Motor-magasinet Media information 2021



motormagasinet.dk

Nordiske Medier is the largest industry specific media in Scandinavia with more than 50 regular publications in Denmark, Sweden and Norway – both printed and online. Furthermore, we publish more than 100 different special magazines and newsletters. Our content is always highly prioritized, clearly defined and tailored for a specific audience

We cover Nordic business in detail with constructive, credible and independent news. On a daily/ weekly basis, Nordiske Medier sends out online newsletters to more than 550.000 recipients and we have approximately 450.000 readers of our print media.

In total Nordiske Medier, have approximate 200 employees based in Copenhagen, Aalborg, Oslo, Stockholm, Gothenburg and Helsingborg. We have a total turnover of more than 200 million DKK and are a solid company with a good economy.

The editorial team consists of around 75 journalists and editors working across multiple industries. We cover the ongoing news stream, do in-depth industry analyses, portraits, articles etc. We always focus on inspiring the companies of whom we write. In addition, we focus on delivering high quality content to our readers who are experts within their individual industries.

Sales wise we are an equally large team of consultants who advise our customers in creating the right marketing palette through the right channels. This, of course for the right audience.

Our products include print media, online media and consulting for search engine optimization, and social media platforms. Finally, we have a team of writers and graphic artists who can help create our costumers creating their banners, ads, native advertising, inserts etc.

Unlike the more general media, we write about both large and small companies. Our focus is on the overall technological, political and cyclical conditions that affects the industries. Not least, what happens at the businesses in the industry including colleagues, customers and suppliers.

Nordiske Medier is a part of NORDJYSKE MEDIER, a group whose history dates more than 250 years back and is one of the central actors within the Danish media industry.

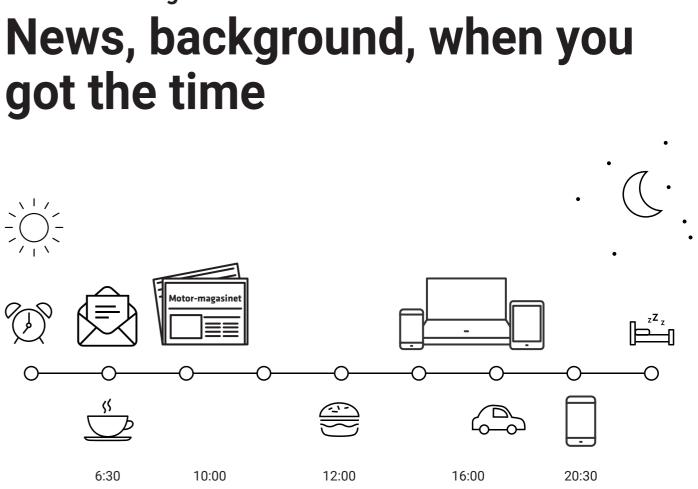
Content

- 4 Motor-magasinet
- 5 Relevant and targeted
- 6 Target group
- 7 Statistics online and print
- 8 Theme Motor-magasinet
- 9 Format Print
- 11 Advert Online
- 12 Membership
- 13 Advert Newsletter
- 14 Advert Banner
- 16 Technical specifications & terms Print
- 17 Technical specifications & terms Online





Relevant and targeted got the time





Contact Editor in chief Flemming Haslund Directe phone: +45 26 20 50 46 E-mail: fha@motormagasinet.dk

Contact, Editorial Office redaktionen@motormagasinet.dk

www.motormagasinet.dk

Motor-magasinet

Motor-magasinet is part of Nordiske Medier A/S. We are a trade paper and an online medium. Motor-magasinet takes a close-up look at the car industry, which we follow through our own coverage at Christiansborg, visits to companies in Denmark and abroad, trade fairs, annual general meetings, receptions, motorsport events etc. We try tobe wherever the industry is - naturally across all interest groups.

Target your advertising in Motor-magasinet. We offer cheap, effective marketing aimed at your target audience.

Motor-magasinet offers various advertising options - both in print and online:

- · Print advertising in the paper.
- Online advertising on the portal and in the daily newsletter.
- · Job i Fokus online, print or a combination.
- · Information material with target groups etc.

As a subscriber to Motor magazine, you can stay informed around the clock about what is happening in the industry. With the Motormagasinet's app, you get easy access to the e-newspaper and the latest news on mobile or iPad.

Already on Thursday at 20:30 you can read the Friday newspaper as an e-newspaper.

Search for Motor Magazine in Google Play or the App Store. You can of course also read Motor-magasinet's e-newspaper on the computer and stay informed about the industry at www.motor-magasinet.dk.

Contact

Do you have general questions concerning the Motor-magasinet, so contact us by phone 7228 6970 or e-mail salg@nordiskemedier.dk.

Target group Motor-magasinet

We contact all key people in the industry per. phone to get their acceptance prior to signing up for the newsletter. The vast majority say yes to this. In addition, we have a number of people daily who sign up for the newsletter on their own initiative.

The recipients of the newsletters are regularly replaced in connection with job changes and the like. Every month, we unsubscribe from a number of recipients if we receive the newsletter return - (bounce back). The number of recipients thus reflects the majority of the industry's key people. Email address is not passed on to 3rd party when subscribing to newsletter.

The newsletter is sent out daily to over 8,400 people in the industry. Motor magazine has more than 120 member companies that actively use the portal in their everyday lives. The companies are located throughout the country, and are evenly distributed by company size.

The user profile and recipients of the newsletter are characterized by being decision makers - ie. primarily directors, purchasing managers, production managers, sales managers - in addition, salespeople and buyers in general, as they use the newsletter to stay up to date on what is happening with their customers, respectively. supplier.

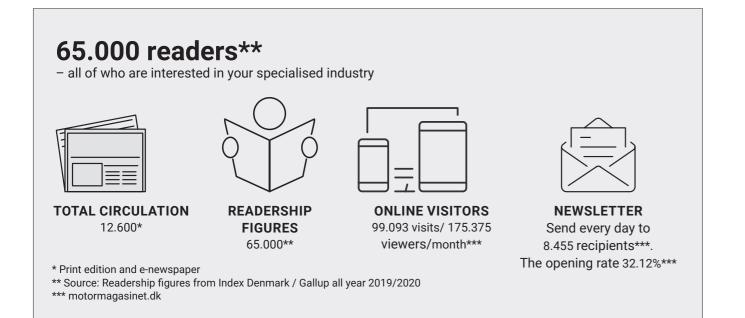
Contacy

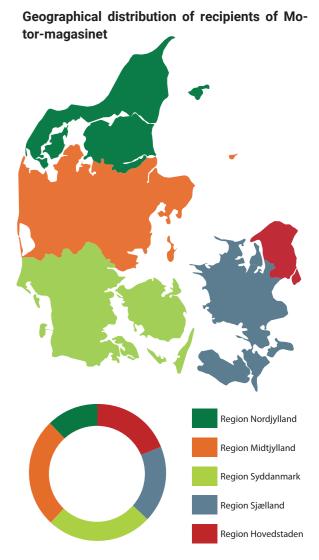
Do you have questions regarding the Motor-magasinet, please contact us by e-mail: salg@nordiskemedier.dk or phone: 7228 6970 and hear more.

Statistics – online and print **Readers**

Distribution of recipients of Motor-magasinet





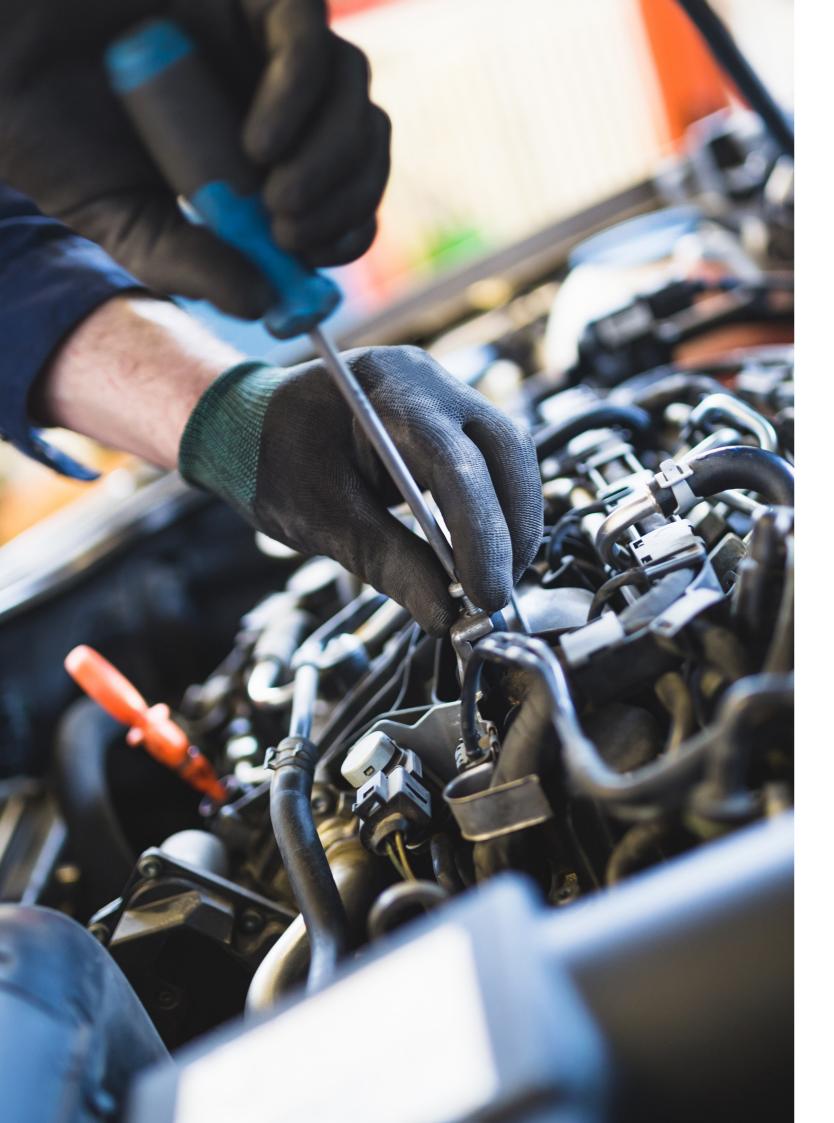


Theme – Motor-magasinet

No.	Publication	Deadline	Theme 1	Theme 2	Special section
MOT nr. 1	08-01-21	01-01-21	Maintenance		
MOT nr. 2	15-01-21	08-01-21	Lubricants & Energy	Spare parts	
MOT nr. 3	22-01-21	15-01-21			Bodywork & Car Paint
MOT nr. 4	29-01-21	22-01-21	Car Dealers & Importers	Spare parts	
MOT nr. 5	05-02-21	29-01-21	Workshops		
MOT nr. 6	12-02-21	05-02-21	Digital Tools	Spare parts	
MOT nr. 7	19-02-21	12-02-21			"DÆK-PROFIL"
MOT nr. 8	26-02-21	19-02-21	Maintenance	Spare parts	
MOT nr. 9	05-03-21	26-02-21	Seasonal products		
MOT nr. 10	12-03-21	05-03-21	Lubricants & Energy	Spare parts	
MOT nr. 11	19-03-21	12-03-21	Bodywork & Car Paint		
MOT nr. 12	26-03-21	19-03-21	Workshops	Spare parts	
MOT nr. 13	09-04-21	02-04-21	Tires		
MOT nr. 14	16-04-21	09-04-21	Financing, Leasing & Insurance	Spare parts	
MOT nr. 15	23-04-21	16-04-21	Digital Tools		Digital Tools
MOT nr. 16	29-04-21	22-04-21	Seasonal products	Spare parts	
MOT nr. 17	07-05-21	30-04-21	Maintenance	oparo parto	
MOT nr. 18	14-05-21	07-05-21	Maintenance	Spare parts	
MOT nr. 19	21-05-21	14-05-21	Workshops	opure pures	
MOT nr. 20	28-05-21	21-05-21	Workshops	Spare parts	
MOT nr. 21	04-06-21	28-05-21	Lubricante & Energy	Spare parts	Lubricanta 9 Energy
			Lubricants & Energy	Creare neutr	Lubricants & Energy
MOT nr. 22	11-06-21	04-06-21	Bodywork & Car Paint	Spare parts	
MOT nr. 23	18-06-21	11-06-21	Financing, Leasing & Insurance	a .	
MOT nr. 24	25-06-21	18-06-21		Spare parts	
Sommermagasin	02-07-21	25-06-21	Car Dealers & Importers		
MOT nr. 25	06-08-21	30-07-21	Workshops	Spare parts	
MOT nr. 26	13-08-21	06-08-21	Maintenance		
MOT nr. 27	20-08-21	13-08-21	Lubricants & Energy	Spare parts	
MOT nr. 28	27-08-21	20-08-21			Bodywork & Car Paint
MOT nr. 29	03-09-21	27-08-21	Digital Tools	Spare parts	
MOT nr. 30	10-09-21	03-09-21	Car Dealers & Importers		
MOT nr. 31	17-09-21	10-09-21	Financing, Leasing & Insurance	Spare parts	
MOT nr. 32	24-09-21	17-09-21			"DÆK-PROFIL"
MOT nr. 33	01-10-21	24-09-21	Workshops	Spare parts	
MOT nr. 34	08-10-21	01-10-21	Maintenance		Au2messe
MOT nr. 35	15-10-21	08-10-21	Seasonal products	Spare parts	
MOT nr. 36	22-10-21	15-10-21	Bodywork & Car Paint	Lubricants & Energy	
MOT nr. 37	29-10-21	22-10-21	FTZ messe	Spare parts	FTZ messe
MOT nr. 38	05-11-21	29-10-21	Tires		
	12-11-21	05-11-21	Digital Tools	Spare parts	
MOT nr. 39			Maintenance		
MOT nr. 39 MOT nr. 40	19-11-21	12-11-21	maintenanoe		
	19-11-21 26-11-21	12-11-21 19-11-21	Workshops	Spare parts	
MOT nr. 40				Spare parts Car Dealers & Importers	
MOT nr. 40 MOT nr. 41	26-11-21	19-11-21	Workshops		

Format – Print

A. B.	A. 1/1 page Format: W:266xH:365 mm 4 colours: DKK 24,300 B. Portrait format A4 Format: W:210xH:297 mm 4 colours: DKK 18,990 C. 1/2 side portrait format	Prices other formats Text page ads per mm DKK 20,00 Back page per mm DKK 30,00 Job og profil – per mm. DKK 10,00 Headline incl. 4 F (<300 mm.) .DKK 15.00 Special position
C.	Format: W:131xH:365 mm 4 colours: DKK 17,990 D. 1/2 Side oblong format Format: W:266xH:180 mm 4 colours: DKK 17,990	Ad is produced with 1 proof from DKK 600. Colour charge <300 mm per mm DKK 6 >300 mm DKK 1,800 Discounts
	E. 1/4 page Format: W: 131xH:180 mm 4 colours: DKK 11,290 F. Module front page Format: W: 86xH:120 mm 4 colours: DKK 9,990	If you wish to order several ads, you are welcome to get in touch with us for a good deal. Please see the contact information on the last page. Formats are material formats that
G.	 G. Module back page Format: W:266xH:180 mm 4 colours: DKK 19,990 H. Module frontpage Format: W: 63xH:50 mm 4 colours: DKK 3,500 I. Handelspladsen, 	scale slightly down to the newspa- per magazine format. All prices are ex. VAT, unless otherwise stated. Reservations are made for printing errors and price regulation. For technical specifications and conditions see the end of the
	examples of size.: W:131xH:100 mm 4 colours: DKK 3,990 J. Handelspladsen, examples of size.: W: 86xH:100 mm 4 colours: DKK 2,990 K. Job and receptions ads examples of size.: W: 131xH:180 mm	media information.
	4 colours: DKK 5,300 L. Job and receptions ads examples of size.: W: 86xH:100 mm 4 colours: DKK 3,000	



Advert - Online Make your business noticed on our digital platforms

Through a wide variety of advertising options, we offer you the chance to be exposed to selected audiences on our online media.

All Nordiske Media's publications have their own online industry portal, which delivers great visitor and reader numbers on a weekly basis. You thus ensure greater online visibility through our competitive offers.



Contact

Do you have questions regarding the advertising opportunities, please contact us by phone 7228 6970 or email salg@nordiskemedier.dk.

Membership Our readers your customers

With a log-in, you get all the opportunities to profile yourself directly into the heart of your target group and create the relevant contacts. A membership at Motor-magasinet gives your company effective and targeted marketing to your industry - you are exposed and made visible online. With your membership, you can post your own news directly to your target group under "News from members".

Your company can present your products, machines or competencies directly to the target group and thereby keep in touch with the industry. When you are a member, you get half price for advertising on the website and in the newsletter.

If your company is faced with having to hire a new employee, you can recruit through your membership. If you hold a course, you can easily make the course visible through your membership.

Contact

If you have questions regarding membership, then contact us by e-mail: salg@nordiskemedier.dk or phone: 7228 6970 and hear more about the uppotunities

"Do-it-yourself" membership benefits

- Login to the member panel from where I can create visibility about your company.
- Company profile, keywords and link to Homepage.
- Insertion of own news in the newsletter under "News from members".
- Induction of trade fair participation.
- · Insertion of job postings that simultaneously
- indented on Jobindex and Jobnet.
- · Indentation of courses.
- · Advertising at member prices.
- Indentations can be supplemented with pictures, catalog and video.
- Insertion of ads on "Machines", "Products" and "Competencies"
- SEO (backlinks)
- Competitor monitoring

Membership "Do-It-youself" 11,800 Dkk./year

Membership+ membership benefits

+ Plus

Same benefits as a "Do-it-yourself" membership.

In dialogue with you, we take the ball and take on part of the marketing function.

- We make indentations of your products, machines, skills or jobs
- We help to insert your news
- We make sure that indents are SEO optimized (backlinks)
- We make registration in competitor monitoring

Advert - Newsletter

The newsletter is sent out to the industry with relevant industry news per. e-mail. The motor magazine is published once a day.

Streamer

Format: W: 820 x H:28 pixels Price per week (monday - friday:...... 7,500 DKK

Mid advert Full Size Format: W: 820 x H: 200 pixels) Price per announcement: 3,000 kr.

Bottom advert Full SizeFormat: W: 820 x H: 200 pixels)Price per announcement:3,000 DKK

Bottom advert Format: W: 400 x H: 200 pixels) Price per announcement: 1,500 DKK

General specifications for the ads in the newsletter is: Ads are static ad. Finished material is submitted in the file format: .jpg, .gif or .png

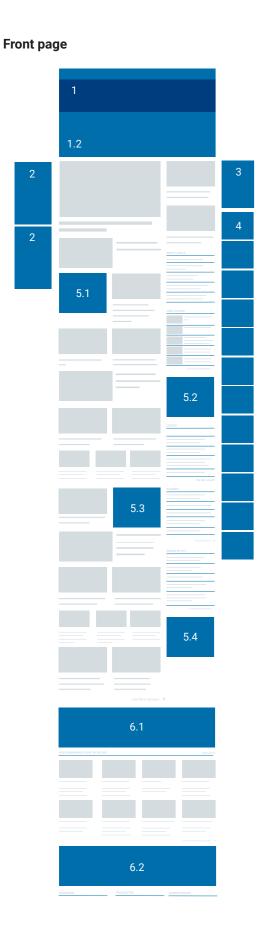
Finished will have a maximum capacity of 50 kB.

All stated prices are member prices per. month.

Membership⁺ 16,800 Dkk.



Advert – Banner



Article page



Creation of banners

Creation of banners is free, when you order for a period of minimum two months. Otherwise, the price is 500 DKK per banner. If you wish to create the banner yourself, you have to make them in either GIF, JPG or HTML5.

* Sticky, corner banner og sidebanner are only shown on a desktop.

All stated prices are member prices per month.

1) Topbanner Format: W: 930 pixels x H: 180 pixels Type: Static or animated, max 70 Kb Т Articles. 12,000 DKK F Front page + other sections . 12,000 DKK F 1.2) Billboard banner Format: W: 980 pixels x H: 540 pixels Type: Static or animated, max 150 Kb Articles 25,500 DKK. Front page + other sections 25,500 DKK.

2) Sticky Banner

Format: W: 240 pixels x H: 400 pixels	
Type: Static or animated, max 90 Kb	
Artikel	
Front page + other sections 10,000 DKK.	

3) Corner banner

Format: W: 200 pixels x H: 300 pixels	
Type: Static or animated, max 70 Kb	
Articles	6,500 DKK.
Front page + other sections	6,500 DKK.

5) Campaign banner 1, 2, 3 og 4 - Front page

8) Campaign banner 1&2 – Articles

8) Campaign banner 1&2 – Others

4) Side banner

Format: W: 200 pixels x H: 175 pixels Type: Static or animated, max 40 Kb Front page + other sections eller Artikel 2,000 DKK.

7) Artikelbanner

6) Gigabanner 1&2

Format: W: 980 pixels x H: 250 pixels	
Гуре: Static or animated, max 150 Кb.	
Front page pos. 1:	4,850 DKK.
Front page pos. 2:	2,500 DKK.

9) Title banner

Format: W: 300 pixels x H: 60 pixels
Banner er statisk
Type: Static banner, max 20 Kb
Price: 13,000 DKK.

All prices are member prices per month.

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

Technical specifications & terms – Print

Material

Material should be sent to: materiale@motormagasinet.dk

Reimbursement

Material reimbursement as previously arranged, but max. 5%.

Cancellation policy

Cancellation and date changes must be made in writing no later than 14 days prior to publication date. If changes to the insertion plan mean that the conditions for discounts obtained are not met, the wrongfully paid discount will be debited at a later stage.

Repro

If Nordic Media does not receive fully-finished advertising material, the customer will be billed for finishing the material at a rate of 50 øre per mm.

Formats

Newspaper format		Tabloid
Column height		
1 column		
2 columns		
3 columns		
4 columns		
5 columns		
6 columns		
1/1 page	266x365 mm	
2 x 1/1 pages (spread)	546x365 mm	
Paper quality newspaper	49 grams	
Number of columns	6	
To the edge	Not possible *	
Supplement 5	mm cropping	
* For special supplement: 5	5 mm for croppi	ng + cutting
marks		

Complaints **COLOUR ADS**

For the printing of colour ads, the paper assumes no responsibility for any minor deviations from the colours of the original material. The newspaper reserves the right to reject complaints about advertisements in cases where we have already drawn attention to the fact that the material is not entrirely suitable for reproduction or where the submission deadline has been exceeded.

OTHER CONDITIONS

Please refer to our terms and conditions of sale on www.nordiskemedier.dk or in the email from your consultant.

Specifications

LAYOUT FILE: Adobe IDML file InDesign. Packed with all links.

PDF

PDF file produced with Acrobat Distiller containing all fonts, images, graphics and colours defined as CMYK. (Job setting for Acrobat Distiller can be ordered). We also refer to the industry standard for digital advertising material agreed between DRRB, DFF and DDPFF. Various descriptions, settings files etc. can be downloaded on www.kankanikke.dk.

IMAGES/GRAPHICS:

Colour: All Photoshop formats in at least 200 dpi. S/H: Alle Photoshop formats in at least 200 dpi. Line drawing: EPS and AI. TIFF, EPS and JPG in at least 600 dpi.

The 'overprint' function must not be used.

COLOURS:

CMYK defined (we separate RGB and Pantone for CMYK).

COMPRESSION:

Stuffit, Zip.

Technical specifications & terms – Online

Delivery of finished material

Deadline is agreed with the graphic designer who submits the booked advertising campaign as well as specifications and deadline.

Deadline for delivery of finished material

If finished material is delivered, the deadline is 2 working days before start-up.

The announcement incl. link to landing page is sent directly to the graphic artist.

Banner advertising

Our site is responsive and the banners adapt to the screen they are displayed on. Be aware that the banners for mobility are readable on the various screens.

The banners share space with up to 3 others. However, the title banner and content banner stand alone, while the sticky banner shares space with up to 2 others. The banners rotate at page breaks.

Animated banners: the animation must last within 20 seconds.

It is possible to send two different banners.

Specifically for HTML5 banners

When delivering HTML, we must have sent a zip file with all the source material in. The zip file must be max. fill 10 mb. It will be an advantage that the HTML5 file stays within a frame of 20 sec. HTML5 files, can only be used for banners on the portal, as the file type cannot be handled by mail programs.

* Sticky, corner banner and side banner are only displayed on desktop.

Technical specifications

Finished banners for website must be delivered as above specifications. If you need a graphic designer to help with your design, there are the following requirements for images, logos and text.

- Pictures must be mine. 80 DPI in the formats and sent

- in the file formats .jpg, .tiff, .eps, .psd and .png.
- Logo and graphic elements are delivered as .eps or .ai vector graphics.
- The text is sent separately in a .docx format or in the email with material.
- Material for production by us must be received no later than 10 days before the advertising campaign starts.

Preparation of banners

- The banners are prepared free of charge when ordering banners for min. Two months. Otherwise, the price is NOK 500, - pr. banner.
- If you want to make banners yourself, these must be delivered in either GIF, JPG or HTML5.

Advertiser Guidelines

- It should be clear to readers what are ads and what are articles written by the editors. Therefore, ads must differ from the layout - both on the portal and in the newsletter, so that readers are not misled and think that an ad is an article written by the editors.
- In general, advertisers are asked to use a different font than ours. On the website, the word Advertisement appears automatically just above the banner, while on advertising in the newsletter, the word Advertisement should appear clearly at the top of the advertisement, if there is no doubt that it is an advertisement - so we follow the legislation in this area.
- If we consider the ad to be too close to the editorial texts, we will ask to change the font and / or add the company logo so that it is clear that it is an ad. This is done to live up to the rules laid down by the Consumer Ombudsman.
- Furthermore, you only have to market for your own company and your own products - ie. no misleading product comparisons or bad publicity of competitors then the Marketing Act is also complied with.

Nordiske Mediers' trade media in Denmark

Anlæg Arkbyg **Building Supply** Byggeri & Ejendomme **Electronic Supply Energy Supply** Food Supply Food Supply Magazine Forsyning Fremtiden Automation Fremtidens Logistik Hvem er Hvem i Autobranchen Hvem er Hvem i Byggeriets top Hvem er Hvem i Metal- og Maskinindustrien Jern-Maskinindustrien Kommunefokus Leder IDAG Licitationen Magasinet Pleje MaskinFokus Mester Tidende Metal Supply Motor-Magasinet M-Xtra Park & Anlæg Magasinet Plast **Plast Forum Retail News** Skoler, Sport og Fritid Søfart Transportmagasinet Wood Supply

Contact information Nordiske Medier Phone: +45 72 28 69 70

CVR: 10150825 info@nordiskemedier.dk www.nordiskemedier.dk

