nr. 36	01-11-21	25-10-21		
Søfart nr. 37	08-11-21	01-11-21		
Søfart nr. 38	15-11-21	08-11-21		
Søfart nr. 39	22-11-21	15-11-21		
Søfart nr. 40	29-11-21	22-11-21	Esbjerg Havn	
Søfart nr. 41	06-12-21	29-11-21		
Søfart nr. 42	13-12-21	06-12-21	Nordjyllands Maritime Klynge	

Formats – Print

**A. DOUBLE PAGE 4 Colours**  
Format: W:546xH:365 mm  
Main paper.....49,850 DKK  
Technology.section.....39,850 DKK

**B. 1/1 Side 4 Colours**  
Format: W:266xH:365 mm  
Main paper.....29,950 DKK  
Technology.section.....23,450 DKK

**C. 1000 mm 4 Colours**  
Format: W: 176xH:250 mm  
Main paper.....22,450 DKK  
Technology.section.....18,450 DKK

**D. 1/2 side page portrait 4 Farver**  
Format: W:266xH:180mm  
**D. 1/2 page oblong 4 Colours**  
Format: W:131xH:365mm  
Main paper.....19,450 DKK  
Technology.section.....15,450 DKK

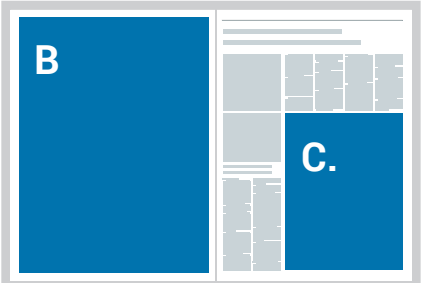
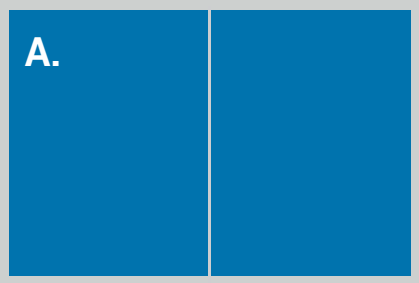
**E. 1/4 page portrait 4 Colours**  
Format: W: 131xH:180mm  
**E. 1/4 page oblong 4 Colours**  
Format: W: 266xH:90mm  
Main paper.....11,750 DKK  
Technology.section.....9,750 DKK

**F. 1/8 page 4 Colours**  
Format: W: 131xH:90mm  
Main paper.....8,150 DKK  
Technology.section.....6,150 DKK

**G. 1/6 side 4 Colours**  
Format: W: 86xH:175mm  
Main paper.....9,250 DKK  
Technology.section.....7,150 DKK

**Other formats 4 Colours**  
Format: W: 86 x H100 BLOK  
Main paper .....6,450 DKK  
Technology.section.....5,150 DKK

**Other formats 4 Colours**  
Main paper  
4 pagers .....69,850 DKK  
8 pagers .....89,850 DKK  
12 pagers .....99,850 DKK



**Other formats**  
Advert in mm:  
Main paper.....22 DKK  
Advert in mm:  
Technology.section.....16 DKK

**BIND-IN IN MAIN PAPER**  
Forside.....100%  
Pagers 3.....30%  
Pagers 5.....20%  
Bagsiden.....50%  
*All prices exclude VAT*

**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

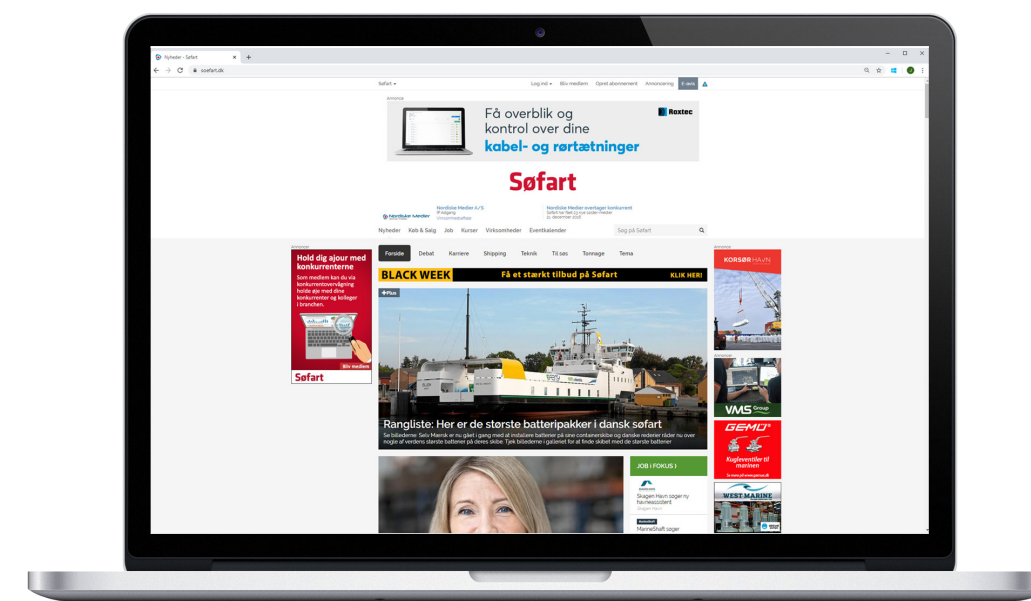
# Make your business noticed on our digital platforms

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 "Do-it-yourself"**  
14,800 DKK./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

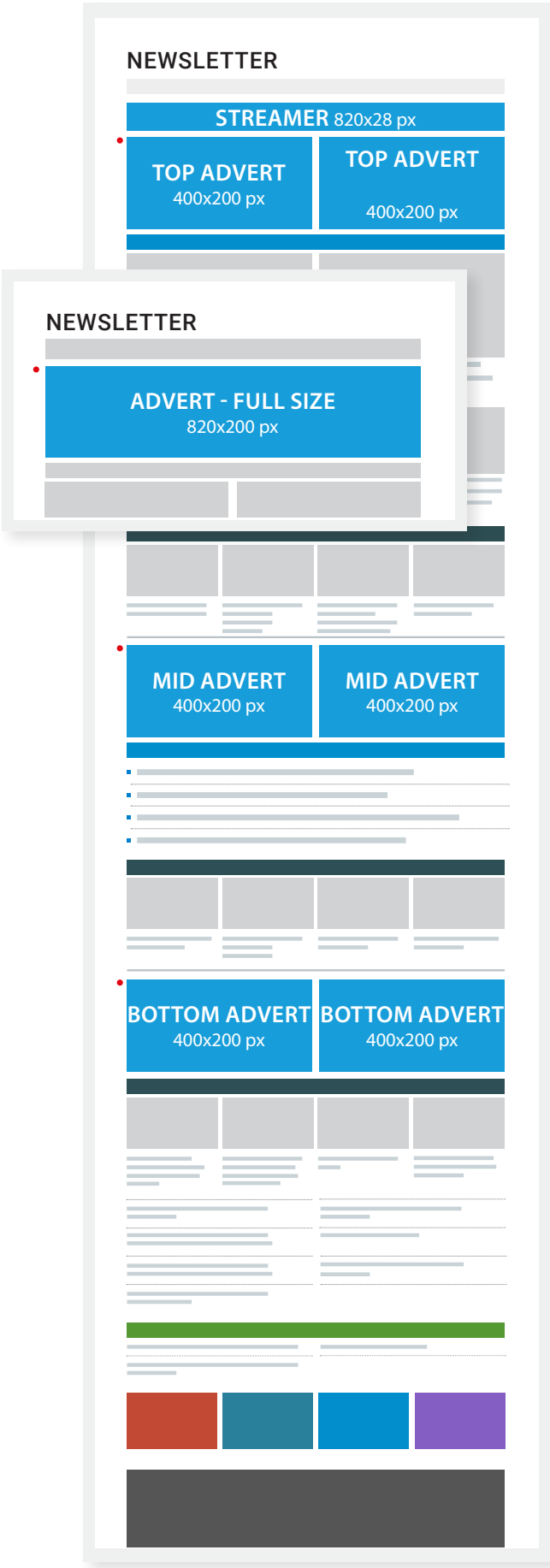
**Membership+**  
21,800 DKK./year

Adv – newsletter

The advertisements in the newsletter are so significant that almost every reader notice them. Søfart is published once a day, at lunchtime.

<b>Streamer</b> Format: W: 820 x H:28 pixels Price per announcement: .....	5,000 DKK
<b>Top advert Full Size</b> Format: W: 820 x H: 200 pixels Price per announcement: .....	4,000 DKK
<b>Top advert</b> Format: W: 400 x H: 200 pixels Price per announcement: .....	2,000 DKK
<b>Mid advert Full Size</b> Format: W: 820 x H: 200 pixels) Price per announcement: .....	3,000 DKK
<b>Mid advert</b> Format: W: 400 x H: 200 pixels) Price per announcement: .....	1,500 DKK
<b>Bottom advert Full Size</b> Format: W: 820 x H: 200 pixels) Price per announcement: .....	2,000 DKK
<b>Bottom advert</b> Format: W: 400 x H: 200 pixels) Price per announcement: .....	1,000 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

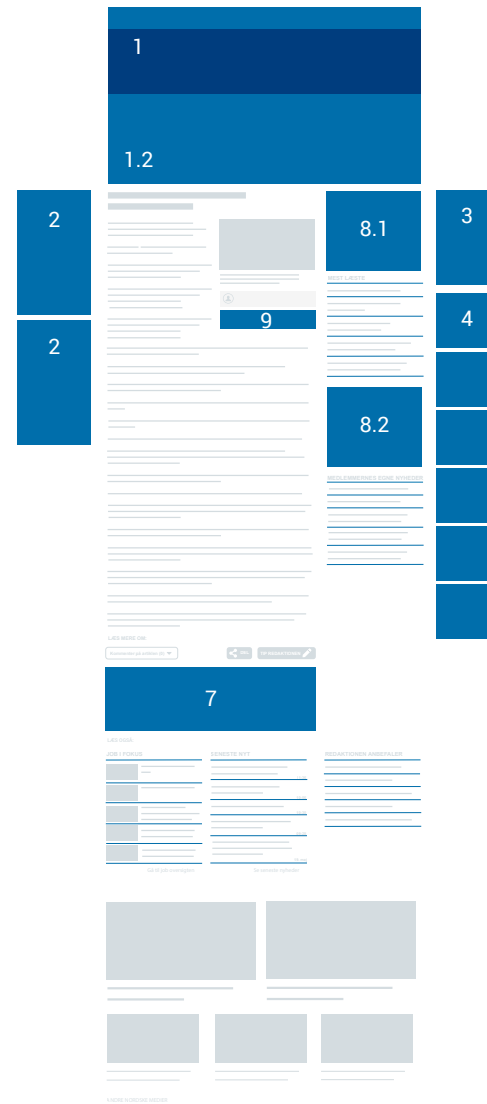


# Advertisement – Banner

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 ..... 9,000 DKK

Front page + other sections ..... 9,000 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 ..... 17,000 DKK

Front page + other sections ..... 17,000 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 ..... 7,500 DKK

Front page + other sections ..... 7,500 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 ..... 4,750 DKK

Front page + other sections ..... 4,750 DKK

## 5) Campaign banner - Frontpage

Format: W: 300 pixels x H: 250 pixels

Size: max. 70 kB

Front page pos. 1: ..... 5,750 DKK.

Front page pos. 2: ..... 3,750 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: ..... 5.750 DKK./3.750 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: ..... 2,850 DKK./2,250 DKK.

## 4) Side banner

Format: W: 200 pixels x H: 175 pixels

Type: Static or animated

Size: max. 40 kB

Forside + de øvrige sider eller Artikel ..... 1,400 DKK.

## 7) Article banner

Format: B: 660 pixels x H: 200 pixels

Size: max. 100 kB

Price: ..... 5,000 DKK.

## 6) Giga banner 1&2

Format: B: 980 pixels x H: 250 pixels

Size: max. 150 kB

Front page pos. 1: ..... 3,550 DKK.

Front page pos. 2: ..... 1,900 DKK.

## 9) Titelbanner – Articles

Format: B: 300 pixels x H: 60 pixels

Type: Static banner

Size: max 20 kB

Price: ..... 9,500 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

# 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 display 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 Kombi**

- Entire "JOB I FOKUS" package
- Entire period (max 30 days) on side banner
- 2 days displays in newsletter (mid- or bottom ads)
- 1 teaser ad (86x100 mm) in Søfart
- Production of ads
- Result guarantee: Free re-advertisement in "JOB I FOKUS" if the right candidate is not found

10,950 DKK

**Robotscreening / Crawling**

Automatic scanning, so all your job ads automatically appear on soefart.dk

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](mailto:jobannoncer@nordiskemedier.dk)

Search Engine Optimization

# Reach the top of Google



**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 [soefart.dk](http://soefart.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](mailto: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](http://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](http://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](mailto:info@nordiskemedier.dk)

[www.nordiskemedier.dk](http://www.nordiskemedier.dk)