



2018  
**Media  
Information**

ONLINE

# Food Supply

## Media Information

### About Nordiske Medier

Nordiske Medier is one of Scandinavia's largest companies within industry news. The company covers Nordic business community with constructive, credible and independent news. We work with the goal, to always being close to the industries.

There are 210 employees based in Denmark, Norway and Sweden, and a total turnover of over 200 million DKK. We represent more than 22 medias and industry networks, that in Denmark currently includes:

[Licitationen – Byggeriets dagblad](#), [Jern & Maskinindustrien](#), [Mester Tidende](#), [Motor-magasinet](#), [Transportmagasinet](#), [Magasinet Pleje](#), [Building Supply](#), [Metal Supply](#), [Food Supply](#), [Wood Supply](#), [Electronic Supply](#), [Energy Supply](#), [idag.dk](#) and [RetailNews](#)

We are 90 journalists and editors across our many industries. Our daily editors take care of the continuous news flow and ensure that we are up to date on all news on our online media. And journalists from print media and analysis group in depth including industry analysis, special topics, follow-up of selected cases, portraits etc. Constantly focusing on giving readers the depth industry knowledge, one cannot find in the general news flow. Unlike many others, Nordiske Medier writes on both large and small companies - as well as political, cultural and social conditions

that are important for business. Our professional journalists working to deliver well-written, interesting and factual articles so that they can provide content of high professional quality to readers who are themselves professional experts in the industries they are employed in.

In 2012 the company became part of Nordjyske Media Group and reap the natural benefits of this, while it has the same independent profile as before.

In 2014, the Danish website Industribasen and Danske Fagmedier became part of the family. Industribasen is an online auction and marketplace for buyers and sellers in the industry. Danske Fagmediers print media are some of the oldest and most well-established business journals with more than 150,000 monthly readers, who gain knowledge in the construction sector, the auto industry, transportation industry, care, manufacturing, construction and artisan industry.

In December 2016, the company Mentor Communication - and its 23 magazines - became part of Nordiske Medier.

Every day we now publish daily newsletters to more than 450,000 recipients.

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## Target group/ users of Food Supply

Food Supply uses permission marketing, which is highly effective within internet marketing.

We contact all key figures in the industry by phone, in order to get their acceptance prior to adding them to our newsletter. The majority says yes to a subscription to our daily newsletter. Furthermore, we also have a group of people, who subscribe to our newsletters on their own initiative.

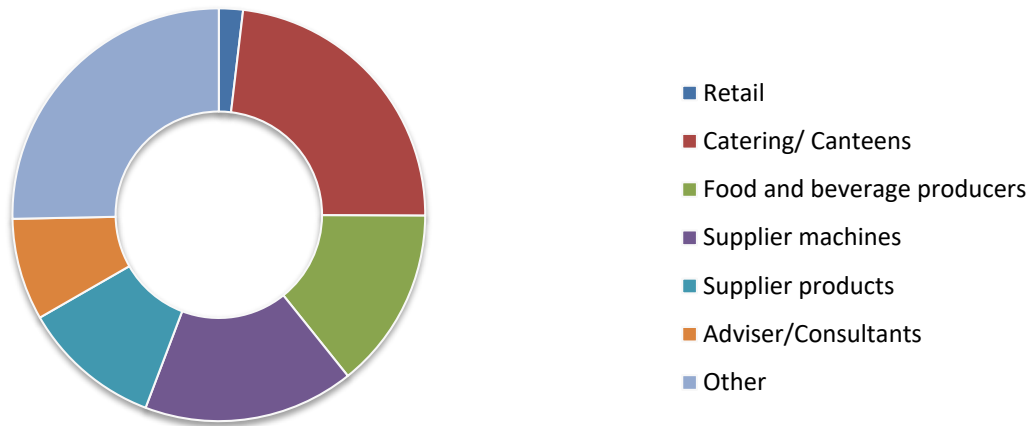
There is an on-going renewal of the recipients due to job change or similar reasons. Every month, we cancel subscriptions, if the newsletter continually bounces back to us. The number of subscribers reflects the majority of important people and decision makers within the industry. What is more,

we never pass on email addresses to a third party, when we add a subscriber.

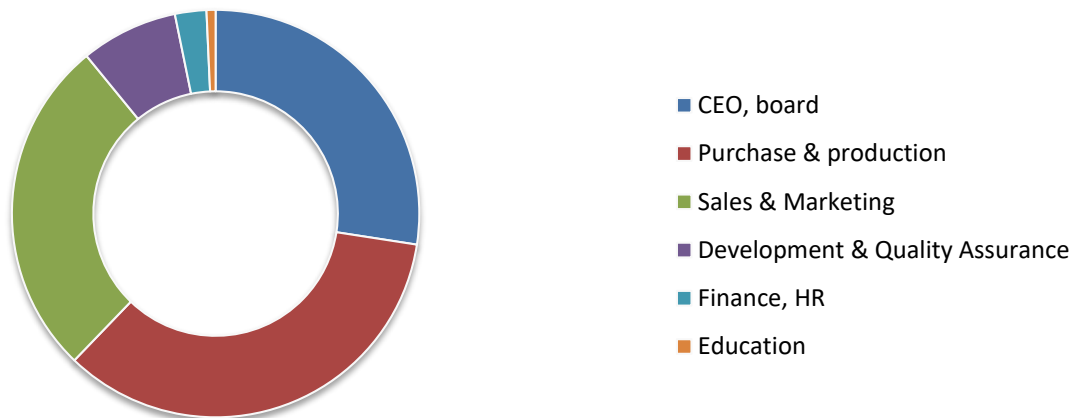
The newsletter is sent out daily to over 14,700 persons within the industry. Food Supply has over 700 companies as members in Denmark, which actively uses the portal in their everyday work. We cover companies widely spread all over Denmark, and in all sizes.

The user profile and the subscribers of our newsletter are characterised by the fact that they are decision-makers. In other words, they are primarily business managers, purchasing managers, production managers, sales managers etc. Add to this, salespersons and buyers in general, because they use the newsletter in order to keep themselves updated about what goes on in the industry.

## The allocation of readers of the newsletter compared to the business.



## The allocation of readers compared to job position



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## Reader Survey 2017

In November 2017, we asked our subscribers to fill out a survey concerning Electronic Supply. 732 users chose to give their opinion.

Below are some of the main conclusions of the analysis.

- 77% believe that Food Supply is a good or very good media for the industry.
- 71% considers Food Supply as their primary media in the industry.
- 96% use Food Supply through the daily newsletter.
- 62% get the most important news regarding their industry via Food Supply.
- 39% have contacted a company or supplier based on articles or ads placed in Electronic Supply.

The reader profile is:

- 40% women and 60% men.
- The readers are mainly from 40 years of age and older. This group represents 86%

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### Effect and possibilities

The newsletter is sent out daily to over 11,400 individuals and unique visitors on the portal are on an average 2,500 and 3,000 a day, with an average of 2 page views.

- Advertising usually takes place over a longer period of time, which is convenient for most companies and their continuous need for marketing.
- What is more, the adverts are targeted towards specific market segments and decision makers. 50 views by the right people, is of course more effective than 50,000 views by random groups of people. The individuals we sign up for our newsletter are mainly business managers, purchasing managers, production managers and development managers.
- Marketing via the internet is much cheaper compared to the outcome than marketing via traditional media sources, direct mails etc. Compared to all other media types, the exposure is much higher.
- The construction of the degree of knowledge is either available through frequent views of either

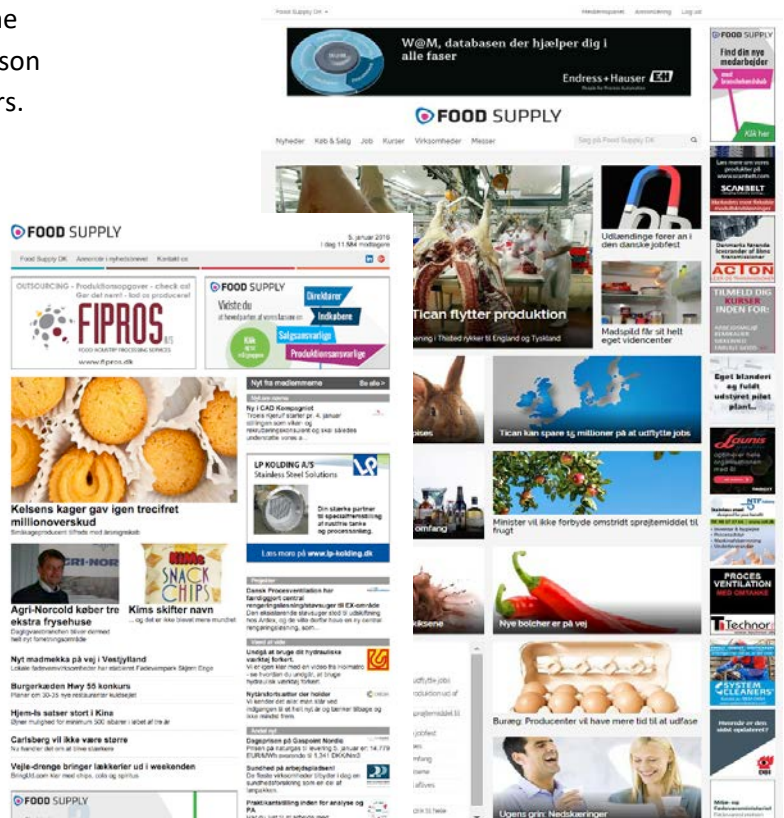
Based on these facts online advertising is a growing sector, while traditional advertising and marketing activities are diminishing. (source: "Dansk Oplagskontroll" – The Danish Audit Bureau of Circulations) This synergy between the portal, the newsletters and advertising is also the main reason why advertisers are advised to become members.

The combination between insertions in the newsletter and the portal, advertising in the newsletter and banner advertising makes it possible to gain a variety of marketing advantages, compared to traditional marketing.

insertions or adverts. In a world where customers seek information themselves, new skills and new subcontractors online, the most important aspect when it comes to marketing is to create brand awareness.

- The immediate road from Attention to Response. Besides information about the number of views and thereby the brand awareness, we also deliver information on the number of direct clicks from adverts to the website.
- Your insertions are available whenever the customer has a current need, and seeks a solution. It does not matter whether the customer seeks information via the portal or search engines.
- Direct access to your contact information, which makes it easier for the customer to seal the deal faster.
- Search engine optimization is an additional gain.

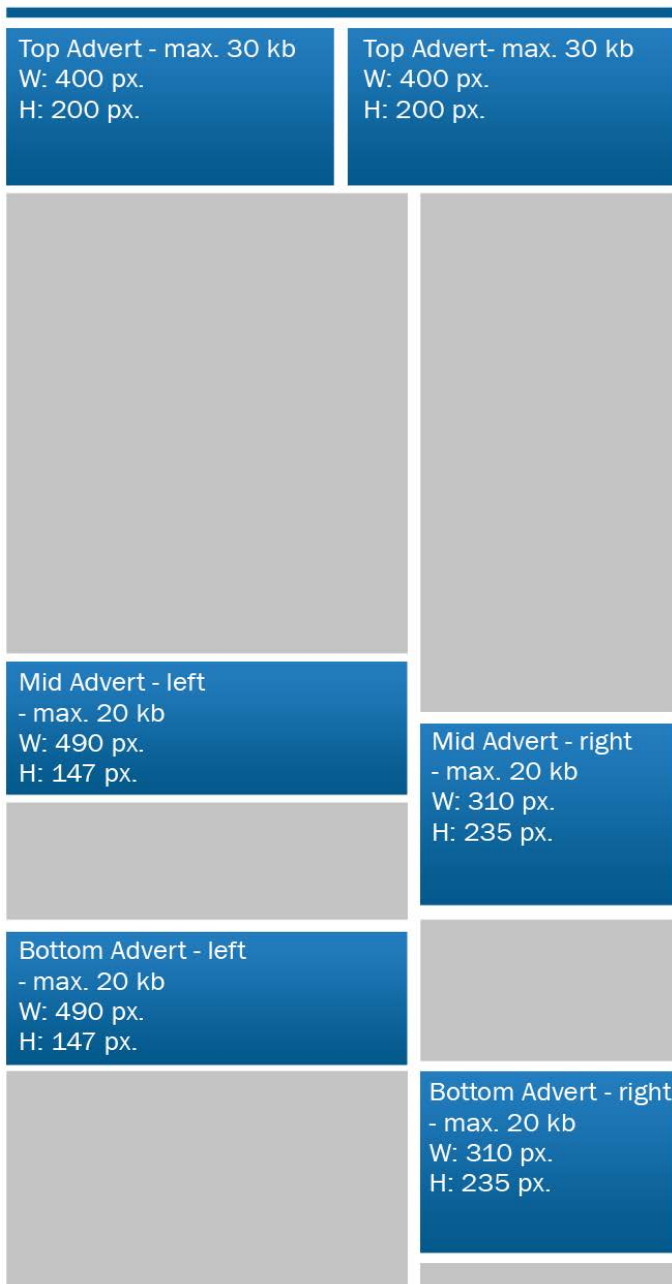
All advertisements on the portal or in the newsletters are relevant for the industry. You will never find advertisements for phone companies etc. on our portals. 80% of our readers find that is an important factor in our services.



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### Possible placements of the advertisements in the newsletter



### There are six adverts in the newsletter.

**Top Advert** on the right and left side

Specifications: 400x200 pixels (Max. 30 kB)

**Mid Advert** on the left side

Specifications: 490x147 pixels. (Max. 20 kB)

**Mid Advert** on the right side

Specifications: 310x235 pixels. (Max. 20 kB)

**Bottom Advert** on the left side

Specifications: 490x147 pixels. (Max. 20 kB)

**Bottom Advert** on the right side

Specifications: 310x235 pixels. (Max. 20 kB)

### Advertising prices for members:

- Top Advert 3,000 DKK/day
- Middle Advert 2,000 DKK/day
- Bottom Advert 1,500 DKK/day

The price per exposure to your target group is at 50% view rate

- Top 0,55 DKK
- Middle 0,41 DKK
- Bottom 0,28 DKK.

The adverts are either GIF or JPG and with no animation.

The adverts are created for free, when you order at least five adverts. Otherwise, the price is 500 DKK per advertisement.

### Advertising in the newsletter can be used for:

- Increasing company awareness
- General marketing of the company, and what the company wants to be known for
- Specific messages, if you want to create extra awareness on for instance:
- Presentation of new products, skills, machines
- Events within the company
- Job adverts
- Name change

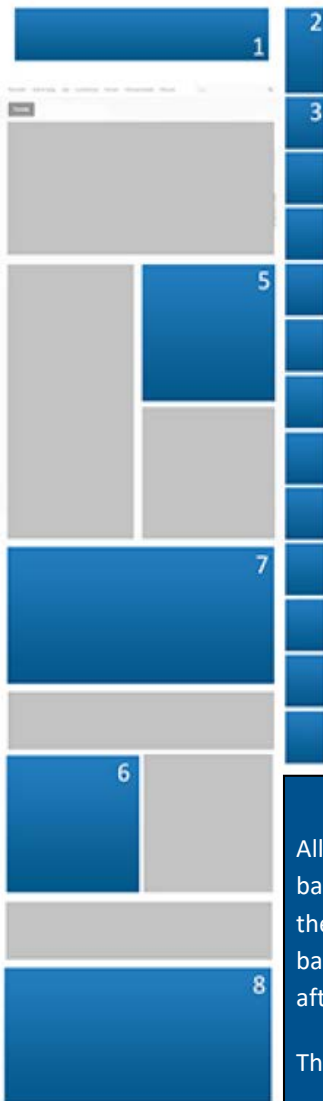
The advertisements in the newsletter are so significant that almost every reader notice them. And if you choose to place 5 or 10 adverts, the industry will certainly notice.

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## Advertising possibilities on the portal

### Front page



### Article page



All banner ads, except the title banner on article pages are sharing their spot with up to three other banner ads. Rotation is executed after page reload.

The title banner has a sole position.

The side banners change their position both horizontally and

### There are different types of banners on the portal

- 1. Top banner** – 930\*180 pixel – max. 70kb  
The price (members) is 12,000 DKK/per month on the page with articles or front page + other sections.
- 2. Corner banner** – 150\*300 pixel – max. 70kb  
The price (members) for this banner is 6,500 DKK/per month on the page with articles or front page + other sections.
- 3. Side banners** – 150\*175 pixel – max. 40 kb  
The price for this banner is 2,000 DKK/per month (members) on the page with articles or front page + other sections. The banners share the spot with up to three other banners. The banner also changes position vertically, thereby creating twelve slots.
- 4. Title banner** – 200\*60 pixel – max. 25 kb - notice that this is a static banner. Price for members is 13,000 DKK /per month.
- 5. Campaign banner 1, Article** - 300\*250 pixel – max. 70kb. The price (members) for this banner is 7,750 DKK/per month.
- 5. Campaign banner 1, Front page** - 480\*480 pixel – max. 70kb. The price (members) for this banner is 9,500 DKK/per month.
- 6. Campaign banner 2, Article** - 300\*250 pixel – max. 70kb. The price (members) for this banner is 6,000 DKK/per month.
- 6. Campaign banner 2, Front page** - 480\*480 pixel – max. 70kb. The price (members) for this banner is 8,500 DKK/per month.
- 7. Giga banner 1** – 980\*480 pixel – 75kb. The banner is on the front page. The price (members) for this banner is 12,000 DKK/per month.
- 8. Giga banner 2** - 980\*480 pixel – 75kb. The banner is on the front page. The price (members) for this banner is 8,500 DKK/per month.

All stated prices are member prices.

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## 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.

## Specifications for HTML5 banners

Upon delivery of HTML we should have sent the zip file with all the source material. Zip file must be max. 10 mb. Our banners change every 20 seconds, and therefore, it is preferable that HTML5-file stays within this time frame. HTML5-files can only be used as banners on the portal, because mail programs cannot handle this type of files.



# Food Supply

Media Information

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Web: **www.food-supply.dk**

## **Our Media and branch network includes**

Licitationen – Byggeriets dagblad

Jern & Maskinindustrien

Søfart

MesterTidende

Motor-magasinet

Transportmagasinet

Magasinet Pleje

Skog Supply

Entreprenad Supply

Leder IDAG.dk

Building Supply

Metal Supply

Food Supply

Wood Supply

Electronic Supply

Energy Supply

Nordic Design News

RetailNews

Industribasen

Food Supply Magazine

Plastforum

Foodservice Forum



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