



Media information 2025

Søfart

A part of Nordiske Medier A/S

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Søfart

Søfart is the unifying media outlet for the entire maritime industry in Denmark.

The industry publication Søfart conveys all significant news within shipping companies, shipyards, ports, maritime manufacturers, and fuel suppliers.

Søfart aims to inspire through news, interviews, personal stories, and the most important international perspectives.

In short, it provides readers with knowledge they can use and translate into action in a rapidly changing industry.

Søfart is published with two daily newsletters, ensuring you have a complete overview of the day's maritime news.

Additionally, Søfart is published as a newspaper every 14 days.

Contact: Editor-in-Chief Nicolai Østergaard
Direct phone: +45 26 19 86 57
Email: nos@sofart.dk

Contact the Editorial Team
Email: red@sofart.dk
www.soefart.dk

Around Søfart



TOTAL CIRCULATION
13,340*

*Print circulation and e-newspaper

Over 83%



Over 83% of our readers are very satisfied/satisfied with Søfart.

Over 87%



Over 87% of our readers use Søfart as their primary source of information.

Over 80%



Over 80% of Søfart's readers believe that the most important content on Søfart is industry reports.

Over 75%

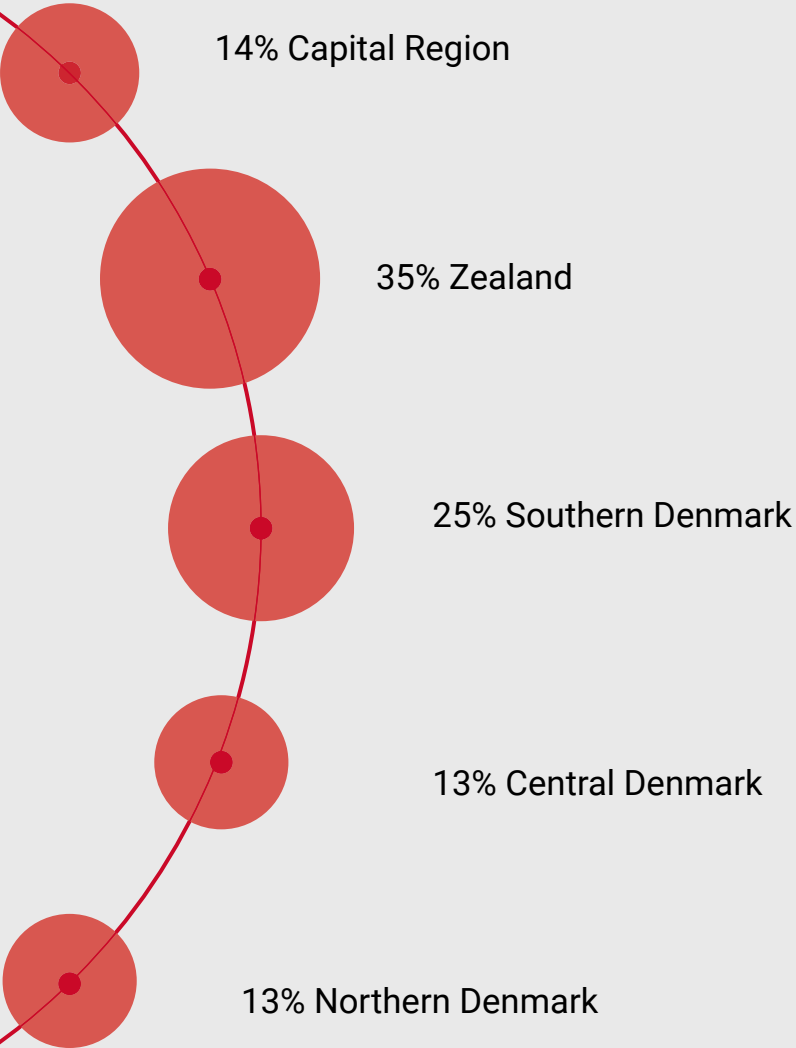


Over 75% of Søfart's readers are 61 years old or older.

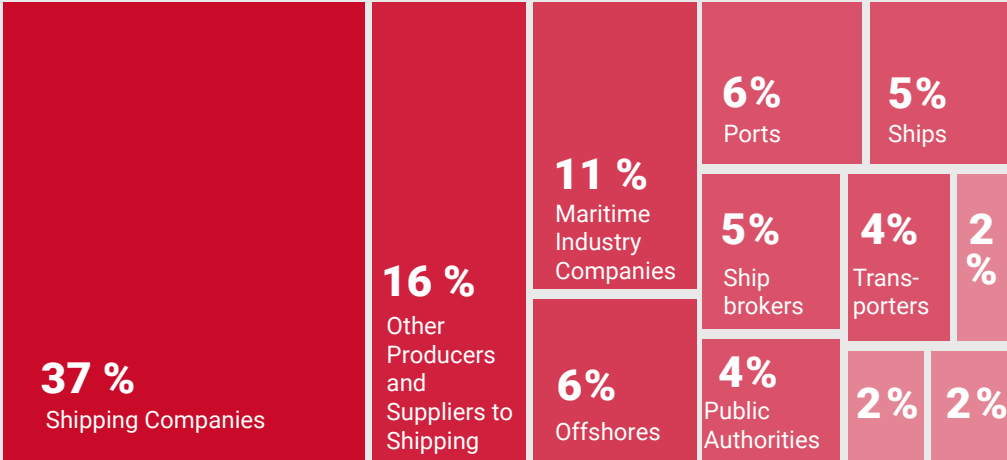
*Reader Survey 2024

Target Audience for Print

Geographic Distribution

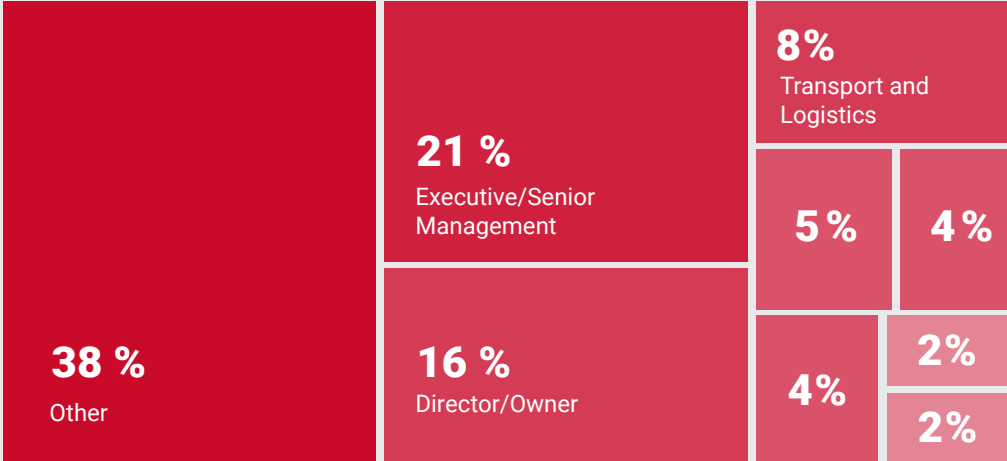


Distribution by Company



Maritime consultants/ship management companies (2%), educational institutions (2%), shipyards (2%)

Distribution in relation to position



Administrative staff (5%), Procurement and production (2%), Communication and PR (4%), Development and quality (4%), Finance / HR / Legal (2%)



Editorial content and sections

Søfart Provides Overview, Perspective, and Knowledge

The industry media Søfart delivers news, insight, and perspective to the Danish maritime industry. Søfart offers an ongoing overview of developments across all sectors of Denmark's Blue Denmark and inspires innovation and further development by sharing best practices.

Søfart prioritizes news coverage but is equally focused on going beyond the news flow to provide perspective and insight into the long-term trends driving development in Denmark's Blue Denmark, including corporate economics, technology, and political frameworks.

Søfart is the only maritime media that delves deeply and broadly into Denmark's Blue Denmark. We keep our finger on the pulse of developments within the following industry niches: shipping companies, ports, shipyards, equipment manufacturers, service providers, freight forwarders, and port operations. Our mission is to inspire and excite all stakeholders in these sectors.

Here you can read more about some of the journalistic themes that will be a focus throughout 2025.

Technical Transformation in Small and Medium-Sized Shipping Companies

Denmark's many small and medium-sized shipping companies need to follow in the wake of A.P. Moller-Maersk and other major shipping lines by transitioning to modern fuels. At Søfart, we dive into the engine rooms of these companies to describe how they are approaching the green transition.

The Director's Strategy in an Uncertain World

The Danish shipping sector is active in global markets, where uncertainty is greater than ever. Shipping companies need to find ways to maintain profitability in an increasingly perilous world.

How are shipping directors managing the rising level of geopolitical conflict? How are shipping companies maintaining their markets in a world where protectionism is on the rise, and where independent, value-driven strategic decisions must be made?

Port Sector in Development

Danish ports are undergoing large-scale consolidation. Cargo volumes at the ports are decreasing, and the ports are striving to find their place in the future port structure. But how are they tackling this challenge?

Technology and Innovation

The numerous technology providers in Denmark's Blue Denmark face a crucial task: they need to help shipping companies launch the first CO²-neutral vessels over the coming decade. What innovations are in the pipeline, and what strategies are the producers pursuing?

Søfart's Publications



Søfart

The main newspaper is published in print every other week, but you can always follow the industry online at www.nordiskemediehus.dk/soefart.

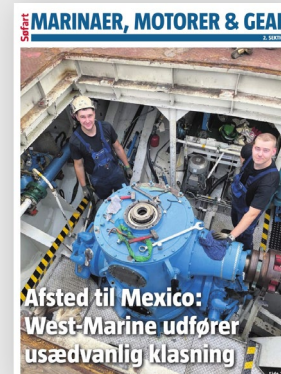


Scan the QR code to view Søfart's publications online

2nd section



Service og vedligehold
Published: 7 April, 2025
Deadline: 31 March, 2025



Marinaer, motorer & gear
Published: 2 June, 2025
Deadline: 26 May, 2025



Den Grønne Omstilling
Published twice a year



Blue Future - uddannelse
Published: 17 November, 2025
Deadline: 10 November 1, 2025

Magazines



Dansk maritim verdensklasse
Published: 25 August, 2025
Deadline: 11 August, 2025



Marinaer i Udvikling
Published: 20 October, 2025
Deadline: 6 October, 2025



Hvem er Hvem i Det Blå Danmark
Published: 24 March, 2025
Deadline: 24 February 17, 2025

	2nd section	Supplement	Publication	Deadline
Søfart NO 1			13-01-2025	06-01-2025
Søfart NO 2	Danish Shipyards		27-01-2025	20-01-2025
Søfart NO 3			10-02-2025	03-02-2025
Søfart NO 4	Green transition		24-02-2025	17-02-2025
Søfart NO 5			10-03-2025	03-03-2025
Søfart NO 6		The Who's Who of Blue Denmark	24-03-2025	17-03-2025 Deadline for supplements 24-02-2025
Søfart NO 7	Service and maintenance		07-04-2025	31-03-2025
Søfart NO 8		Advertising test	05-05-2025	28-04-2025
Søfart NO 9			19-05-2025	12-05-2025
Søfart NO	Marinas, engines and gears		02-06-2025	26-05-2025
Søfart NO			16-06-2025	06-06-2025
Søfart NO			11-08-2025	04-08-2025
Søfart NO 13	Green transition	The best of Danish Maritime	25-08-2025	18-08-2025 Deadline for supplements 11-08-2025
Søfart NO			08-09-2025	01-09-2025
Søfart NO	Ports Power to X		22-09-2025	15-09-2025
Søfart NO			06-10-2025	29-09-2025
Søfart NO 17		Marinas in development	20-10-2025	13-10-2025 Deadline for supplements 06-10-2025
Søfart NO			03-11-2025	27-10-2025
Søfart NO	Blue future – Education		17-11-2025	10-11-2025
Søfart NO			01-12-2025	24-11-2025
Søfart NO	The past year		15-12-2025	08-12-2025

Print formats

A. Full page

Format: W: 546xH: 365 mm
 Main Newspaper ... DKK 49,850
 2nd section..... DKK 39,850

B. 1/1 Page

Format: W: 266xH: 365 mm
 Main Newspaper .. DKK 29,950
 2nd section DKK 23,450

C. A4 format

Format: W: 210xH: 297 mm
 Main Newspaper ... DKK 22,450
 2nd section DKK 18,450

D. 1/2 Page Portrait

Format: W: 266xH: 180mm

D. 1/2 Page Landscape

Format: W: 131xH: 365mm
 Main Newspaper ... DKK 19,450
 2nd section DKK 15,450

E. 1/4 Page Portrait

Format: W: 131xH: 180mm

E.1/4 Page Landscape

Format: W: 266xH: 90mm
 Main Newspaper ... DKK 11,750
 2nd section DKK 9,750

F. 1/8 Page

Format: W: 131xH: 100mm
 Main Newspaper DKK 8,150
 2nd section..... DKK 6,150

G. 1/6 Page

Format: W: 86xH: 175mm
 Main Newspaper DKK 9,250
 2nd section. DKK 7,150

Other formats

Format: W: 86 xH: 77 BLOK
 Main Newspaper ... DKK 6,450
 2nd section..... DKK 5,150

Other formats

Insertions in Main Newspaper
 4 Pages..... DKK 69,850
 8 Pages..... DKK 89,850
 12 Pages..... DKK 99,850

Rates for Other Formats

Advertisement per mm in Main Newspaper: DKK 22
 Advertisement per mm in 2nd Section: DKK 16

Special Placement

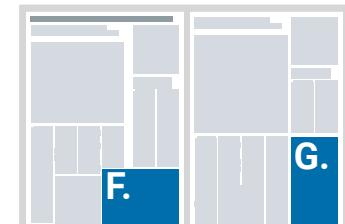
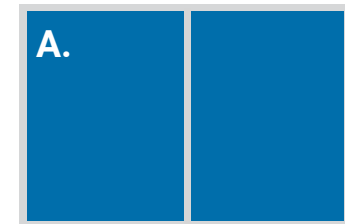
Front Page..... 100%
 Page 3..... 30%
 Page 5 20%
 Back page 50%
 All prices are exclusive of VAT.

Discounts

If you wish to order multiple ads, please feel free to contact us for a favorable arrangement. Please see contact information on the last page.

The formats are material sizes scaled slightly down to fit the newspaper magazine format. All prices are exclusive of VAT unless otherwise stated. We reserve the right for printing errors and price adjustments.

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



Technical Specifications - Print

Material

Please send your material to:
materiale@nordiskemedier.dk

Reimbursement

Material reimbursement by arrangement, up to a maximum of 5%.

Reproduction

If Nordiske Medier does not receive fully completed advertising material, the completion of the material will be billed at DKK 0,50 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
Full Page.....	266x365 mm
Double Page Spread (Spread).....	546x365 mm
Paper Quality (Newspaper).....	49 gram
Number of columns.....	6

*Full bleed..... Not possible

*On the supplement: 5 mm for bleed, but without crop marks.

Specifications

Layout file: Adobe IDML file InDesign, packaged with all links.

PDF

PDF file produced with Acrobat Distiller, including all fonts, images, graphics, and colors defined as CMYK (job settings for Acrobat Distiller can be requested).

Additionally, please refer to the Industry Standard for Digital Advertising Material agreed upon by DRRB, DFF, and DDPFF. Various descriptions, settings files, etc., can be found at www.kankanikke.dk.

Images/Illustrations/Graphics

Color: All Photoshop formats at least 200 dpi.

Black & White: All Photoshop formats at least 200 dpi.

Line Art: .eps and .ai.

.tiff, .eps, and .jpg: At least 600 dpi.

The "overprint" function must not be used.

Colors

CMYK-defined (RGB and Pantone will be converted to CMYK).

Complaints Regarding Color Ads

For color ads, the newspaper assumes no responsibility for minor deviations from the original material's colors.

The newspaper reserves the right to reject complaints about ads where the material was previously noted as less suitable for reproduction or where the submission deadline has been missed.

Compression

Stuffit, Zip.

Deadlines and Material Submission

If materials are submitted later than the agreed deadlines or if technical specifications are not met, Nordiske Medier cannot guarantee that the campaign will be executed in the agreed period.

Technical Specifications

Technical specifications can be found at www.nordiskemediehus.dk/soefart

It is possible to make changes or cancel ads up to 4 weeks before the campaign date without charge.

If changes are made to the campaign period or the order is cancelled later than 4 weeks before the start of the campaign date, 50% of the order amount will be charged. If changes are made or the booking is cancelled 7 days or less before the start of the campaign date, the full order amount will be charged.

General Terms and Conditions

The general terms and conditions can be found at www.nordiskemediehus.dk/en/kontakt/handelsbetingelser-og-privatlivspolitik or via email from your consultant.

Nordiske Medier

At Nordiske Medier, we want our customers to be happy and satisfied. Therefore, we are ready to assist you with any questions regarding subscriptions, advertising, memberships, newsletters, invoices, or anything else you may need.

Contact us

Phone: +45 7228 6970

Email: info@nordiskemedier.dk

Phone support

Open weekdays from 8:00 AM to 3:00 PM

Sales department

If you wish to purchase a subscription or are curious about our other products, you can contact our sales department directly at salg@nordiskemedier.dk.

Addresses

Nordiske Medier A/S Mimersgade 47, 5th Floor DK-2200 Copenhagen N Denmark	Nordiske Medier A/S Gunnar Clausens Vej 34 DK-8260 Viby J Denmark	Nordiske Medier A/S Østre Havnegade 63-65 DK-9000 Aalborg Denmark	Nordiske Medier A/S Havnegade 29, 2nd Floor DK-5000 Odense C Denmark
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www.nordiskemedier.dk
CVR: 10150825

