

Media information 2024

Energy Supply

A part of Nordiske Medier A/S

Energy Supply

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Energy Supply

The energy sector is one of Denmark's largest industries. It is a rapidly evolving and changing sector. Energy Supply DK provides close coverage of the industry, delivering news, insights, and perspectives on the Danish energy sector.

The energy sector encompasses the traditional supply of electricity and heat, including combined heat and power plants, electric utilities, heat suppliers, natural gas companies, and biogas companies. However, it is also a comprehensive industry that supplies goods to other energy sectors both domestically and internationally. Denmark has a number of significant suppliers to the energy sector, particularly in the wind turbine industry, where Denmark holds a leading role.



Contact: journalist Henrik Smidt
Direct phone: +45 99 35 39 94
E-mail: hsm@nordiskemedier.dk

Contact: journalist Maria Berg Badstue Pedersen
Direct phone: +45 99 35 39 78
E-mail: mabbp@nordiskemedier.dk

Contact the editorial team
E-mail: redaktionen@energy-supply.dk
www.energy-supply.dk

Target audience & statistics

Facts about Energy Supply
Energy Supply in numbers
Target audience – Online



Facts about Energy Supply

The Energy Supply newsletter is sent out daily to over 14,000 individuals in the industry, and we currently have 450 member companies actively using the Energy Supply member portal in their day-to-day 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.

Namely, primarily directors, procurement managers, production managers, and sales managers. In addition, there are salespeople and buyers in general, as they use the newsletter to stay updated on what's happening with their customers and suppliers.

All relevant recipients are our newsletter subscribers. We regularly contact all key industry personnel by phone to ensure that we reach the

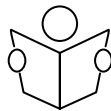
right target audience with our newsletter. There is an ongoing turnover among the recipients of the newsletters due to job changes and the like.

We continuously unsubscribe recipients if we receive the newsletter back.



TOTAL EDITION

9,205 *



READERSHIP

V/1 indentation
20,000**



ONLINE VISITORS

98,425 visitors **



ONLINE VIEWS

285,757 views/month***



NEWSLETTER

Sent daily to
14,673 recipients



NEWSLETTER

Open rate (unique opens)
32,76%

* Print circulation and e-newspaper

** Source: Readership figures from Index Denmark Gallup, full year 2022

*** energy-supply.dk – May 2023

Who reads Energy Supply?



More than

80%

of our readers have rated Energy Supply as a good media



More than

37%

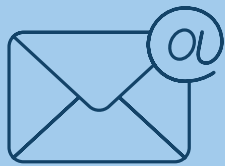
of our readers are employed in a company with more than 100 employees.

Energy Supply

More than

34%

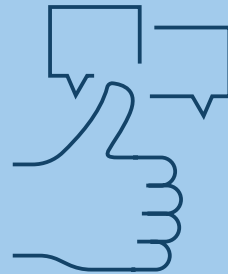
of our readers use Energy Supply as their primary news source for the energy sector.



More than

95%

of our readers believe that receiving Energy Supply's newsletter is important.



More than

88%

of our readers prefer to stay updated via Energy Supply's newsletter.



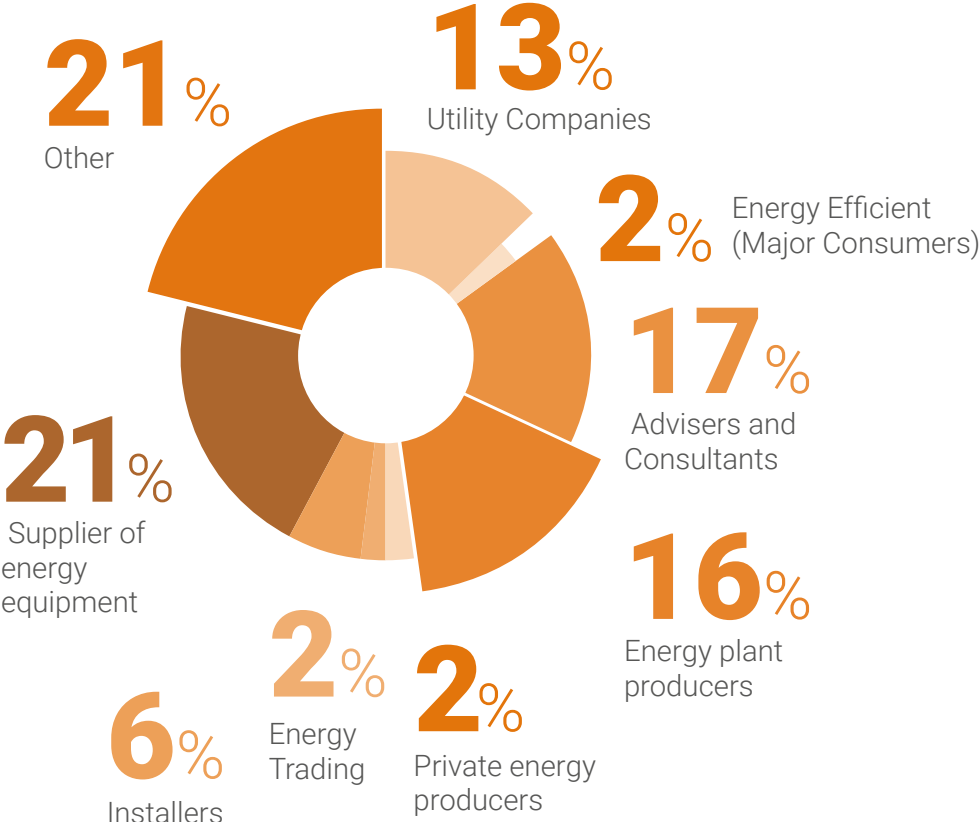
More than

74%

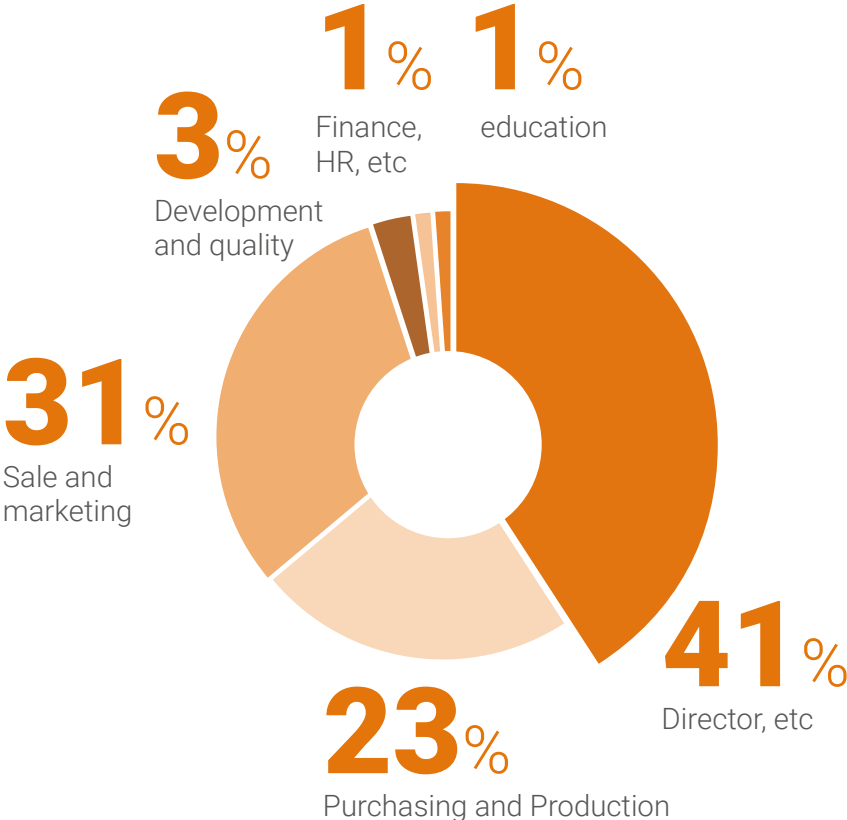
of our newsletter recipients read half or all of the newsletter daily.

Target audience

Distribution in relation to the company



Distribution in relation to position



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.

PREFFERED 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

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



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



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

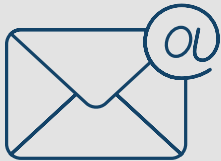
The newsletter is sent to the industry via email and is read by decision-makers, purchasers, and other professionals who wish to stay updated on the industry's most current news.

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.

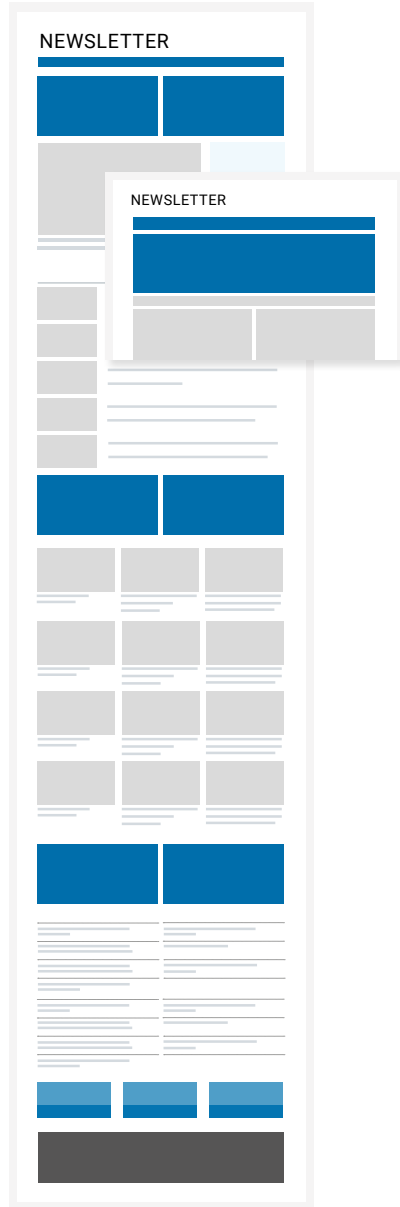
All prices are per week.

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



More than
95%

of our readers receive Energy Supply's Newsletter



Top Ad
Format: W: 400 x H: 200 pixels
Price per week:.....3,000 DKK



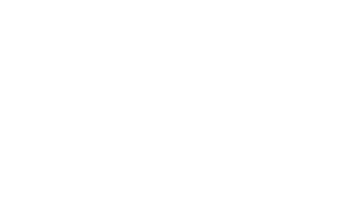
Top Ad Full Size
Format: W: 820 x H: 200 pixels
Price per week:..... 4,000 DKK



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

Energy Supply

Insight into the supply industry

Energy Supply provides insights into technology, machinery, and people, delivering news about new opportunities and trends in the supply industry.

In each issue, we focus on electricity supply, heat supply, recycling, wastewater, and water supply.

Energy Supply is published six times a year, but is also available digitally at energy-supply.dk

	Publication	Deadline
Magasinet Energy Supply no. 1	07-02-2024	24-01-2024
Magasinet Energy Supply no. 2	20-03-2024	06-03-2024
Magasinet Energy Supply no. 3	08-05-2024	24-04-2024
Magasinet Energy Supply no. 4	07-08-2024	24-07-2024
Magasinet Energy Supply no. 5	11-09-2024	28-08-2024
Magasinet Energy Supply no. 6	13-11-2024	30-10-2024

Readership: 20,000 *
Circulation: 9,205 **

*Index Denmark Gallup, full year 2022
** Print circulation and e-paper



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 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.

Material

Material to be sent to:
materiale@nordiskemedier.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 Trimmet
Column height 360 mm
1 columns 57 mm
2 columns 118 mm
3 columns 179 mm
4 columns 240 mm
1/1 page 260x360 mm
2x1/1 page (spread) 520x360 mm

Newspaper Paper Quality 70 gram
Number of columns 4
**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. paket 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.

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 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 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

Nordiske Medier
Phone: +45 72 28 69 70
E-mail: info@nordiskemedier.dk
CVR: 10150825