



Media information 2024

# Jern-Maskinindustrien

A part of Nordiske Medier A/S

**Jern-Maskinindustrien**

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## Jern-Maskinindustrien

Jern-Maskinindustrien caters to anyone seeking a serious insight into the Danish industrial sector, and those who wish to stay ahead in an industry that is constantly changing. We write for and about professional players, all of whom share one common passion: a deep interest in industrial production, whether it's as a metalworking subcontractor, machinery manufacturer, or machine builder.

Jern-Maskinindustrien journal focuses on new trends, technologies, and opportunities, as well as the challenges the industry faces. We conduct interviews with industry leaders and provide inspiration, solutions, knowledge, market insights, and key figures to our readers.

Jern-Maskinindustrien also consists of several special sections and special publications.

Among them, you will find:

Hvem er Hvem i jern- og metalindustrien.  
Industriens Top100.  
Dansk Verdensklasse.

**Contact:** Editor, Mikkel Eklund  
Direct phone: +45 99 35 39 92  
Email: mek@nordiskemedier.dk

**Contact the editorial team:**  
Email: redaktionen@jernindustri.dk  
Website: www.jernindustri.dk

# Target Audience & Statistics

Facts about Jern-Maskinindustrien

Jern-Maskinindustrien in Figures

Target Audience - Print

Target Audience - Online

# Facts about Jern-Maskinindustrien

Jern-Maskinindustrien is an industry-specific media with 28,000 print readers and a total circulation of 25,264 copies.

Jern-Maskinindustrien’s newsletter is sent daily to over 19,100 individuals in the industry, and we currently have 121 member companies actively using Jern-Maskinindustrien’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 by being decision-makers, primarily directors, procurement managers, production managers, and sales managers. Additionally, salespeople and purchasers, in general, use the newsletter to stay updated on what’s happening with their customers and suppliers.

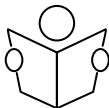
All our newsletter recipients are relevant. We

continually contact all key figures in the industry by phone to ensure that we are reaching the right target audience with our newsletter. There is a continuous turnover in the recipients of the newsletters due to job changes and similar reasons.

We unsubscribe recipients if we receive the newsletter back.



**TOTAL CIRCULATION**  
25.264 \*



**READERSHIP**  
At 1 Insertion  
25.000 \*\*



**ONLINE VISITORS**  
33.512 visitors/month\*\*\*



**ONLINE VIEWS**  
49.057 views/month\*\*\*



**NEWSLETTER**  
Sent to  
19,129 recipients \*\*\*



**NEWSLETTER**  
Open Rate  
(unique opens) 31.21%

\*Print circulation and e-paper    \*\* Source: Index Danmark Gallup, full year 2022/2023    \*\*\* jernindustri.dk – May 2023

# Who reads Jern-Maskinindustrien?



More than

**79%**

of our readers have rated  
Jern-Maskinindustrien as either  
a good or an excellent  
media.



More than

**32%**

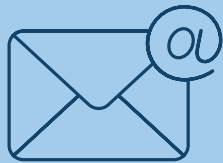
of our readers are employed in a  
company with more than  
100 employees.



More than

**65%**

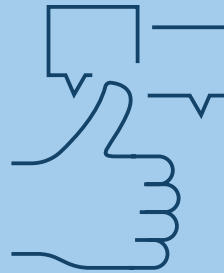
of those who read  
Jern-Maskinindustrien also read  
Metal Supply.



More than

60%

of our readers believe it is  
important to receive  
Jern-Maskinindustrien's newsletter.



More than

33%

of our readers prefer to stay  
updated through  
Jern-Maskinindustrien's news  
feed.



More than

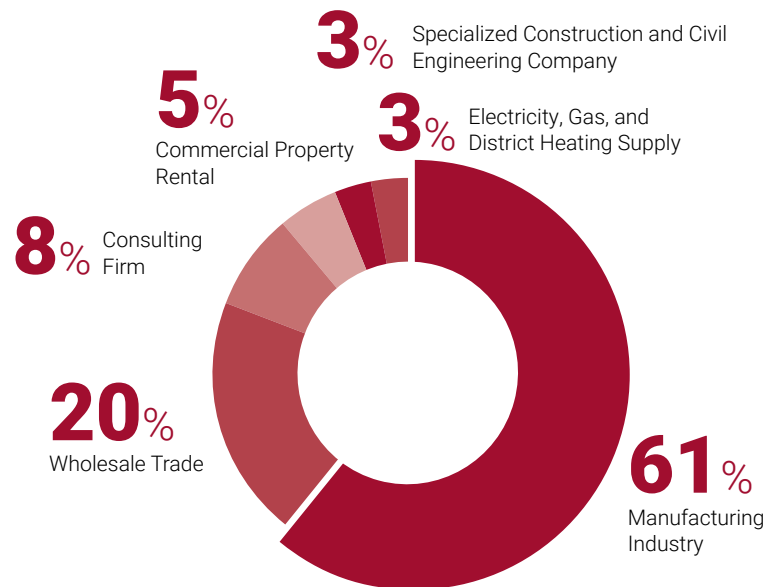
65%

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

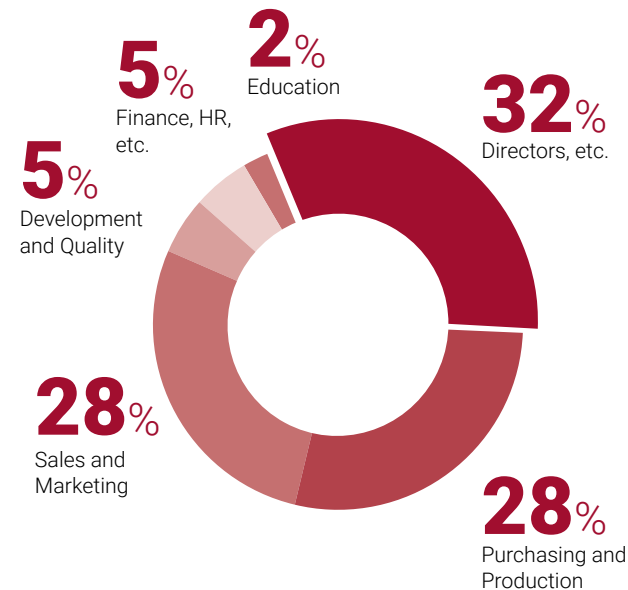
\*Reader survey 2023

## Target audience - Print

Distribution in relation to companies



Distribution in relation to job positions



More than  
**85%**  
of Jern-Maskinindustrien's  
largest reader demographic is  
51-61 years old.

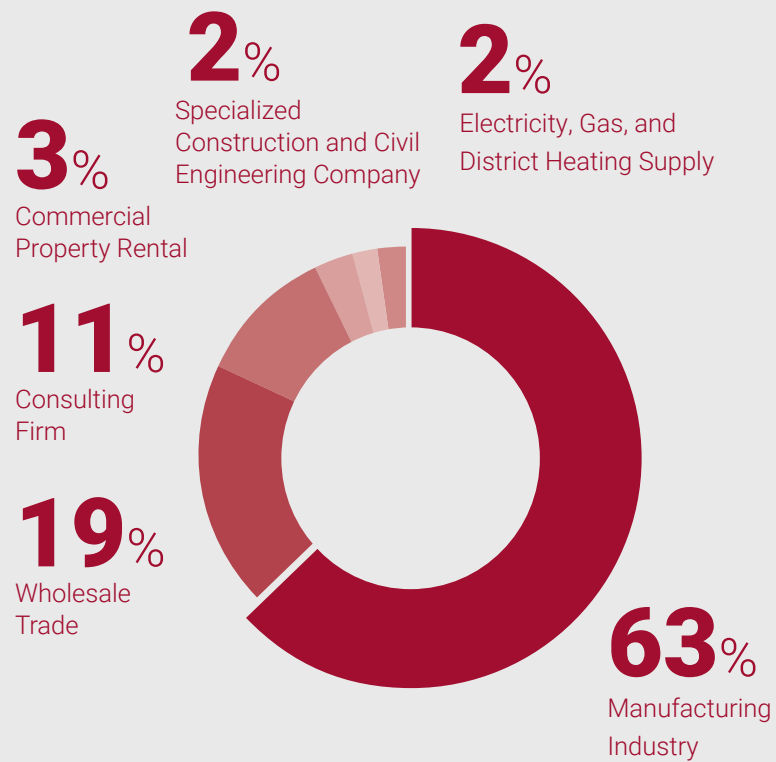
More than  
**44%**  
of Jern-Maskinindustrien's  
readers believe that the most  
important aspect of being a  
subscriber is being able to read  
the physical newspaper and the  
e-paper online

More than  
**83%**  
of Jern-Maskinindustrien's  
readers consider the e-paper to  
be the most important element  
in their subscription.

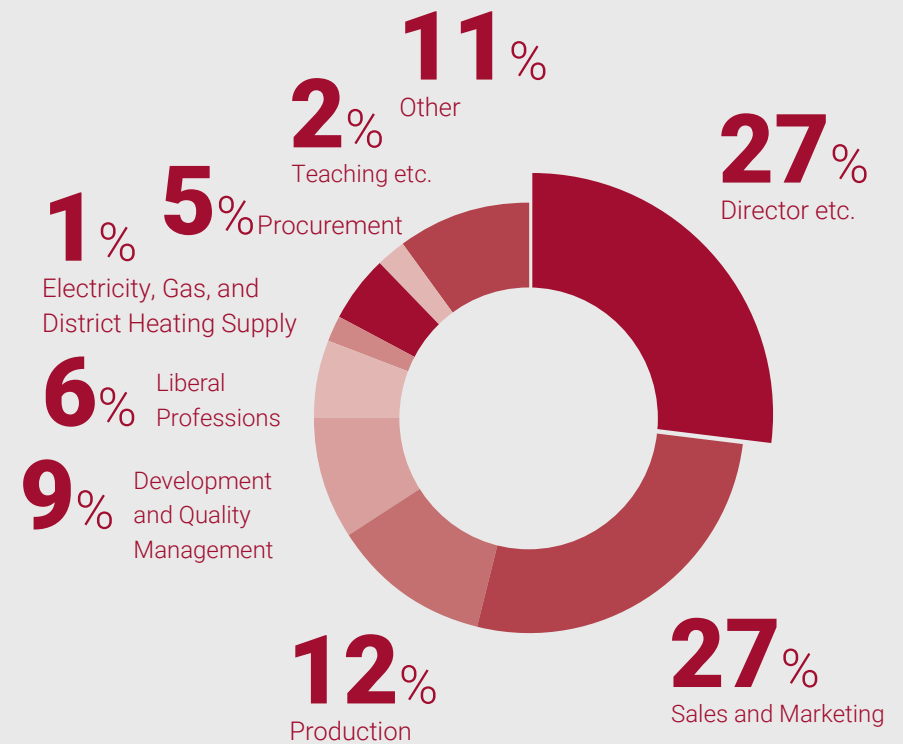


## Target audience - Online

Distribution in relation to companies



Distribution in relation to job positions



## Print Publications

# Editorial Sections and Content

Jern-Maskinindustrien caters to anyone seeking a profound insight into the Danish industrial sector and those aiming to stay ahead in an industry that is constantly evolving. We write for and about professional players, all sharing one commonality: a profound interest in industrial production, whether as metalworking subcontractors, machinery manufacturers, or machine builders.

Jern-Maskinindustrien's trade journal focuses on new trends, technologies, and opportunities, as well as the challenges the industry faces. We feature interviews with industry leaders and provide inspiration, solutions, knowledge, market insights, and key figures to our readers. Jern-Maskinindustrien also includes several special sections and special publications. Among them, you'll find:

### Hvem er Hvem i jern- og metalindustrien

- Industriens Top100
- Dansk Verdensklasse
- Magasinet Overflade
- Den Grønne Industri



### Jern-Maskinindustrien

Jern-Maskinindustrien's main newspaper is published as a physical print 18 times a year, but the e-paper version is available online the day before.

**Check** the publication schedule online for details.

# Jern-Maskinindustriens publications

## Section 2



MaskinFokus  
Published: 18 times a year



Automation/Procesteknik  
Published: 6 times a year

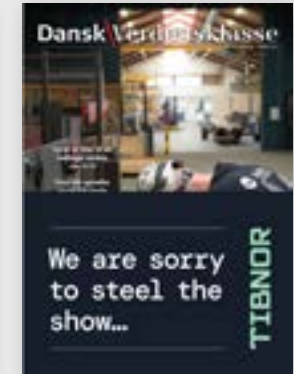


Magasinet Robot/R-24  
Published: March 15, 2024

## Tillæg



Magasinet Overflade  
Published 2 times a year



Dansk Verdensklasse  
Published: June 21, 2024  
Deadline: June 11, 2024

## Magazines



Den Grønne Industri  
Published on May 31 and  
October 31, 2024



HVEM ER HVEM  
Published: April 26, 2024  
Deadline: April 16, 2024



Metalindustriens Top 2024  
Published: December 6, 2024  
Deadline: November 26, 2024



Automatik  
Published: August 30, 2024

## Trade Fair Publications in 2024:

### Trade Shows

R24 March 13 - 15  
European Robotics Forum March 13 - 15  
Hannover Messe April 22 - April 26  
DIRA/Robotbrag May 31  
Automatik September 10 - 12  
Foodtech October 1 - 3  
VTM-Messe Date to be announced  
EMO Hannocer Date to be announced

## 2nd section

# Focus and In-Depth Coverage

In each publication, Jern-Maskinindustrien places extra focus on a current theme, delving deeper into that specific topic.

### **Machining**

We focus on the latest technologies in metalworking, including turning and milling, following the advancements in CNC machines and cutting tools.

### **Sheet Metal Processing**

We emphasize cutting, bending, and joining techniques, including welding and riveting. You can read about the developments in fully automated sheet metal processing, including technologies like laser cutting and punching.

### **Welding**

We spotlight new trends in welding, covering the latest developments in robot welding, welding in stainless steel, and welding in thick materials.

### **Green Transition**

The Green transition is no longer just a topic of discussion in the metal industry. Action is being taken, with investments in energy optimization, recycling, and other initiatives to reduce CO<sup>2</sup> emissions. Under the theme of Green Transition, we write about the latest developments and inspire further steps toward sustainability.



# Automation/Process Technology focuses on the automation industry.

Automation/Process Technology shines a spotlight on the automation industry, machine builders, and the trends shaping the industry and its customers in everything from the process and food industries to the medical and energy sectors.

Published 6 times in 2024.

	Publication	Deadline
Automation/Process Technology No. 1	02-02-24	23-01-24
Automation/Process Technology No. 2	12-04-24	02-04-24
Automation/Process Technology No. 3	31-05-24	21-05-24
Automation/Process Technology No. 4	30-08-24	20-08-24
Automation/Process Technology No. 5	11-10-24	01-10-24
Automation/Process Technology No. 6	22-11-24	12-11-24



We cater to:

- Machine Workshops
- Suppliers to the iron and machinery industry

**MASKIN  
FOKUS**

- Automation Companies
- Process Plants
- Machine Builders
- Robot Manufacturers and Integrators
- Responsible for Production Lines across the industry

**Automation  
| Process |  
Technique**

# Focus on Machine Workshops and Machinery Suppliers

Maskinfokus is a part of Jern-Maskinindustrien's main newspaper.

Here, the editorial team focuses on technology:

- Machining
- Sheet Metal Processing
- 3D Metal Printing
- Software, etc.

Maskinfokus is specifically targeted towards:

- Machine Workshops
- Machinery Suppliers

Published 18 times in 2024.



MaskinFokus	Publication	Deadline	
MaskinFokus No. 1	12-01-2024	02-01-2024	Machining
MaskinFokus No. 2	02-02-2024	23-01-2024	Sheet Metal Processing
MaskinFokus No. 3	23-02-2024	13-02-2024	Machining
MaskinFokus No. 4	15-03-2024	05-03-2024	Sheet Metal Processing
MaskinFokus No. 5	12-04-2024	02-04-2024	Machining
MaskinFokus No. 6	26-04-2024	16-04-2024	Sheet Metal Processing
MaskinFokus No.7	10-05-2024	30-04-2024	Machining
MaskinFokus No.8	31-05-2024	21-05-2024	Sheet Metal Processing
MaskinFokus No. 9	21-06-2024	11-06-2024	Machining
MaskinFokus No. 10	16-08-2024	06-08-2024	Sheet Metal Processing
MaskinFokus No. 11	30-08-2024	20-08-2024	Machining
MaskinFokus No. 12	13-09-2024	03-09-2024	Sheet Metal Processing
MaskinFokus No. 13	27-09-2024	17-09-2024	Machining
MaskinFokus No. 14	11-10-2024	01-10-2024	Sheet Metal Processing
MaskinFokus No. 15	25-10-2024	15-10-2024	Machining
MaskinFokus No. 16	08-11-2024	29-10-2024	Sheet Metal Processing
MaskinFokus No. 17	22-11-2024	12-11-2024	Machining
MaskinFokus No. 18	06-12-2024	26-11-2024	Sheet Metal Processing



Hvem er Hvem

# Influential Figures in the Metal and Machinery Industry

Here, you get a complete overview with a personnel gallery, key figures, and contact information for executives and decision-makers in the top 100 companies in the industry.

## Divided into categories

- Machinery and Metal Companies
- Subcontractors.

You can also find Hvem er hvem in the metal and machinery industry digitally at [jernindustri.dk/hvemerhvem/](https://jernindustri.dk/hvemerhvem/), which is continuously updated. As a subscriber to Jern-Maskinindustrien, you have access throughout the year.

Published on April 26, 2024.

Deadline: April 2, 2024.







# Print Formats

## A. Double Page

Format: W: 546xH: 365 mm  
Main Newspaper ..... DKK 49,850  
Special Sections ..... DKK 39,850

## B. 1/1 Page

Format: W: 266xH: 365 mm  
Main Newspaper ..... DKK 29,950  
Special Sections ..... DKK 23,450

## C. 1000 mm

Format: W: 176xH: 270 mm  
Main Newspaper ..... DKK 22,450  
Special Sections ..... DKK 18,450

## D. 1/2 Page Landscape

Format: W: 266xH: 180 mm  
Main Newspaper ..... DKK 19,450  
Special Sections ..... DKK 15,450

## D. 1/2 Page Portrait

Format: W: 131xH: 365 mm  
Main Newspaper ..... DKK 19,450  
Special Sections ..... DKK 15,450

## E. 1/4 Page Landscape

Format: W: 266xH: 90 mm  
Main Newspaper ..... DKK 11,750  
Special Sections ..... DKK 9,750

## E. 1/4 Page Portrait

Format: W: 131xH: 180 mm  
Main Newspaper ..... DKK 11,750  
Special Sections ..... DKK 9,750

## F. 1/8 Page Landscape

Format: W: 131xH: 90mm  
Main Newspaper ..... DKK 8,150  
Special Sections ..... DKK 6,150

## G. 1/6 Page

Format: W: 86xH: 175mm  
Main Newspaper ..... DKK 9,250  
Special Sections ..... DKK 7,150

## Other Formats

Format: W: 86 x H: 100 BLOCK  
Main Newspaper ..... DKK 6,450  
Special Sections ..... DKK 5,150

## Other Formats

Insertion in Main Newspaper  
4 pages ..... DKK 69,850  
8 pages ..... DKK 89,850  
12 pages ..... DKK 99,850

## Prices for Other Formats

**Advertisement per mm:**  
Main Newspaper. . . . . DKK 22  
per advertisement mm  
Special Sections. . . . . DKK 16  
per column mm

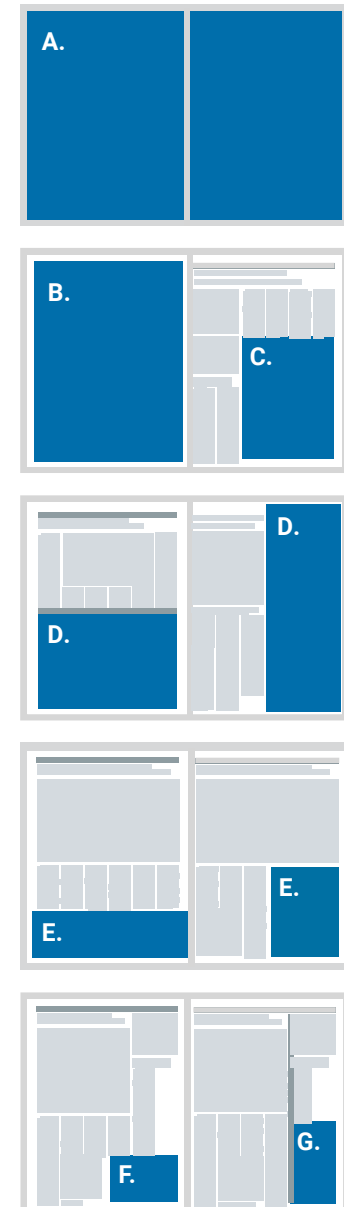
## Discounts

If you wish to book multiple advertisements, please feel free to contact us for a good deal. Please see contact information on the last page.

The formats are material formats that are slightly scaled down to fit the newspaper-magazine format. All prices are excluding VAT, unless otherwise stated.

We reserve the right for typographical errors and price adjustments.

**For technical specifications** and terms, please see the end of the media information.



# 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 ..... 24,500 DKK



### 1.2) Billboard

Format: W: 980 pixels x H: 540 pixels  
Size: max. 150 kB  
Front page + other pages ..... 34,500 DKK



### 2) Sticky banner\*

Format: W: 240 pixels x H: 400 pixels  
Size: max. 90 kB  
Front page + other pages ..... 17,500 DKK



### 3) Corner banner\*

Format: W: 200 pixels x H: 300 pixels  
Size: max. 70 kB  
Front page + other pages ..... 11,500 DKK



### 4) Side banner\*

Format: W: 200 pixels x H: 175 pixels  
Size: max. 40 kB  
Front page + other pages ..... 3,250 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: ..... 13,750 DKK  
Front page pos. 5.2 - 5.4: ..... 10,750 DKK



### 5) Campaign Banner 1&2 - Other pages

Format: W: 300 pixels x H: 250 pixels  
Size: max. 70 kB  
Other pages pos. 1: ..... 6,750 DKK  
Other pages pos. 2: ..... 5,350 DKK



### 6) Gigabanner 1&2

Format: W: 980 pixels x H: 250 pixels  
Size: max. 150 kB  
Front page pos. 6.1: ..... 9,500 DKK  
Front page pos. 6.2: ..... 4,500 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..... 24,500 DKK



**7) Article banner**  
Format: W: 660 pixels x H: 200 pixels  
Size: max. 100 kB  
Article:..... 10,000 DKK



**1.2) Billboard**  
Format: W: 980 pixels x H: 540 pixels  
Size: max. 150 kB  
Article ..... 34,500 DKK



**2) Sticky banner**  
Format: W: 240 pixels x H: 400 pixels  
Size: max. 90 kB  
Article..... 17,500 DKK



**8) Campaign Banner 1&2 – Article**  
Format: W: 300 pixels x H: 250 pixels  
Size: max. 70 kB  
Article pos. 8.1: ..... 13,750 DKK  
Article pos. 8.2: ..... 10,750 DKK



**3) Corner banner**  
Format: W: 200 pixels x H: 300 pixels  
Size: max. 70 kB  
Article..... 11,500 DKK



**9) Title Banner**  
Format: W: 300 pixels x H: 60 pixels  
Banner er statisk  
Size: max 20 kB  
Article:..... 22,750 DKK



**4) Side banner**  
Format: W: 200 pixels x H: 175 pixels  
Size: max. 40 kB  
Article..... 3,250 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.

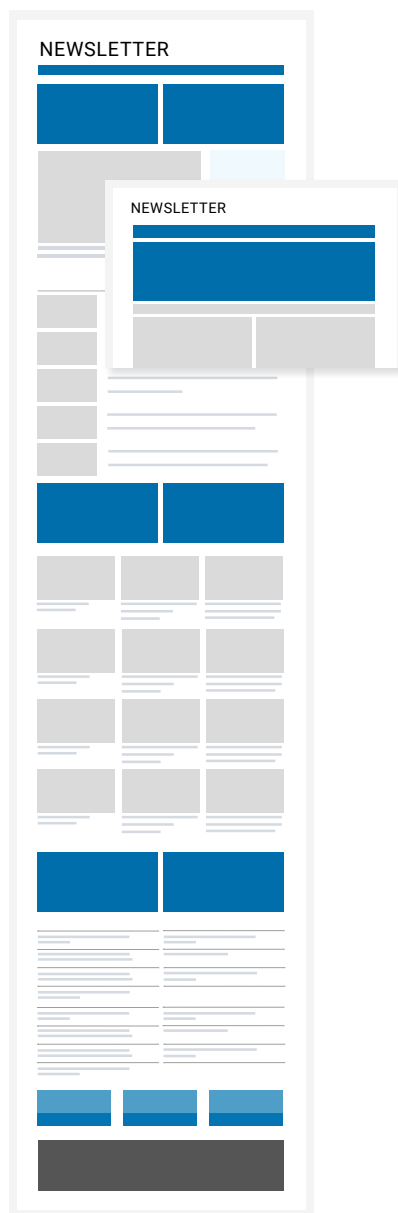
General specifications for the advertisements in the newsletter are:

- 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  
**86%**  
of Jern-Maskinindustrien's readers  
receive Jern-Maskinindustrien's newsletter



## Top Ad

Format: B: 400 x H: 200 pixels  
Price per issue:..... 4,000 DKK

## Top Ad full size

Format: B: 820 x H: 200 pixels  
Price per issue:..... 8,000 DKK



## Streamer

Format: B: 820 x H: 28 pixels  
Price per week:..... 10,000 DKK



## Mid Ad

Format: B: 400 x H: 200 pixels  
Price per issue:..... 3,000 DKK

## Mid Ad full size

Format: B: 820 x H: 200 pixels  
Price per issue:..... 6,000 DKK



## Bottom Ad

Format: B: 400 x H: 200 pixels  
Price per issue:..... 2,000 DKK

## Bottom Ad full size

Format: B: 820 x H: 200 pixels  
Price per issue:..... 4,000 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 4 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.

# Technical Specifications – Print

## Materiale

Materiale sendes til: [materiale@jernindustri.dk](mailto:materiale@jernindustri.dk)

## Compensation

Material compensation by agreement, but a maximum of 5%.

## Cancellation Terms

Cancellation and date changes must be made in writing no later than 14 days before the publication date. If changes in the insertion plan result in the conditions for discounts not being met, the improperly paid discount will be debited.

## Reproduction

If Nordiske Medier does not receive fully finished advertising material, the completion of the material will be invoiced at 0,5 DKK per millimeter.

## Formater

Newspaper format.....	Tabloid
Column height.....	365 mm
1 column.....	41 mm
2 columns.....	86 mm
3 columns.....	131 mm
4 columns.....	176 mm

5 columns.....	221 mm
6 columns.....	266 mm
1/1 page.....	266x365 mm
2x1/1 page (spread).....	546x365 mm
Newspaper Paper Quality.....	49 grams
Antal spalter.....	6
**To the Edge: .....	Not possible*
*On Special Supplements: 5 mm for trimming, but without crop marks.*	

## Complaints for Color Ads

For the printing of color ads, the newspaper assumes no responsibility for any minor deviations from the original material's colors. The newspaper reserves the right to reject complaints about ads where the material has been previously flagged as less suitable for reproduction or where the submission deadline has been exceeded.

## Specifications

Layout-fil: Adobe IDML fil InDesign. pakket med alle links.

## PDF

PDF file produced with Acrobat Distiller containing All fonts, images, graphics, and colors defined as

CMYK (job settings for Acrobat Distiller can be requested).

For further details, refer to the Industry Standard for digital advertising material agreed upon between DRRB, DFF, and DDPFF.

Various descriptions, setting files, etc., can be obtained at [www.kankanikke.dk](http://www.kankanikke.dk).

## Images/Illustrations/Graphics

Color: All Photoshop formats at a minimum of 200 dpi.

Black and White: All Photoshop formats at a minimum of 200 dpi.

Line Drawing: EPS and Ai. TIFF, EPS, and JPG at a minimum of 600 dpi. The "overprint" function must not be used.

## Colors

CMYK-defined (RGB and Pantone are converted to CMYK).

**Compression:** Stuffit, Zip.

## Other Matters

Refer to our terms and conditions on [www.nordiskemedier.dk](http://www.nordiskemedier.dk) or email from your consultant for further details.

# 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.



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