

MEDIA INFORMATION 2023

 Nordiske Medier

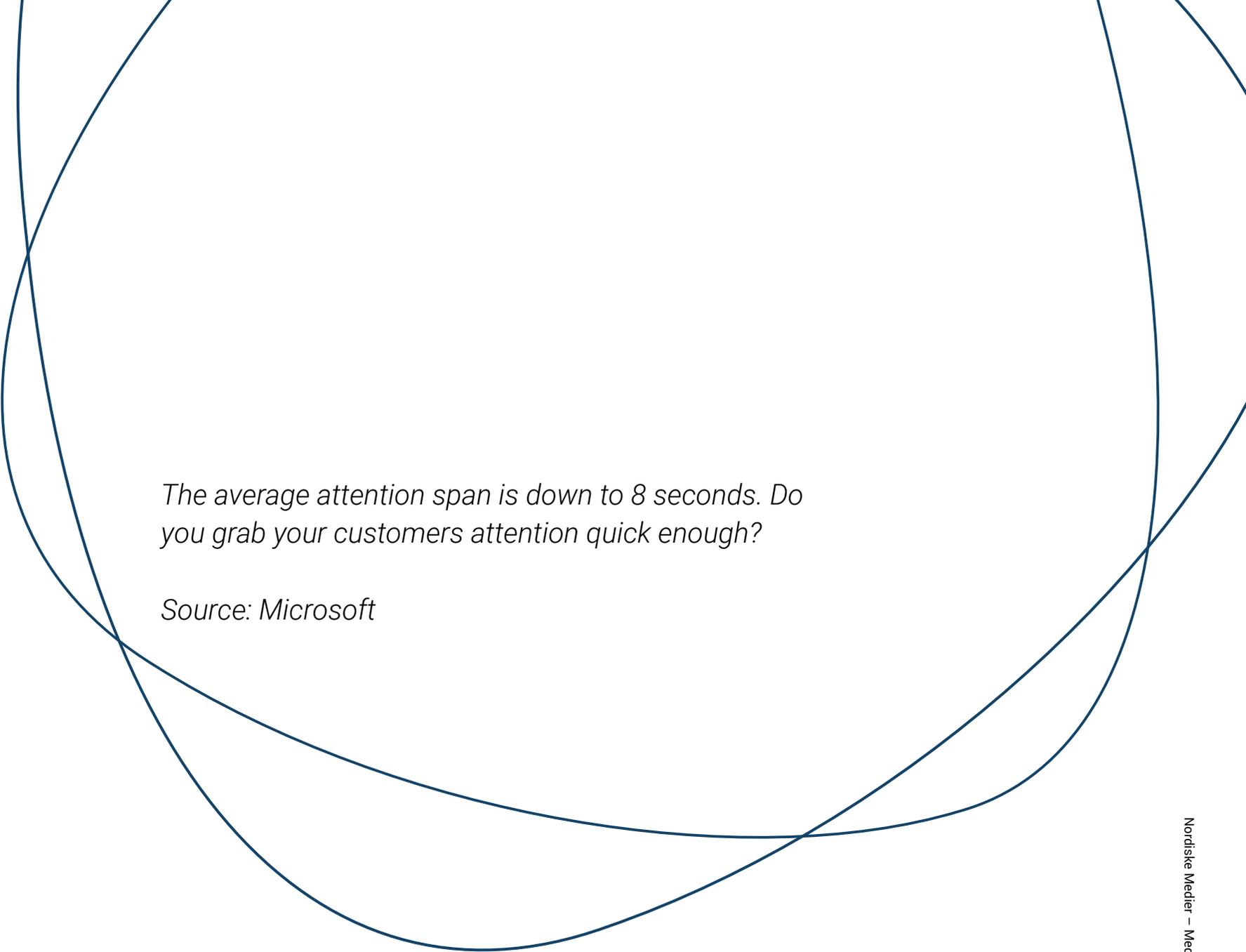


Do you need help with your marketing?

Contact us for an offer on phone: 72 28 69 70
or email: salg@nordiskemedier.dk

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The page features several overlapping, thin blue circular lines that create a dynamic, abstract background. These lines are scattered across the page, with some forming partial circles and others crossing each other.

The average attention span is down to 8 seconds. Do you grab your customers attention quick enough?

Source: Microsoft

Who is Nordiske Medier?

Nordiske Medier is the largest industry-specific media in the Nordics. As Scandinavia's largest and most specialized B2B media, we write about and for companies.

We cover all avenues of the Nordic business world with different industry media that reach numerous professional readers across industries.

This is an advantage for the readers who wishes to be on the forefront of their industry and for the advertisers wishing to advertise directly towards their target group.

Nordiske Medier differencates from other media companies because we work towards brining the Nordic business life together. We deliver professional news of a high quality to our readers and provide our advertisers with the unique opportunity to tailor advertisement across different industries, formats, and platforms.

Nordiske Medier is a part of
DET NORDJYSKE MEDIEHUS.

54
Print media

Over
18
brand sites

Over
250.000
newsletter recipients

Over
60
yearly special publications

Over
1.8 M.
monthly pageviews

Over
1.1 M.
follows on Social Media

*Reader survey 2021

Nordiske Medier industries in Denmark and Sweden

BYGGEBRANCHEN

Licitationen 🇩🇰

Mester Tidende 🇩🇰

BUILDING SUPPLY 🇩🇰 🇸🇪

PROJEKTAGENTEN 🇩🇰

Entreprenad 🇸🇪

FORSYNINGSEKTOREN

ENERGY SUPPLY 🇩🇰

GENBRUGS- OG AFFALDSINDUSTRIEN

Recycling 🇸🇪

AUTOBRANCHEN

Motor-magasinet 🇩🇰

MotorMagasinet 🇸🇪

TRANSPORTSEKTOREN

Søfart 🇩🇰

Transportmagasinet 🇩🇰

Transportnet.se 🇸🇪

RES FORUM 🇩🇰 TRAFIK FORUM 🇸🇪

SUPPLY CHAIN MANAGEMENT

FREMTIDENS LOGISTIK 🇩🇰

INDUSTRI

METAL SUPPLY 🇩🇰 🇸🇪

Jern-Maskinindustrien 🇩🇰

IERKSTADERN 🇸🇪

UD 🇸🇪

Plastindustrien

PLAST FORUM 🇩🇰

PLAST 🇸🇪

Procesindustrien

process. 🇸🇪

Fødevarerindustrien

FOOD SUPPLY 🇩🇰 🇸🇪

PACK 🇸🇪

Elektronikindustrien

ELECTRONIC SUPPLY 🇩🇰

Træ- og møbelindustrien

WOOD SUPPLY 🇩🇰

NTT@woodnet 🇸🇪

DETAILBRANCHEN

RetailNews 🇩🇰

lagensHande 🇸🇪

friKöpenskap 🇸🇪

habit 🇸🇪

PLEJESEKTOREN

Magasinet Pleje 🇩🇰

MedTech 🇸🇪

MEDICINALINDUSTRIEN

MedTech 🇸🇪

LIFE SCIENCE SWEDEN 🇸🇪

SERVICESEKTOREN

rent 🇸🇪

Is. 🇸🇪

We offer

Nordiske Medier offers your company 360° marketing

In contrast with other media companies, we offer more than the opportunity to get your message out through targeted online and print advertising.

We have a wide selection of media and products in which your company can tailor your advertising to emphasize your strengths.

We can help with everything from advertising in our different media, Search engine optimization, how to be heard in the industry and find new business opportunities to how you find qualified labor and strengthen your brand through fairs and our events.

Our media consultants are always ready to guide you so you can establish the right combination of advertisements that makes sense for your company.

Contact us today and learn more about your opportunities.

360°
marketing

transparent
insights

budget
worthy

tailormade
guidance

more time
for business

360° marketing



The path to effective marketing

What are your goals?

Have you considered what you want to achieve with your advertisement and marketing? Is it to increase sales or generate more leads? Is it to create more visibility online and expand the awareness of your company? One of the first steps in your considerations concerning advertisement and marketing is to make concrete objectives for what you want to accomplish to optimize your time and budget.

Do you have targeted messages?

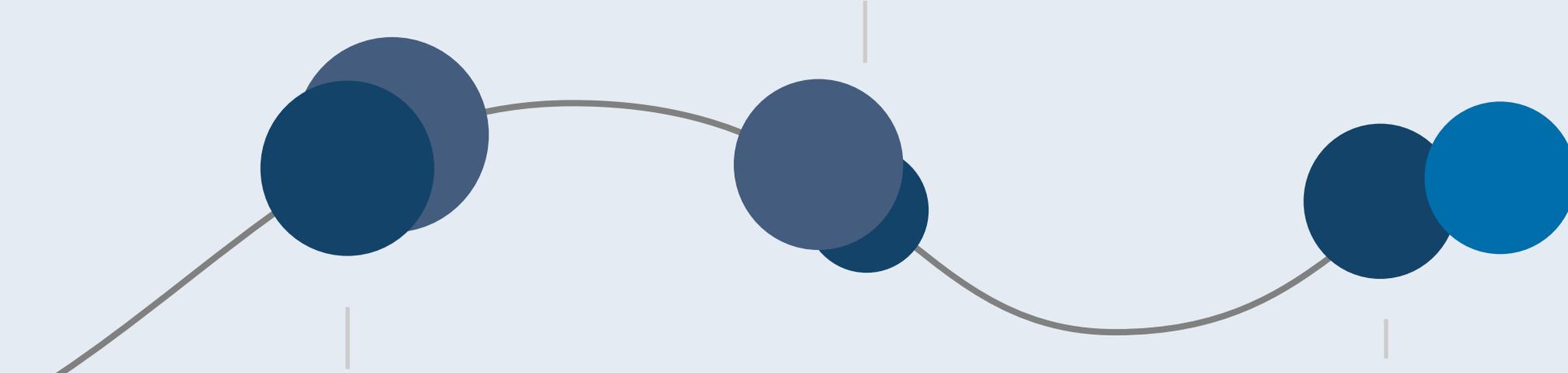
What do you uniquely offer that no one else can do? Is it obvious to your target group what products and services you provide? Do you have targeted messaging and the right combination of messages sent out at the right time using the correct formats? All these considerations are crucial to capture the attention of your target audience across different channels.

Do you know your target group?

How well do you know your target group? Who is it that you need to advertise and market your products? Because to get the best out of your marketing activities and advertisement, it is important to know your target group. Thus, you can choose the correct selection of media, channels, and messages to target them.

Are you on the correct channels and formats?

Have you wondered what channels and formats are most effective for your company? What channels is your target group located? Does it make sense to advertise online, in print, at events, or using a tailor-made marketing mix? Capture your customers where they are, when they are. We cover many different industries and can provide you direct access to companies and audience that you wish to market towards.



What is your budget?

Have you considered how much you want to invest in advertisement and marketing? How big of a return do you envision gaining? And when do you expect your investments to pay off in traffic, sales, and earnings? A plan and concrete budget matching your targets is crucial to getting as much as possible from your activities and expectations.

Receive sparring and guidance

Our media consultants are experts in guiding companies in everything from target groups and marketing budgets to channels and media. We are specialized in aiding companies across industries and are always ready to advise you on the correct composition of advertisement and marketing products that are most efficient.

Contact us for an informal consultation. Call us on 72 28 69 70.

We are where the customer is

Gain visibility within your target group using Nordiske Medier.

You must be visible with your target group on the right channels, media, and time of day to gain success with your advertising activities. When potential customers want to invest in the product or service you offer, they should know and remember exactly your company. Customers will do this if you as a company are visible and present where they operate.

As a central meeting place for the Nordic business world, we at Nordiske Medier offer several opportunities to create visibility. When you are advertising across our many online and print media, you can increase the frequency of your message and secure that potential customers are aware of your company and that existing customers will not lose knowledge about your business.

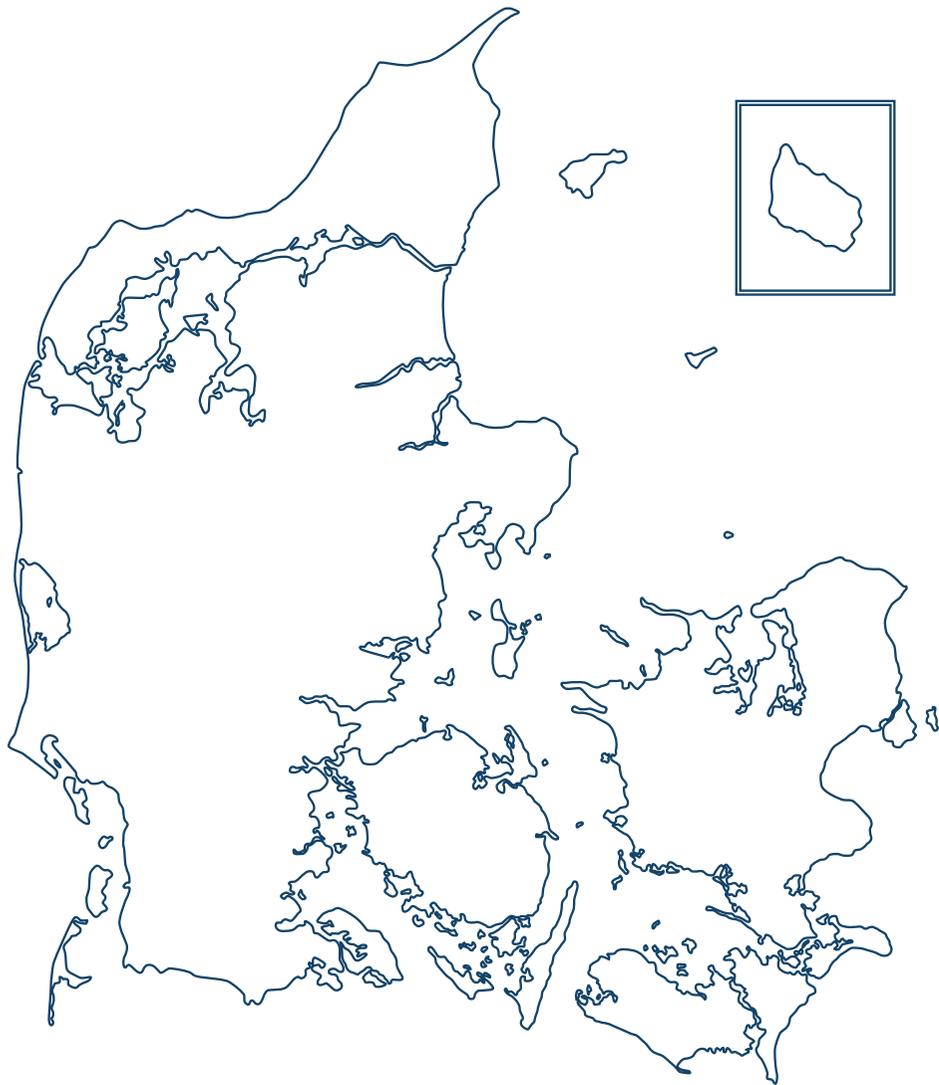
With our broad assortment of channels, formats, and media, you have the opportunity to spread your message out, so they not only occur with a high frequency but also hit the right target group at the right time.

35%

of our readers have contacted a
company because of an ad.

* Reader survey 2021

We cover all of Denmark and the largest industries



Nordiske Medier covers all of the Danish business community through our many industry media.

We publish industry related news daily about everything from construction and the industrial sector to retail and transportation. We, therefore, have broad media coverage and many readers across the largest B2B industries in the Nordics.

With this, you have the opportunity to market your business directly to professional groups in selected industries through our different media outlets.

Nordiske Medier also keeps you updated on the largest profession in Denmark and enables you to tailor your marketing to reach the industries and professions of your interest.

We know your target groups

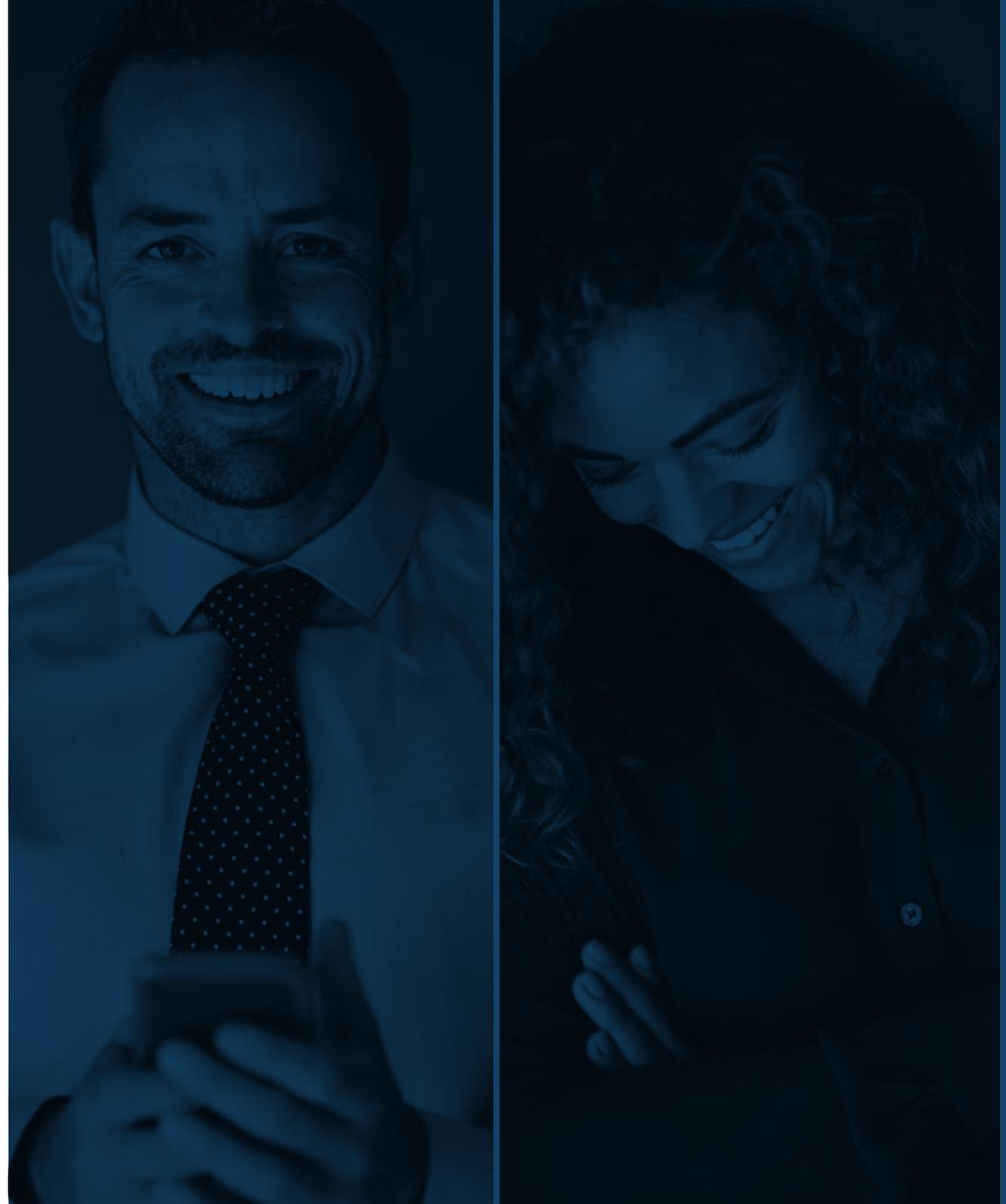
Nordiske Medier is the link between companies. We are the largest industry-specific media in the Nordics, and the core of our business is to be an intermediary between the different parts of each industry.

Therefore, we know your target group better than anyone else. We have an intimate knowledge of our readers' professions, the industry they operate within, and the media and channels they use. We know the readers' purchase needs and interest and is in daily contact with decision-makers.

With Nordiske Medier, it is possible to market your company directly to your target group.

Contact our media consultants and receive a consultation on how you best combine your advertisement and marketing to easily reach your target group.

Contact us by phone at 72 28 69 70 or by email at salg@nordiskemedier.dk





63%

of our readers are decision-makers

* Reader survey 2021

Products

The background is a solid dark blue color. It features several thin, white, curved lines that sweep across the frame. One line starts from the left edge, curves upwards and then downwards towards the bottom center. Another line starts from the top center, curves downwards and then upwards towards the right edge. A third line starts from the left edge, curves upwards and then downwards towards the right edge, crossing the other lines.

Print products

Much more than a newspaper

Our print universe encompasses a range of services that offer much more than what a regular print ad can offer.

Our readers pay for our media you are therefore communicating directly to your target group who have an interest in your product by using us as a media partner.

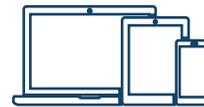
On the following page, we describe our services that can be added in connection with a print campaign in one of our media.

Over
450.000
readers

* Reader survey 2021

Contact one of our media consultants for a price check.
Phone 72 28 69 70 or email salg@nordiskemedier.dk

Printunivers



Subscribers



Printed add's



Insert



Printed newspaper



Advertorial



Add test



E-newspaper



Linkbuilding



Market overview

Subscriptions

Get news that relates directly to your business

As a subscriber, it is easy to keep yourself updated on developments within your industry. We deliver news that is not found in mainstream media and relates directly to your company or profession.

As a subscriber, you gain a quick overview of the latest news on our media sites, e-newspapers, and newsletters. Simultaneously, we provide deeper insight in our print editions with elaborate interviews, portraits, and industry analysis.

At Nordiske Medier, we offer tailor-made subscription packages that enable you to choose the solution that matches your needs. Learn more about your customers, competition, trends, and tendencies in your industry with one of our personal subscriptions or a corporate group subscription, and have colleagues learn alongside you.

Get guidance and a non-binding offer from our subscription department by phone at 72 28 69 70.

BUSINESS SUBSCRIPTION

| STANDARD | PREMIUM |
|---|--|
| Gives access to the following advantages Contact us for an offer | Gives access to the following advantages Contact us for an offer |
| <ul style="list-style-type: none"> ✓ Logins - up to 10 logins ✓ Unlimited access to articles ✓ Newspaper ✓ Special editions ✓ Market overview ✓ Access to e-newspaper | <ul style="list-style-type: none"> ✓ Logins - tailored to your needs ✓ Unlimited access to articles ✓ Newspaper ✓ Special editions ✓ Market overview ✓ Access to e-newspaper |

PERSONAL SUBSCRIPTION

| TRIAL SUBSCRIPTION | DIGITAL SUBSCRIPTION | COMPLETE SUBSCRIPTION |
|---|--|---|
| Gives access to the following advantages in 1 month. | Gives access to the following advantages in 12 months. | Gives access to the following advantages in 12 months. |
| <ul style="list-style-type: none"> ✓ Personal login ✓ Unlimited access to articles ✓ Access to e-newspaper | <ul style="list-style-type: none"> ✓ Personal login ✓ Unlimited access to articles ✓ Access to e-newspaper ✓ Special editions ✓ Market overview | <ul style="list-style-type: none"> ✓ Personal login ✓ Unlimited access to articles ✓ Access to e-newspaper ✓ Special editions ✓ Market overview ✓ Newspaper |

*Please note: Not all media have a printed version

E-newspaper

Always cutting edge

Nordiske Medier's also publish our print publications as e-newspapers. The e-newspaper is published the night before the release of the print newspaper.

You thereby always stay updated on the latest editions and be at the forefront of the latest news and tendencies in the industry.

In addition, the e-newspaper provides access to our article archive where you can go in-depth with previous editions and magazines.

Get a quick overview with our e-newspaper

*Access to the e-newspaper is provided through a subscription to a given media.



68%

of our print readers visit our online portals at least once a week.

* Reader survey 2021

Print advertisement

Target your marketing and be seen in the right context with print ads

With more than 450.000 professional readers, Nordiske Medier's readership is the largest of any other professional media. With our broad range of industry-oriented media, advertisers have the opportunity to target their ads directly towards professions in selected industries.

A print ad in one of our newspapers, therefore, reaches a large audience with a direct interest in your product and services. Not only will your ads be seen by the many, but also by the right people.

We ensure that the ad placement in our newspapers correlates with the editorial content and themes to ensure our readers read your ads.

We include print ads in the digital version of the newspaper, exposing readers on computers and tablets to your advertisement. Our large supply of ad formats enables you to choose the exact format best fitting your needs.

We have many creative ad formats, which help increase the opportunity to create interest and awareness, and we work continuously to optimize the exposure so you reach your target group more precisely than any other media offer.

Contact us by phone at 72 28 69 70 and learn more about your possibilities with advertising with our print media.



Ad testing

We take your advertisement all the way

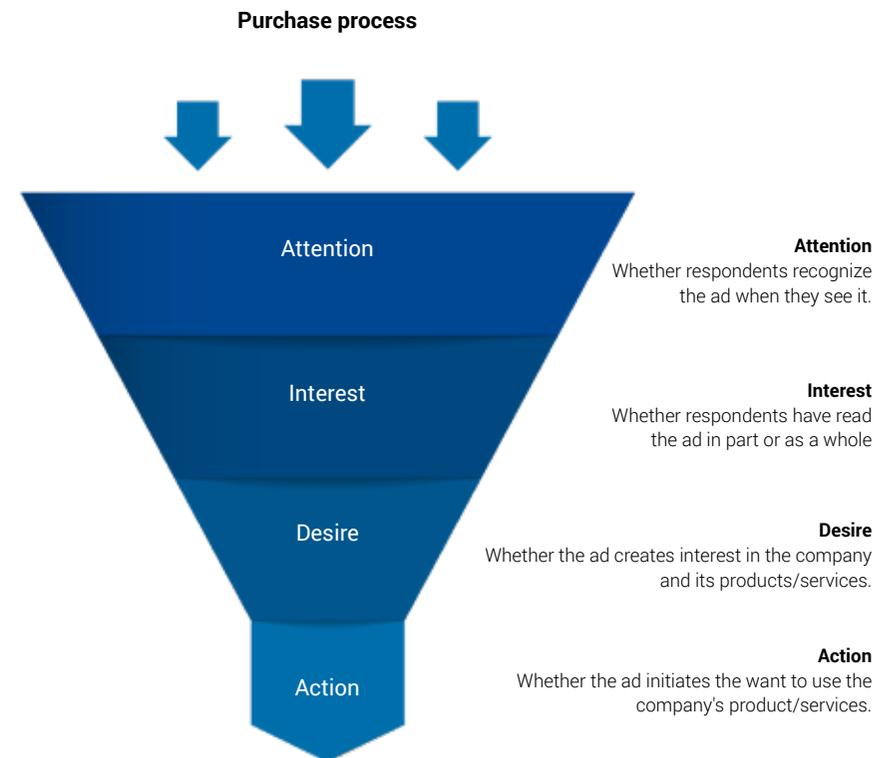
We offer an ad test where we investigate the effect of your published ads in our printed newspapers. We do this to test your ads' ability to create interest and convey the intended message.

We base the ads test on a combination of qualitative and quantitative replies to ensure that the investigation reaches high validity and security. We gather replies by telephone interviews or an online reader survey. With this, the readers can provide their subjective evaluation of the ad in question.

We use the AIDA model as a framework for evaluation which investigates whether different parameters are fulfilled in the ad.

Based on the replies we create an overall impression and share our insights and knowledge with you, enabling you to improve your ads and increase sales.

Contact us and learn more about our ad testing by phone at 72 28 69 70.



Advertorial

We bring your company in the newspaper

Capture customers and new business partners when promoting your company in a story with a journalistic expression.

An advertorial is a commercial designed as an article. We offer the unique opportunity to create an ad through journalistic storytelling to promote your products and core competencies.

With an advertorial, we offer:

- Strategic placement among other articles.
- An article with a high SEO value which increases knowledge about your company.
- Effective marketing created in collaboration with commercial copywriters.

*Advertorial can be prepared across all our media and it is possible to support with video or link to a video. Our online advertorials have a max. length of 2.000 keystrokes (incl. space).

Learn more about the opportunities to brand your company and promote your products with an advertorial by phone at 72 28 69 70 or by email at salg@nordiskemedier.dk

*If prepared material is to be delivered, the deadline is two weeks before publishing.

ADVERTORIAL PRINT PACKAGE



- ✓ Publishing in one or more of our profession relevant media
- ✓ Placement among other articles in the newspaper
- ✓ Exposure in the e-paper with link
- ✓ Preparation of text and graphic setup targeted the relevant media's readers Contact us for an offer

Contact us for an offer

ADVERTORIAL ONLINE PACKAGE



- ✓ Runs for one week's duration - from Monday to Sunday incl. setup
- ✓ Placement on the front page of the newsflow among other articles
- ✓ Placement in the newsletter beneath regular articles on Mondays
- ✓ Concluding report on the total number of views

Contact us for an offer

Insert

Make sure your message does not get lost in the commercial pile

Get your insert or printed brochures distributed in our newspapers and get your company noticed in the industry.

An insert is a brochure that we place in our newspapers before distribution. When our readers open their newspapers they are thereby met with your insert.

This will increase the awareness of your company and provide you with direct access to your target group. An insert ensures that your brochures are not lost among other commercial brochures with an attractive placement in our newspapers read by professionals with interest in your products and services. You have the opportunity to emphasize your message on several pages and increase your visibility among decision-makers in small and medium companies.

Learn more about your opportunities in the distribution of your brochure materials along our newspapers at 72 28 69 70 or salg@nordiskemedier.dk

INDSTIK

KOMMUNE VIL STANDE SAMARBEJDE MED HOVEDENTREPRENØR

NOVO NORDISK VIL BYGGE FOR 17 MIL.

BYGGERE ROLLEN PÅ SYGEHUSE SKAL STYRKES

BYGGERI & EJENDOMME

2

6-7

8

2. udgave

Friday 14. december 2021 | Nr. 218 | 114. Spalte

En del af byggeriet siden 1908

Licitationen

Byggeriets Dagblad

© Nordiske Medier

www.licitationen.dk

Ny strategi giver elementproducent mere frihed

STRATEGI Ny konceptstrategi fra betonelementproducent Cembolus gør det muligt at realisere mere projekter og dermed sikre sig flere arbejdspladser, end her i regionen med store og udfordrende byggeprojekter, herunder de store boligkomplekser i Helsingørskommunen. Tidligere har konceptet været rettet mod store projekter, men Cembolus har været meget involveret i små projekter og i mindre projekter. Nu har de udviklet en ny strategi, der gør det muligt at realisere flere projekter og dermed sikre sig flere arbejdspladser. Cembolus har været meget involveret i små projekter og i mindre projekter. Nu har de udviklet en ny strategi, der gør det muligt at realisere flere projekter og dermed sikre sig flere arbejdspladser. Cembolus har været meget involveret i små projekter og i mindre projekter. Nu har de udviklet en ny strategi, der gør det muligt at realisere flere projekter og dermed sikre sig flere arbejdspladser.

DAGENS UDBUD Ventilationsdøse til Aalborg Universitet, levering og montering af helikopterplatform og gangbro til Aalborg Universitetshospital, renovering af almene boliger i Herning, nedrivning og opførelse af nye boliger i Nykøbing F., opførelse af 62 almene boliger i Sønderby, opførelse af 16 dobbelthuse i Vollerup mv.

Betonelementer Kort Leveringstid

- Filigranvægge
- Søjler & Rækker
- Altaner
- Trapper
- Facadeelementer
- Terrastetrappor
- Specialelementer
- Væggelementer
- CRC-højtrykubeston
- Filigrantræk

Dansk kvalitet

plbeton.dk

PL Beton a/s

Mulbjergvej 40 • 3700 Romme • Tlf. 5666 4217

BUNCH BYGNINGSFYSIK

BUNCH BYGNINGSFYSIK er et rådgivende ingeniørfirma med speciale i fugeproblemer, støjproblemer og lækproblemer i tag og facadeelementer.

- Tilstandsundersøgelser
- Udredning af fugeproblemer
- Projektstyring

Stokholmsvej 22A 1 2950 Vestre Herlev • www.bunchbyg.dk
tlf: 3229 7922

Digital products

Effective online marketing

Our digital universe encompasses a wide range of products to strengthen your marketing and brand.

The online products are aimed at companies that want to stand out online with ease and at a fair price.

On the following pages, we describe the products our membership portal provides you with the opportunity for additional purchases.

The digital universe



Membership



Online advertisement



SEO



Follow your
online activities



Advertorial



Linkbuilding



Job add's



Makets overview



Share post's on social
media

Banner ads



Market your product with banner ads.

Banner ads are known for their ability to create leads and generate traffic. They are the most effective in strengthening awareness of your company and products among potential customers.

We offer several types of banner ads in different formats and sizes. Depending on your needs, we can insert your ad on one media page or across several media.

Contact us to learn more about your opportunities at 72 28 69 70 or info@nordiskemedier.dk

More than
1.8 M
page views

* Across all Nordiske Medier brands

Membership

What can you do with your membership?

Place ads close to your target group - several times a week

Nordiske Mediers' membership portal is a collection of tools and marketing opportunities brought together to aid in building and exposing your company.

With a membership, you can create and post news and sales ads that you can share across Nordiske Mediers platforms. You can thereby share your news and stories with the industry and expose your brand directly to your target group.

A membership is not only a ticket to a central meeting place for the business world but an investment in your companies marketing activities and growth with a direct passage to your target group.

The membership portal is a simple tool that makes your marketing simple, effective, and at a fair price.

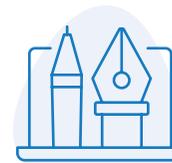
Do you want to learn more about how a membership can strengthen your brand and marketing?

Do you want to hear more about your opportunities in advertising in our newsletters? Contact us on 72 28 69 70



Create your foundation

To build a strong brand you need a solid foundation. With a membership, you can use our portal to further your visibility and recognition in the industry by creating a strong company profile. With the profile, you can attach relevant keywords and certifications for your company and achieve greater awareness of your company.



Build your brand

We have made it easy for you to share company news and to be seen by exactly your target group. With a membership, you can create and schedule news-related posts and sales ads that are published directly on the front page of our online media and newsletters.



See the effect

Have a constant overview of all posts' activity and development with an overview of your number of views.

You can moreover spread your news across your channels and social media.

Target marketing - 365 days a year

MEMBERSHIP

Provides access to the following advantages on a portal

12 month membership
DKK 15.800,-

- ✓ Share news and sales ads directly on our media.
- ✓ A company page improves your search result placements.
- ✓ Greater visibility online when you continuously share your news.
- ✓ Seamless collaboration with more users.
- ✓ Calendar overview.
- ✓ A dashboard with an overview of your posts and activity.
- ✓ Discount on all online advertisements across our media.
- ✓ Market overview.

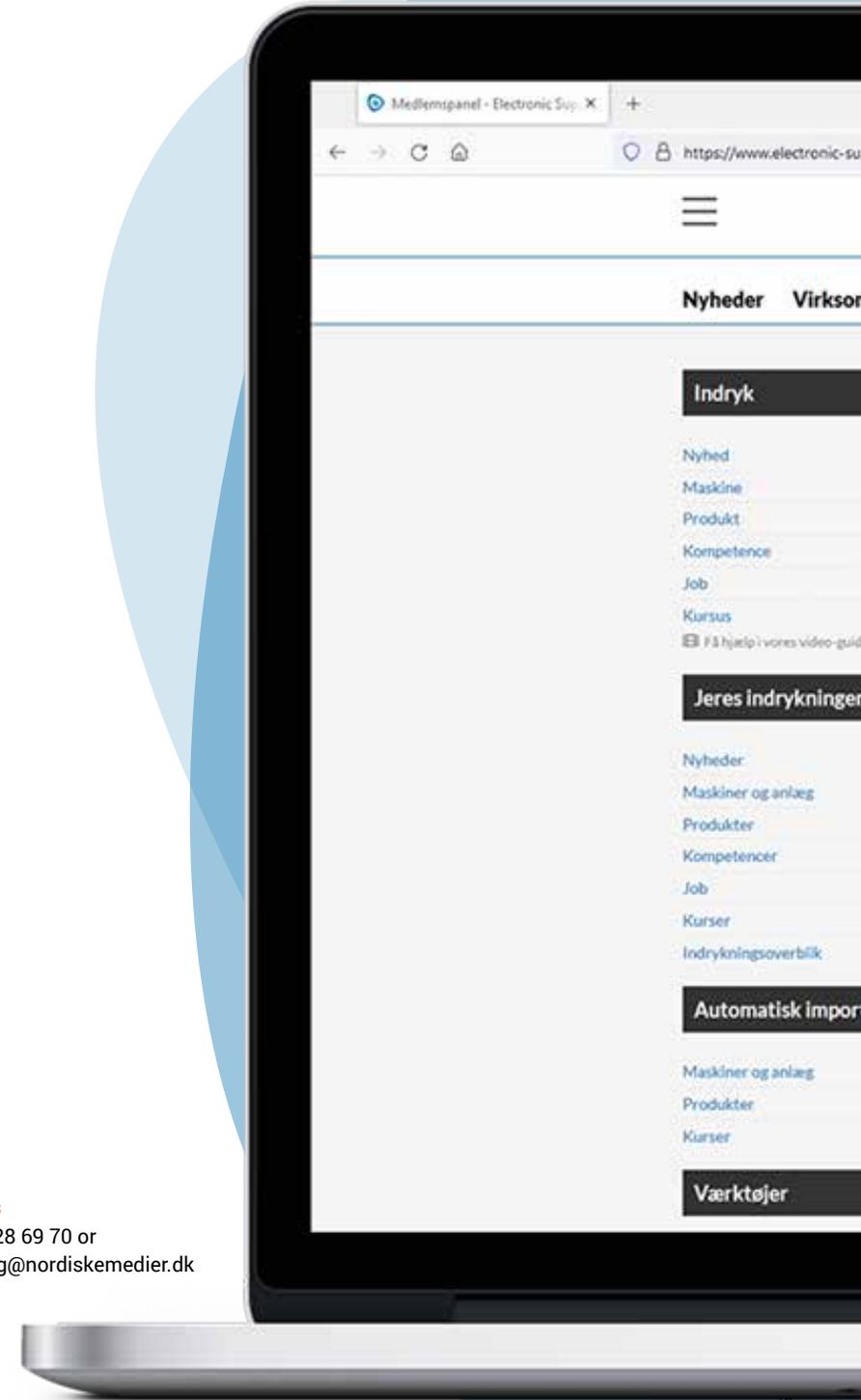
MEDLEMSKAB+

We help you on your way

12 month membership+
DKK 22.800,-

- ✓ Access to all advantages of a membership
- ✓ Identification of needs from where we plan your journey.
- ✓ Help with the creation of ads for your products.
- ✓ Help to insert news from your website on our media.
- ✓ Help to apply relevant keywords.
- ✓ Yearly sparring to ensure you get the maximal output of your membership
- ✓ We set up your market overview for the companies you want to follow.

Contact us
phone 72 28 69 70 or
e-mail: salg@nordiskemedier.dk



Newsletter advertisement



Insert ads towards your target group - weekly. Across our industry media, we publish daily newsletters entailing the latest and most industry-current news. Newsletters are distributed to the industry and are primarily read by decision-makers and professionals who wish to be at the forefront of industry development.

As an advertiser, you have the opportunity to advertise in our newsletters. You have the chance to insert ads closely to your target group frequently.

Do you wish to learn more about advertising opportunities in newsletters? Contact us on 72 28 69 70

More than
4.8M.
monthly newsletters across all media

Newsletter

A daily newsletter with updates and news from the industry

The users and the newsletter recipients are characterized by being decision makers – i.e. primarily directors, purchasing managers, production managers, and sales managers. Additionally, salespeople and buyers use our newsletters to stay oriented about their customers and suppliers.

Our newsletter recipients are all relevant recipients. We regularly contact all key people in the industry by phone, to ensure we hit the right target audience with our newsletter. There is an ongoing change in the recipients of the newsletters in connection with job changes and the like.

We regularly unsubscribe recipients if the newsletter bounces back.



34%

average opening rate

* Across all Nordiske Medier brand's

Crawling

Save time and resources

What?

Crawling is a function set up by our digital development department to get your sales ads on your website or membership profile. Your sales ads are continuously updated in your membership profile since the function is automated. You can also use crawling for products, machines, jobs, and courses.

How?

We create a piece of software that automatically goes through your ads on all websites. Your ad is then automatically created on the membership portal. You are thereby only creating your ads one place at one time.

Advantages

- ✓ Saving time and resources
- ✓ Easy administration of all ads.
- ✓ Promotion of your products, machines, jobs, and courses on the membership portal where professionals with an interest in your offers are regularly kept updated.

Questions in regards to the technical set-up?

Contact our digital development department by email: udvikling@nordiskemedier.dk





SEO

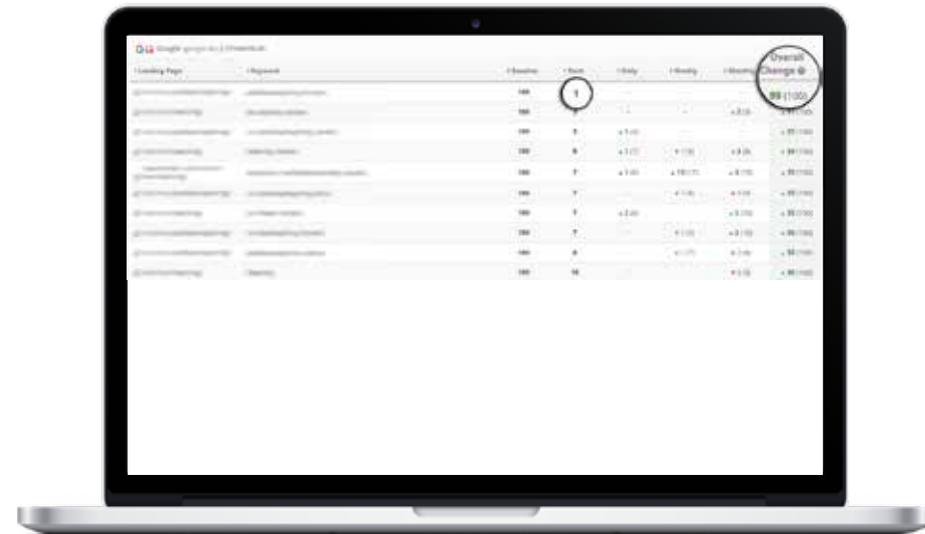
Nordiske Medier are experts in SEO

SEO is crucial when you want to reach potential clients. With search engine optimization you can generate more traffic to your website and thereby potentially increase your sales.

At Nordiske Medier, we have a team of professional specialists who have thorough know-how and experience in SEO. Our specialists are updated on the newest developments within search engine optimization and are always ready to guide you to get the most out of SEO to ensure greater visibility online.

Why should you choose us as your SEO partner?

- We have the tools to identify your website's technical errors. Based on an analysis of your website we offer a tailor-made plan to get your website to gain top ranks within the search engines. We base the SEO strategy on a thorough search word analysis, market analysis, and competition comparison, so new potential customers find you with ease.
- We have talented copywriters that make quality content for your website and write exciting link-building articles about your product.
- We have Denmark's strongest websites in the B2B industry at our disposal. Our page authority will strengthen your website's link profile, thereby securing a better placement on search words and generating more traffic to your website.



SEO starting-package

- Introduction and start-up meeting with a specialist
- Set-up of SEO tools and tracking
- Efforts and measures strategy
- Set-up and optimizing of GBP (Google Business Profile)
- 3 link building articles on Nordiske Mediers portal

One-time-cost. Contact us for an offer



SEO Basic

- Optimizing and tracking of frontpage + up to 3 subpages incl. copywriting
- Tracking of relevant search words
- Monitor of competition
- Monthly reporting
- Ongoing follow-up
- 4 link building articles.

Linkbuilding articles at list price - 20%

Contact us for an offer*

*12 month commitment

SEO Prof

- Optimizing and tracking of frontpage + up to 6 subpages incl. copywriting
- Tracking of relevant search words
- Monitor of competition
- Monthly reporting
- Ongoing follow-up
- 4 link building articles.

Linkbuildingartikler til listepris - 20 %

Contact us for an offer*

12 month commitment

SEO Excellence

- Optimizing and tracking of frontpage + up to 10 subpages
- Tracking of relevant search words
- Monitor of competition
- Monthly reporting
- Ongoing follow-up
- 7 link building articles
- 1 Advertorial article on the front page for one week

Linkbuilding articles at list price - 25 %

Contact us for an offer*

12 month commitment

Technical optimizing

Our SEO customers get their technical foundation on their website continuously optimized. We know where to spend time and energy to get the greatest results:

- Titles/meta
- Copy writing
- H-tags (headlines)
- Alt-text (picture text)
- Optimizing picture files
- Speed and load time
- Index/No-index optimizing.

Do you want to learn more?

Are you interested or have questions regarding SEO at Nordiske Medier? Contact us by phone at +45 99 35 39 81

Linkbuilding

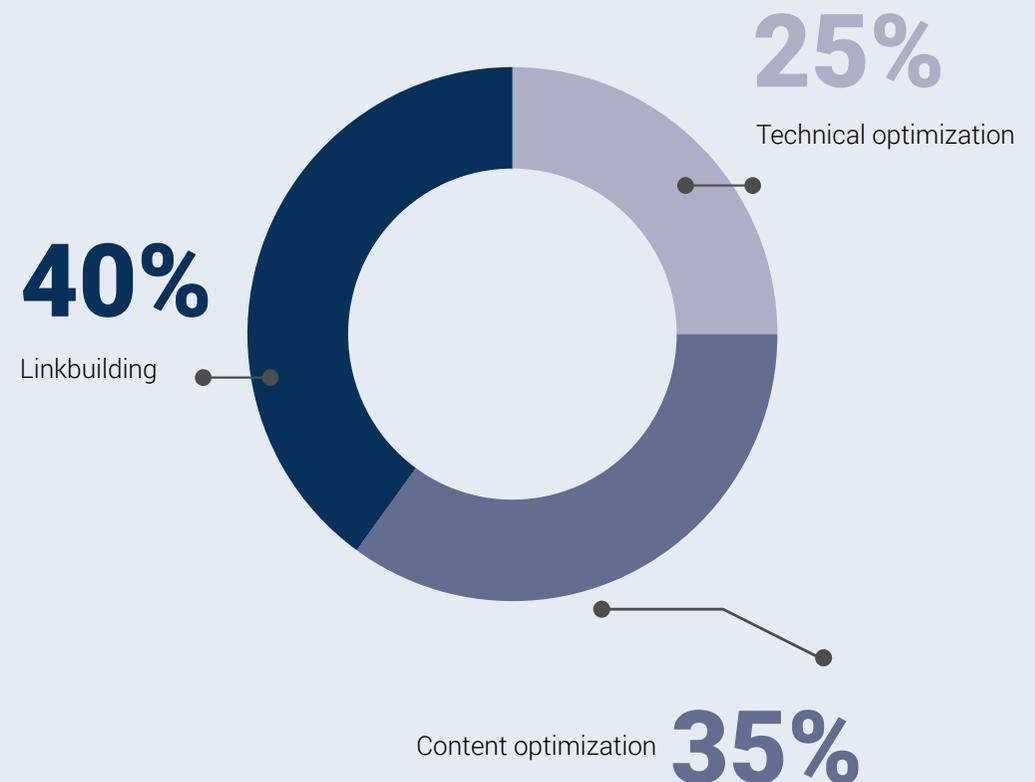
Take advate of Denmarks most visited industry media with your linkbuilding

Linkbuilding aims at increasing the number of links that refer back to your website and is crucial in strengthening your visibility online to reach the top of Google's search results.

All websites have a link profile which depends on how many external pages refer back to that specific website. The more pages link back to the website, the greater link profile.

You have the opportunity to take advantage of our strong websites with high authority and many page visits. With our known industry media, Nordiske Medier has the strongest B2B media at our disposal to use in your link building to strengthen your link profile and increase the awareness of your company, products, and services.

Want to know more about how we can help you get started with link building? Contact us by phone at + 45 99 35 39 81.



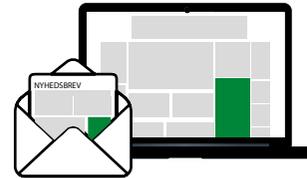
Job in Focus

Make it easy to find your next employee

Job in Focus is for you who are looking for new qualified employees. We give you the opportunity to insert job advertisements on the front page of our media, in our newsletter and among articles. Our job consultants guide you in the choice of media and channels, so that you can reach several thousand qualified candidates who are continuously updated on new opportunities in your particular industry.

Contact our job consultants and get a non-binding offer on phone 72 28 69 70 or email: jobannoncer@nordiskemedier.dk

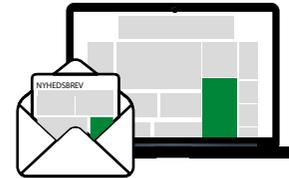
Job in Focus SOLO



- ✓ 30 days on the website below "Job in Focus"
- ✓ 30 days in the newsletter below "Job in Focus"

3.850 kr.

Online package



- ✓ Job in Focus Solo
- ✓ 30 days advertisement on the website as a one-page banner
- ✓ 1 display in the newsletter (middle or bottom ad)
- ✓ Production of ads
- ✓ Result guarantee*

6.950 kr.

Combi



- ✓ Job in Focus Solo
- ✓ advertisement on the website as a page banner
- ✓ 2 displays in the newsletter (middle or bottom ad)
- ✓ 1 teaser ad (86x100 mm) in the print edition
- ✓ Production of ads
- ✓ Result guarantee*

10.950 kr.

*You get a free repost of your job ad if the right candidate is not found

Additional purchase

Robotscanning/Crawling

Scanning to automatically post all your job ads on the membership portal - the central meeting place for industry professionals.

Print advertisement (prices are only valid for additional purchases):

- Teaserannonce (86x100 mm): kr. 3.000,-
- Jobopslag (131 x 180 mm): kr. 5.000,-
- Fuldt opslag (helside): kr. 10.000,-

Market overview

The tool for professionals

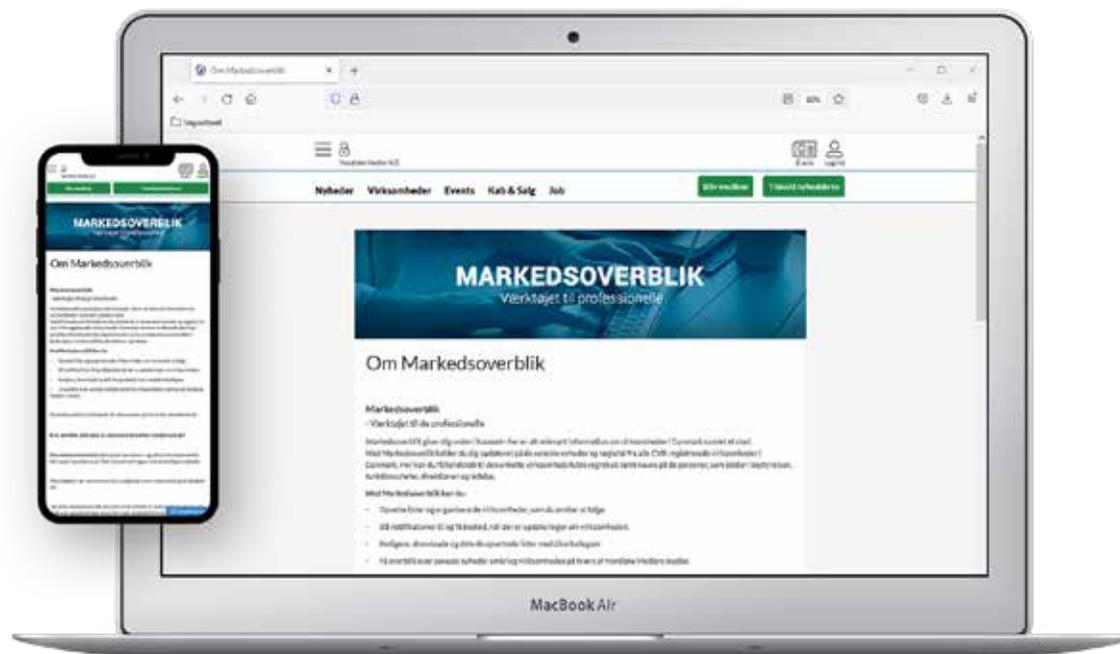
Market overview provides all relevant information about Danish companies where you can get an overview of your position in the industry.

With Market overview, you stay up to date on the latest news and key figures from all CVR-registered companies in Denmark. Here you can learn about the individual company's full accounts and the names of the people on the board, functional managers, the executive board, and management.

With Market overview, you can:

- Create lists and organize the companies you want to follow.
- Turn on notifications and get notified when there are updates about the company.
- Edit, download, and share created lists with your colleagues.
- Get an overview of the latest news about the company across all media.

* Market overview is included in your subscription and membership. Market overview cannot be purchased as a separate product.



The tool that gives an overview of 100.000 Danish companies' latest accounts, people on the boards, the executive boards, and management. It is the quickest way to monitor and clarify the roles in Danish business life - delivered directly to your inbox.

☰ 🔒
📄 👤

Nyheder Projektagenten Køb & Salg Job
Tilmeld nyhedsbrev

🔍

Opret ny liste

Med lister har du mulighed for at organisere og gruppere de virksomheder du ønsker at følge.

Personlig

KONKURRENTER
✎ 🗑️

| Virksomheder | Regnskabsperiode | Valuta | Bruttofortjeneste | Resultat før skat | Driftsresultat |
|--|------------------|--------|-------------------|-------------------|----------------|
| Der er ingen virksomheder på denne liste | | | | | |

Personlig

KUNDER
✎ 🗑️

| Virksomheder | Regnskabsperiode | Valuta | Bruttofortjeneste | Resultat før skat | Driftsresultat |
|--|------------------|--------|-------------------|-------------------|----------------|
| Der er ingen virksomheder på denne liste | | | | | |

Personlig

LEVERANDØRER
✎ 🗑️

| Virksomheder | Regnskabsperiode | Valuta | Bruttofortjeneste | Resultat før skat | Driftsresultat |
|--|------------------|--------|-------------------|-------------------|----------------|
| Der er ingen virksomheder på denne liste | | | | | |

Delt

TEST LISTE 2
✎ 🗑️

| Virksomheder | Regnskabsperiode | Valuta | Bruttofortjeneste | Resultat før skat | Driftsresultat |
|--------------|-----------------------|--------|-------------------|-------------------|----------------|
| | 1.1.2021 → 31.12.2021 | DKK | 117.642.817 | -4.516.560 | -4.140.949 |
| | 1.1.2021 → 31.12.2021 | DKK | 28.296.914 | 10.548.073 | 10.537.988 |

☰ 🔒
📄 👤

Nyheder Projektagenten Køb & Salg Job
Tilmeld nyhedsbrev

Profil Om virksomheden Udvidet regnskab Nyheder Mine lister

HAUCON A/S
Tilføj til liste

226%

Likviditetsgrad ⓘ

25%

Afkastningsgrad ⓘ

60%

Sollditetsgrad ⓘ

SENESTE NYT OM VIRKSOMHEDEN

Endnu et plus på bundlinjen hos Haucon A/S 20 feb

Igen overskud hos Haucon A/S 14 februar 2021

Atter plus hos Haucon A/S 14 februar 2020

[Se flere nyheder](#) ▶

Regnskab

| | 2021 | 2020 | 2019 |
|-------------------|--------------------------|--------------------------|--------------------------|
| x1000 | DKK | DKK | DKK |
| Omsætning | - | - | - |
| Bruttofortjeneste | 28.297 | 25.235 | 23.744 |
| Nettoreultat | 8.132 | 5.451 | 5.987 |
| Egenkapital | 25.556 | 21.924 | 20.990 |
| Balance | 42.700 | 37.759 | 34.020 |
| | Hent PDF | Hent PDF | Hent PDF |

Egenkapital

[Se udvidet regnskab](#) ▶

Projektagenten

The road to your next project

Streamline your work process with Projektagenten: Denmark's largest platform for monitoring construction projects.

Projektagenten makes it easy for you to find new business opportunities and follow along with the phases of construction. You get a complete overview with intuitive search functions, tailored notifications, and relevant information - collected in one tool.

Projektagenten originates from Licitationen - Byggeriets Dagblad, part of the Nordic Media Group. For 114 years, Licitationen has kept companies up to date on everything in construction and architecture through sharp news. The core of Licitationen's work has always been to act as a contact intermediary between construction parties and ensure that our readers are at the forefront of the latest tenders and projects.

We have let our expertise and experience in the industry form the breeding ground for your new digital monitoring tool: Projektagenten



PROJEKTAGENTEN

DEL AF NORDISKE MEDIER

Choose the package that matches your needs

Projektagenten is a digital help tool for you who want an easy and efficient work process. That's why we offer three different price packages - each with its approach to help you on your way.

| Projektagenten Nordic | Projektagenten | På vej og planlægning | Udbud og udførelse |
|---|---|---|---|
| Pris for 12 mdr. 40.000,- | Pris for 12 mdr. 22.000,- | Pris for 12 mdr. 18.000,- | Pris for 12 mdr. 22.000,- |
| KØB PAKKE | KØB PAKKE | KØB PAKKE | KØB PAKKE |
|  |  |  |  |
| <input checked="" type="checkbox"/> Standard features ⓘ | <input checked="" type="checkbox"/> Standard features ⓘ | <input checked="" type="checkbox"/> Standard features ⓘ | <input checked="" type="checkbox"/> Standard features ⓘ |
| <input checked="" type="checkbox"/> De tidlige faser ⓘ | <input checked="" type="checkbox"/> De tidlige faser ⓘ | <input checked="" type="checkbox"/> De tidlige faser ⓘ | <input checked="" type="checkbox"/> De tidlige faser ⓘ |
| <input checked="" type="checkbox"/> Udbuds- & udførelsesfasen ⓘ | <input checked="" type="checkbox"/> Udbuds- & udførelsesfasen ⓘ | <input checked="" type="checkbox"/> Udbuds- & udførelsesfasen ⓘ | <input checked="" type="checkbox"/> Udbuds- & udførelsesfasen ⓘ |

Choose between:

- Tender and execution
- On the way and planning
- Projektagenten - which gives you access to all functions on the project agent.
- Projektagenten Nordic - which provides access to all functions on Projektagenten and the database for both Sweden and Denmark.

Contact us on 72 28 69 70 or e-mail: projektagen-ten@nordiskemedier.dk and find out more about Projektagenten

CONTACT US AND BOOK A FREE DEMO ON WWW.PROJEKTAGENTEN.DK

Events and Fairs

Strengthen your brand and expand your network

Nordiske Medier uniquely offers to support your marketing activities when you want to make yourself known and spread your message at trade fairs. We produce fair newspapers and can promote your company through advertising.

In addition to supporting your presence at trade fairs, Nordiske Medier also holds regular events. In collaboration with the companies in the industries, we focus here on the industries' current challenges and opportunities through events and other activities.

As a partner, sponsor, or participant at Nordiske Medier's events, you get close to the industry's most important and biggest players. This allows you to increase your visibility in the industry and create a network among decision-makers and new business partners.

Hear more about our events and how we can support your marketing activities at fairs at 72 28 69 70.





Nordiske Medier industry media in Denmark

Licitationen

 **BUILDING SUPPLY**

Mester Tidende

 **PLAST FORUM**

Jern-Maskinindustrien

 **METAL SUPPLY**

 **ENERGY SUPPLY**

 **FOOD SUPPLY**

Motor-magasinet

Transportmagasinet

Søfart

FREMTIDENS LOGISTIK

Magasinet Pleje

 **ELECTRONIC SUPPLY**

 **WOOD SUPPLY**

RetailNews

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www.nordiskemedier.dk

CVR: 10150825