



Nordiske Medier

Media information

Indholdsfortegnelse

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Who is Nordiske Medier?

Nordiske Medier is the largest B2B media house in the Nordic region within industry-specific media.

As Scandinavia's leading and most specialized B2B media, we write about businesses, for businesses.

With our industry-specific media, we cover all sectors of Nordic business and reach out every day to many professionals in various industries.

This benefits readers who want to stay ahead in their field and advertisers who want to market directly to their target audience.

Nordiske Medier stands out from other media houses as we work to bring the Nordic business community together.

We deliver high-quality news and provide our advertisers with a unique opportunity to tailor their advertising across different sectors, formats, and platforms.

Nordiske Medier is part of the Nordjyske Media House.

Over

43

industry-specific media outlets in Denmark and Sweden.

Over

30

print media outlets

Over

1.7 mio.

million monthly page views

Over

60

annual special publications

Over

250.000

newsletter subscribers

Over

1.1 mio.

million followers on social media



Nordiske Medier's industries in Denmark and Sweden

CONSTRUCTION

Licitationen 🇩🇰
Mester Tidende 🇩🇰
BUILDING SUPPLY 🇩🇰
framtidensBYGG 🇸🇪
PROJEKTAGENTEN 🇩🇰
entreprenad 🇸🇪

UTILITY SECTOR

Energy Supply 🇩🇰

RECYCLING AND WASTE MANAGEMENT

ReCycling 🇸🇪

INDUSTRY

METAL SUPPLY 🇩🇰 🇸🇪 🇳🇴
Jern-Maskinindustrien 🇩🇰

VERKSTADERNA 🇸🇪

U&L 🇸🇪

MR MASKINREGISTERET 🇳🇴

Plastic industry

PLASTFORUM 🇩🇰

PLAST 🇸🇪 🇳🇴

Proces industry

process. 🇸🇪

Food industry

FOOD SUPPLY 🇩🇰 🇸🇪

PACK 🇸🇪

Electronic

ELECTRONIC SUPPLY 🇩🇰

Wood and Furniture Industry

WOOD SUPPLY 🇩🇰

NTT@woodnet 🇸🇪

AUTOMOTIVE

Motor-magasinet 🇩🇰

MotorMagasinet 🇸🇪

TRANSPORT

Søfart 🇩🇰

Transportmagasinet 🇩🇰

LM Lastbil Magasinet 🇩🇰

Transportnet.se 🇸🇪

RES FORUM 🇸🇪

TRAFIK FORUM 🇸🇪

tungt.no 🇳🇴

SUPPLY CHAIN MANAGEMENT

SCMNews 🇩🇰

RETAIL

RetailNews 🇩🇰

DagensHandel 🇸🇪

friKöpenskap 🇸🇪

habit 🇸🇪

SERVICESECTOREN

rent 🇸🇪

I&S. 🇸🇪

PHARMACEUTICAL AND HEALTHCARE

MedTechNews 🇩🇰

MedTech 🇸🇪

LIFE SCIENCE SWEDEN 🇸🇪

We offer

We offer your company 360° marketing

Unlike other media houses, we don't just offer you the opportunity to convey your messages through targeted online and print advertising.

Our range of media and products is diverse, allowing your company to tailor your advertising to support your strengths.

We assist companies daily with everything from advertising, website development, and search engine optimization to recruiting new qualified staff and increasing visibility in their industry through fairs and events.

Our media consultants are always ready to guide you, so you can create a combination of advertising that makes sense for your specific business.

Contact us today to learn more about your options at email: salg@nordiskemedier.dk

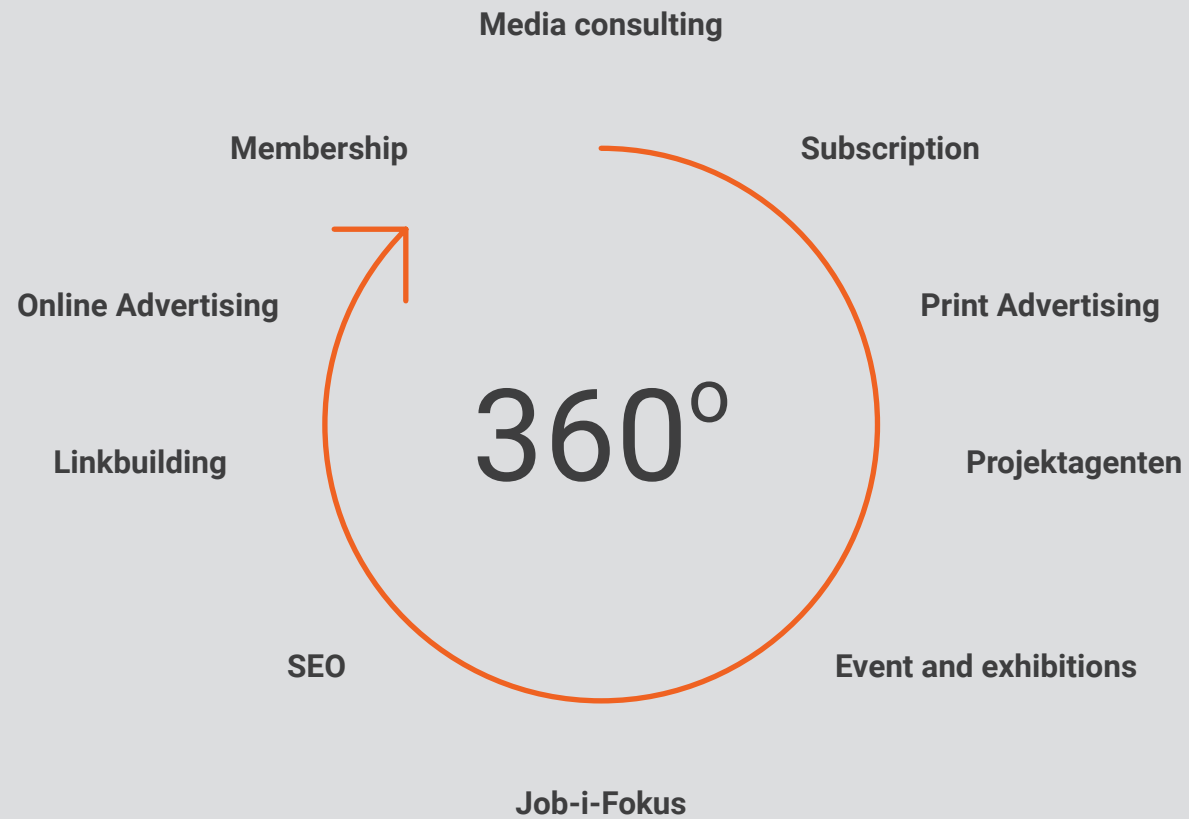
Transparent
Insights

Value for your
budget

Tailored
advice

More time for
your business

360° Marketing



The Path to Effective Marketing

What is your goal?

Have you considered what you would like to achieve with your advertising and marketing? Is it to increase sales or generate more leads? Is it to create greater online visibility and expand awareness of your company, or something entirely different? As one of the first steps in your considerations regarding advertising and marketing, it is important that you have set specific goals for what you want to achieve, so you make the most out of your time and budget.

Do you have targeted messages?

What is the special and unique things you can do that no one else can? Is it clear to your target audience what products you have and what benefits they provide? Do you have targeted messages, and do you have the right combination of messages that come in the right flow, at the right times, and in the right formats? All of these considerations are important to make when trying to capture your target audience's attention on various channels.

Do you know your target audience?

How well do you know your target audience? Who are you going to advertise and market your products towards? In order to get the most out of your marketing activities, it's important that you know your target audience. This way, your choice of media, channels and messages can be directed specifically towards them.

Are you on the right channels and formats?

Have you considered which channels and formats are the most effective for your specific business? Where does your target audience primarily reside? Does it make the most sense to advertise online, in print, at events, or through a tailored combination of these? Capture your customers where they are, when they're there. We cover a wide range of industries and provide you with direct access to the businesses and professional groups you want to market to.

What is your budget?

Have you considered how much you want to invest in advertising and marketing? What return on investment are you hoping for? And when do you anticipate seeing the potential impact of these investments in your traffic, sales and revenue? It's important to have a plan and a concrete budget that aligns with your goals, so you can make the most out of your activities and expectations.

Get feedback and guidance

Our media consultants are experts in advising businesses on everything from target audiences and marketing budget allocation to media and channel selection. We specialize in guiding companies in all types of industries and are ready to assist you in assembling the mix of advertising and marketing products that are most effective for you.

Please **contact us** for a non-binding conversation at: 72 28 69 70

We are where your costumers are

Use our medias to gain visibility within your target audience

To succeed with yout advertising, it is essential that you are visible to your target audience on the right channels, media and at the right times.

Potential customers need to know about you and remember your business on the very day that they need to purchase what you offer. They will only do this if your company is visible and present where your customers are.

As the central hub for Nordic business, Nordiske Medier offers optimal opportunities to gain visibility with business customers. When you advertise across our many online and print media, you increase the frequency of your messages and ensure that potential customers become aware of you, and that existing customers do not lose sight of your business. With our wide range of channels, formats, and media, we give you the opportunity to spread your messages out so they not only appear frequently but also reach the exact right target audience at the exact right time.

35%

of our readers have contacted
a company based on an
advertisement

63%

of our readers have a leadership
position in their company

Across all Nordiske Mediers platforms
* Reader Survey 2023

We cover the Nordic region and
the largest industries

The preferred new source for the business community

With our many industry medias, Nordiske Medier covers the
entire Nordic business community.

We bring daily news about everything from the Danish
construction industry and industrial sector to the retail and
transport sectors. Therefore, we have many readers and a broad
media coverage that spans across the largest B2B industries
in the Nordic region.

This provides the opportunity to advertise in many different
media and market yourselves to selected professional groups
in chosen industries.

With Nordiske Medier, you can stay updated on Nordic Business
news and tailor your marketing to reach precisely the industries
and professional groups you wish to connect with.



We know your target audiences

Nordiske Medier is the link between businesses. We are the largest media house in the Nordic region specializing in industry-specific media, and the core of our work has always been to act as a facilitator between the different parties within each industry.

Therefore, we know your target audience better than anyone else. With our in-depth knowledge of the companies and professional groups, present on our platforms, we assist businesses every day in marketing themselves directly to their target audience.

We understand the readers' purchasing needs and interests - and are in daily contact with decision-makers. Nordiske Medier enables your company to market itself directly to your target audience.

Contact our media consultants for guidance on how best to compose your advertising and marketing, so you can easily and effectively reach your audience.

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



of our readers are decision-makers

* Reader Survey 2023





Print products

Much more than just newspapers

Our print universe encompasses a wide range of products that go far beyond what one typically gets with a regular print advertisement.

Our readers pay for our media, allowing you to speak directly to the audience interested in your product by using us as a media partner.

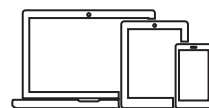
The following pages describe services that can be purchased in connection with a print campaign in one of our media.

We have got more than
450.000
print readers

* Reader Survey 2023

Please **contact** one of our media consultants for prices at: 72 28 69 70 or salg@nordiskemedier.dk

Print univers



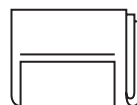
Subscriptions



Print Advertising



Inserts



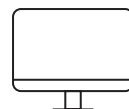
Newspaper



Advertorial



Ad test



Online newspaper



Linkbuilding



Market Overview

Subscription

Get news directly related to your company

As a subscriber to our media, you can easily stay updated on everything happening in your industry. We provide the news that isn't found in the mainstream, directly related to your business. We offer quick overviews and the latest news on our media pages, e-newspaper, and newsletters. Additionally, we deliver in-depth insights in our print editions with interviews, profiles, and comprehensive industry analyses. At the same time, we provide you with in-depth insights in our print editions through detailed interviews, profiles, and industry analyses.

At Nordiske Medier, we offer customized subscription packages, allowing you to choose the solution that best suits your needs. Select from various personal subscriptions or a corporate solution so your colleagues can also gain insight into your customers, competitors, and the latest industry trends.

Get guidance and a non-binding offer by writing to our email: abonnement@nordiskemedier.dk

Pricing plans

Trial subscription

Provide access to the following benefits for the first month:

- Personal login
- Unlimited access to all articles
- E-newspaper
- Unlimited access to the archive
- No commitment

Digital subscription

Provides access to the following benefits for 12 months:

- Personal login
- Unlimited access to all articles
- E-newspaper
- Unlimited access to archives
- Special magazines
- Market overview

Complete subscription

Provides access to the following benefits for 12 months:

- Personal login
- Unlimited access to all articles
- Print edition of the newspaper
- Special magazines
- E-newspaper
- Unlimited access to the archive
- Market overview

* Note: Not all media have print editions.

Business Solution

Corporate client/ Subscription Agreement

(Company – Key Persons)

With a Corporate client/subscriber agreement, a setup can be designed where a selection of key employees can receive their very own print copy along with a personal login to the entire online universe. The personal login ensures that the employee can easily read the entire e-newspaper and follow the ongoing news flow, regardless of time and place. At home or away.

- Get the newspaper delivered directly to the office (multiple) or a private address.
- Have the newspaper delivered directly to selected key employees.
- Get a personal login that provides access to all restricted areas.
- Personal access to the e-newspaper (Notified via email).
- Personal access to all articles, analyses, guides, etc. with a personal login.
- Personal access to the Procurement Service.
- Personal Procurement Agent that focuses specifically on concrete tasks.

Please contact us to learn more about the options for a tailored agreement for your company.

You can send an email to storkundeaftale@nordiskemedier.dk or call directly at +45 26 79 71 30.

Multi-user access

(Company – IP Agreement)

With a multi-user access based on IP solution, the entire organization can be well-equipped with free and unhindered access to all restricted areas. Access is granted via the company's IP address. No login is required for read access. It is easy to manage for all parties and requires no significant IT resources. The solution is simply defined by the number of employees who have access via the company's domain or through an external connection (VPN, Citrix, or other). The built-in monitoring service enhances internal communication by aggregating all articles written about the company, while also allowing for monitoring of selected customers, partners, competitors, etc. (Internal Business Intelligence).

It is easy to get started, and after the setup, the following points will be enabled:

- "Plug & Play" solution
- Media and monitoring service (Across 23 media)
- Collection of everything written about the company
- Specific monitoring of selected actors - customers, suppliers, partners, projects, activities
- Easy and simple to administer
- Flexible and quickly adaptable
- Free access to all articles, analyses, and cases
- Free access to E-paper
- Free access to archive
- No login = everyone can see/read articles, reports, analyses, etc.

Please contact us to learn more about the options for a customized agreement for your company.

Send an email to flerbrugeradgang@nordiskemedier.dk or call directly at +45 26 79 71 30.

Business Agreement

(Combination of corporate client and multi-user access)

The Company Agreement combines all elements and benefits of the Corporate client and multi-user agreement. The agreement ensures the best possible use of personal tools while providing the entire organization with free and unimpeded access to relevant information.

- Free access to all articles, analyses, and cases
- Enhance knowledge and deep insights about the market, individuals, competitors, partners, projects, construction tasks, etc.
- Procurement portal covers EU and Public sector
- Knowledge sharing – sharing of content in internal communication
- Tailored information package (23 media)
- Saves time – more efficient and focused effort
- No login = everyone can view/read articles, reports, analyses, etc.
- Easy and simple to administer
- Flexible and quick adaptation – "Plug & Play"

Please contact us to learn more about the options for a customized agreement for your company.

Send an email to virksomhedsaftale@nordiskemedier.dk or call directly at +45 26 79 71 30.

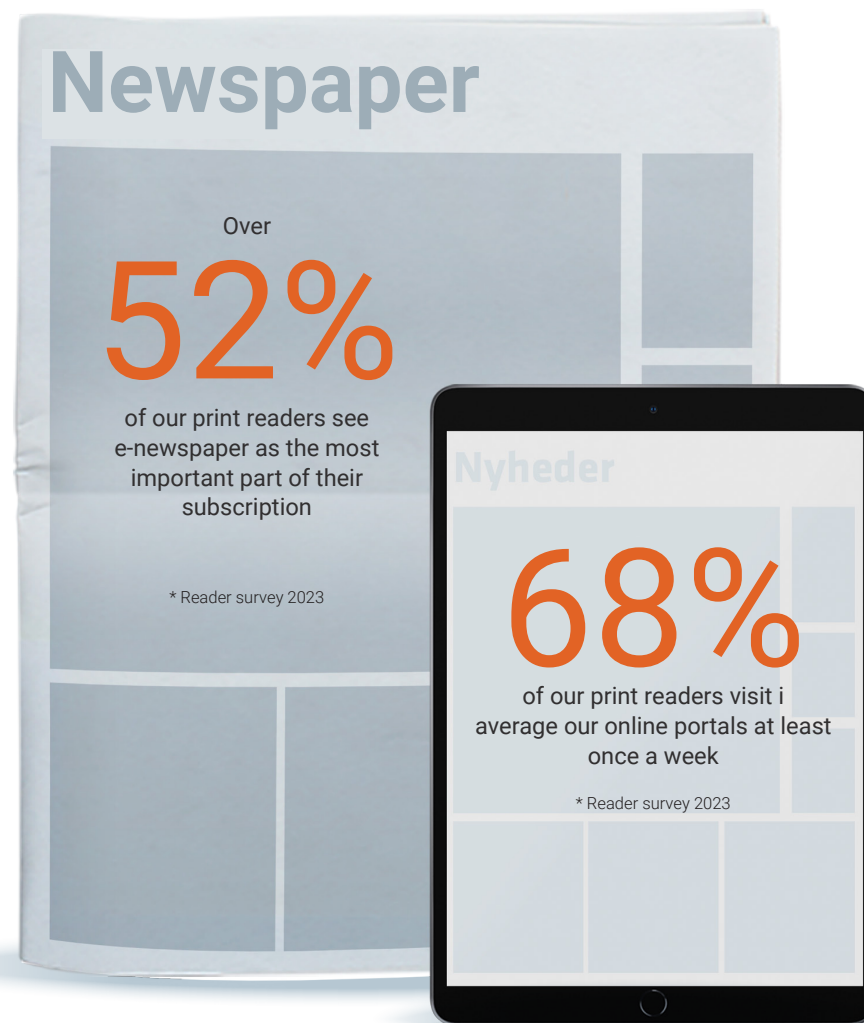
Always ahead

Nordiske Mediers print publications are also available as e-newspapers. The e-newspaper is released in the evening, the day before the print newspaper is published.

This way, you can stay updated on the latest releases wherever you are, and ensure that you are always ahead with the latest news and trends in your industry.

In addition, the e-newspaper provides access to our archive, allowing you to delve into previous editions and magazines.

* All subscribers have access to the e-newspaper through their subscription to the respective media



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

With more than 450,000 professional readers, Nordiske Medier has more readers than other trade publications. When you place print ads in our newspapers, you are guaranteed that your ads will be seen by many potential customers who have an interest in your products and services.

Our wide range of industry-oriented media provides our advertisers with a unique opportunity to target their ads to specific professional groups in selected industries. This ensures that your ads are not only read by many, but also by the right audience. In our newspapers, we ensure that you can place your ads where they have the greatest impact.

For example, we offer to place ads in connection with relevant editorial content in sections and themes, ensuring that your ads are not just seen, but also read.

The print ads are also included in the newspapers' e-editions, which readers use when accessing articles from their computer or tablet. Our extensive range of different ad formats allows you to choose the formats that match your needs. We offer many creative ad formats that help increase the opportunity to generate interest and attention. We continuously work on optimizing the circulation so that you can reach your target audience more deeply and precisely than any other media can offer.

Contact us at phone number +45 72 28 69 70 to learn more about your advertising options in our printed media.

Bliv set af branchen

Nordiske Medier er Nordens største mediehus indenfor branchemedier. Med vores branchemedier dækker vi alle grene af nordiske erhvervsliv og når hver dag ud til mange fagprofessionelle læsere i mange forskellige brancher.

Licitationen BUILDING SUPPLY Mester Tidende

Jern-Maskinindustrien Søfart METAL SUPPLY

WOOD SUPPLY ELECTRONIC SUPPLY FOOD SUPPLY

Transportmagasinet SCMNews Lastbil Magasinet

Motor-magasinet ENERGY SUPPLY MedTechNews

RetailNews PLASTFORUM

Vores mediekonsulenter står altid klar til at vejlede jer til den rette annoncering for netop jeres virksomhed.
Kontakt os på salg@nordiskemedier.dk for et uforpligtende tilbud

Nordiske Medier

Advertorial

We will feature your company in the newspaper

Capture customers and new partners when promoting your company in a story with a journalistic tone. An advertorial is an advertisement designed to look like an article. In close collaboration with the professional copywriters of Nordiske Medier, we offer a unique opportunity to create an advertisement that promotes your products and core competencies in journalistic stories.

With an advertorial, we offer:

- Strategic placement among other articles.
- An article with high SEO value that increases awareness of your company.
- Effective marketing created in collaboration with commercial copywriters.

*The advertorials can be created for all our media, and there is the possibility to supplement them with images and a link to a video. Our online advertorials have a maximum length of 2,000 characters (including spaces)..

Please find out more about your opportunity to brand your company and promote your products with an advertorial by calling 72 28 69 70 or emailing salg@nordiskemedier.dk.

* If finished material is provided, the deadline is 2 weeks before publication.

ADVERTORIAL PRINT PACKAGE



- ✓ Publication in one or more of our relevant media
- ✓ Placement among the other articles in the newspaper
- ✓ Exposure in e-newspaper with link
- ✓ Preparation of text and graphics set-up directly targeted at the relevant media's readers

ADVERTORIAL ONLINE PACKAGE



- ✓ Runs for a period of one week duration - from Monday to Sunday
- ✓ Placement on the front page of news the flow among other articles
- ✓ Placement in the newsletter under regular articles on Mondays
- ✓ Final report on total number views

Ad test

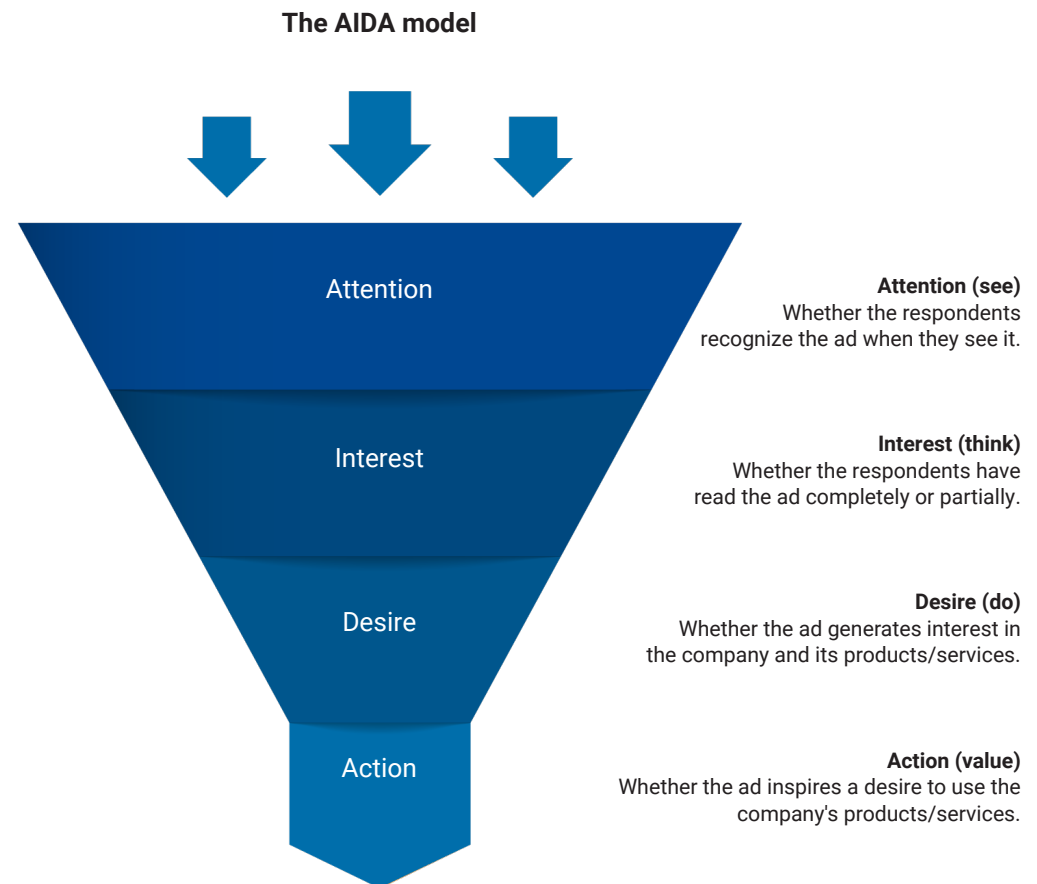
We follow your advertising all the way to the end

With an ad test, we offer to assess the effectiveness of the advertisements you have placed in our printed newspapers. We do this in order to evaluate your ads' ability to generate interest and convey the message you desire. The ad test is based on a combination of qualitative and quantitative responses, ensuring that the study achieves high validity and reliability.

The responses are collected by either conducting telephone or online interviews with our readers based on a questionnaire. Here, readers also have the opportunity to provide a subjective assessment of the ad being examined. As a framework for evaluating your ad, we employ the AIDA model, which examines whether various parameters are met in the advertisement.

Based on the responses, we create an overall impression of the ad and provide you with the knowledge that enables you to improve your ads and increase your sales.

Contact us to learn more about our ad test at telephone +45 72 28 69 70.



Please do not let your message get lost in the advertising pile

Get your inserts or printed brochure material distributed along with our newspapers and make your company noticed throughout the industry.

An insert is a brochure that is placed inside our newspapers when they are sent out. When readers open their newspaper, they will be greeted by your brochure material. This increases awareness of your company and gives you direct access to your target audience.

With an insert, you ensure that your brochure material does not get tucked away in the advertising pile, but rather receives an attractive spot in a newspaper read by selected professional groups who have a significant interest in the products and services you offer. Here, you have the opportunity to promote your message on multiple pages and increase your visibility among decision-makers in small and medium-sized businesses.

Please find out more about your options for distributing your brochure material along with our newspapers at +45 72 28 69 70 or email: salg@nordiskemedier.dk



Effective online marketing

Much like our print universe, our digital universe encompasses a wide range of products that will enhance your marketing and brand.

Our online products cater to businesses that wish to easily and affordably increase their visibility online.

Our digital universe



Membership



Online advertising



SEO



Follow your online activities



Advertorial



Linkbuilding



Job advertisements



Market Overview



Share posts on social media

Get more out of your marketing budget with a membership

Nordiske Mediers Member Portal is an online marketing tool for B2B companies in Denmark and Sweden. With a membership, you can achieve maximum visibility to your specific target audience when we grant you access to share news and advertisements on one or more of our platforms. Here, you'll have a unified tool easily, efficiently, and precisely tailor your marketing activities across industries and selected customer groups.

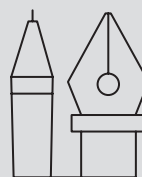
The member portal is built around 20 of our media platforms, each catering to its own industry and target audience. You can purchase a membership for one or more of the platforms, thus composing the media combination that makes sense for your marketing, allowing it to be directed towards the professional groups, companies and clients you want to engage with.

This is marketing that pays off.



Create your foundation

Establish a company profile that enhances your SEO value and secures better rankings than your competitors.



Build your brand

Share your news, job postings, and sales ads directly on the front page of Nordiske Medier's industry media and newsletters tailored to your target audience.



See the effect

Get an overall overview of your activities and monitor how your posts perform towards the target audience with the statistics overview.

Målrettet markedsføring - 365 dage om året

Membership+

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.

PREFERRED 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

Get more out of your membership at Nordiske Medier

Bringing the company's news to life can seem like a challenging and time-consuming task. Nordiske Medier has therefore made this task simple for all member with the add-on package "Newsbooster"! With this package solution, you are assigned one of Nordiske Medier's copywriters, who will help you with write and share your member news.

What do you get with Newsbooster?

With Newsbooster, the associated copywriter will write up to two short stories about your company per month, which can be published on your member's page.

Thereby you will build up and expose your brand on the purchased member media. It could be that you have a new product to be launched, an anniversary to be celebrated, or an ambitious vision that you would like to share with the industry.

We bring the stories to life

In collaboration with the copywriter, you will go through the stories, products or services that you want to promote for your target group together every month. The copywriter then makes sure to write catchy and search engine-optimizing short stories, so that you strengthen your visibility towards potential customers and business partners with your membership.

Contact us at phone +45 72 28 69 70 or email: salg@nordiskemedier.dk if you would like to learn more about NewsBooster.

This is how it's going to happen

1) Introductory Meeting

To establish a solid foundation for our collaboration, we begin with an introductory meeting where we can get to know each other, and you can share your wishes and needs.

2) Fixed contact person who manages the collaboration

Contact Person for the collaboration: To create the best content for you, we suggest that after the first introductory meeting, you choose a dedicated contact person for the collaboration.

3) We agree on a fixed monthly meeting time

The contact person, along with the assigned writer, will agree on a fixed meeting time once a month. During this meeting, upcoming content to be shared on the Members Portal will be selected collaboratively.

4) We take care of producing and publishing

After each monthly meeting, the writer will begin writing the agreed-upon content. Before publishing the content, the writer will send the material to the contact person for approval. This provides an opportunity for corrections, input, and the inclusion of relevant visual material.



Banner advertising

Promote your products with banner advertising

Many companies utilize online advertising, and there are good reasons for it. Online ads are known for their ability to generate leads and drive more traffic.

Consequently, they are effective in enhancing awareness of your company and products among potential new customers.

On our digital media pages, we offer various forms of online advertising in different sizes and formats. You can place ads on a single media page or on several different media, depending on your needs and preferences.

Contact us to learn more about the options at phone number 72 28 69 70 or find more information on the industry media websites.

More than
1,7 mio
million page views

* Across all Nordiske Mediers brands

Crawling

Save time and resources

Create your ads once in one place and have them automatically displayed on the media. Your ads are typically retrieved from your own website, but if you have created ads with a third party, they can often also be retrieved and displayed on media. The function is automated, so your sales ads are continuously updated on the member profile. Crawling can be used for products, machinery, jobs, and courses.

What?

Crawling is a feature that synchronizes all your ads. With this feature, the products, machinery, jobs, or courses that you promote on other websites will automatically be transferred to your page on the Nordiske Medier Member Portal, where companies in the industry regularly stay informed about news.

How?

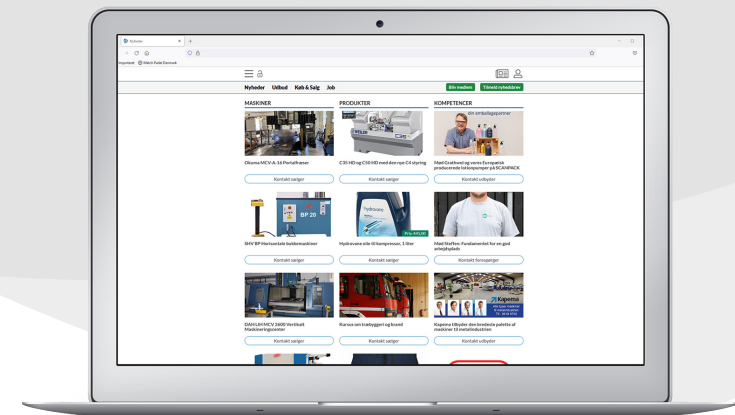
It all happens by our development department setting up a piece of software that regularly goes through your ads on all websites - including ads created with a third party. Afterward, your ads will also be automatically created on your member portal. This way, you only need to create your ads in one place once.

Benefits

- Time and resource savings.
- Easy administration of all ads.
- Promotion of your products, machinery, jobs, and courses on the member portal, where industry professionals interested in what you offer regularly stay updated. Crawling requires a membership.

Questions about crawling?

Contact us at salg@nordiskemedier.dk



Target audience for the newsletters

Directly approach the industry's decision-makers

Our newsletter recipients are all relevant recipients. We regularly contact all our newsletter recipients either by phone or email to ensure that we reach the right target audience and engage readers with all our media newsletters.

If you are interested in receiving our newsletters, you can sign up on all our media pages.

For advertising in the newsletter, our media consultants are ready to assist at salg@nordiskemedier.dk.

More than
48%
of our recipients are decision-makers or purchasers

* Across all Nordiske Mediers brands

Advertising in the newsletter

Place advertisements targeting your audience - several times a week

Across all our industry-specific media, we send out daily newsletters containing the latest and most relevant industry news. The newsletters are primarily read by decision-makers and other professionals who want to stay ahead of developments in their field.

As an advertiser, you also have the opportunity to advertise in our newsletters. This allows you to place ads in close proximity to your target audience and with a high frequency.

If you're interested in advertising in our newsletters, you can **contact us** at phone: +45 72 28 69 70.

More than
4.8 mio.
million monthly newsletter dispatches

Nordiske Medier are experts in B2B-SEO

Every day, over 8.5 billion searches are conducted on Google. These searches are made not only by individuals looking for new recommendations or experiences but also by leaders and business customers seeking new solutions and services that can benefit their company.

Business customers and private consumers constitute vastly different target audiences, and it's important to consider when planning your SEO strategy. At Nordiske Medier, we have a team of professional specialists with in-depth expertise in B2B SEO. We are always up-to-date with the latest in search engine optimization and, with our extensive experience in the field, are ready to guide you to the SEO solution that will give you the greatest online visibility.

Why should you choose us as your SEO partner?

- We have the tools to identify the technical errors on your website. Based on an analysis of your website, we offer to create a tailored plan that will help your website rank at the top of search engines. The plan is based on a combination of thorough keyword analysis, market research, and competitor comparison, making it easier for potential new customers to find you.
- We have professional copywriters who create comprehensive SEO content for your website and

write engaging link-building articles about your products.

- We have access to Denmark's strongest websites in the B2B industry. Through our well-visited media pages, you can increase the number of SEO backlinks, secure better rankings for your keywords, and generate more traffic to your website.

SEO initiation

A good initiation is crucial for a successful SEO collaboration. Therefore, we spend extra time with you in the beginning to ensure the right focus areas and goals.

We conduct a thorough analysis of your industry and the competition on the keywords that are relevant for your company to be found on.

To ensure a strong foundation, the initiation includes three link-building articles, which give you the advantage of the powerful sites we have access to.

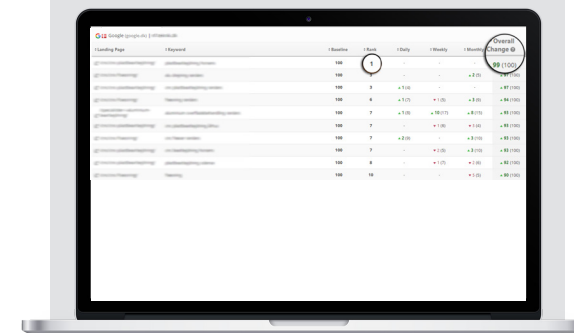
Contact us at phone +45 72 28 69 70 or email: salg@nordiskemedier.dk, if you would like to hear more about our B2B-SEO.

Page Optimization

At Nordiske Medier, we invest our time where you can achieve the greatest impact.

We work with:

- Titles/meta
- Text optimization
- Relevant keywords
- H-tags (headings)
- Alt-text (image captions)
- Optimization of image files
- Speed and load time
- Index/No-index optimization
- Existing link profile
- Eksisterende linkprofil



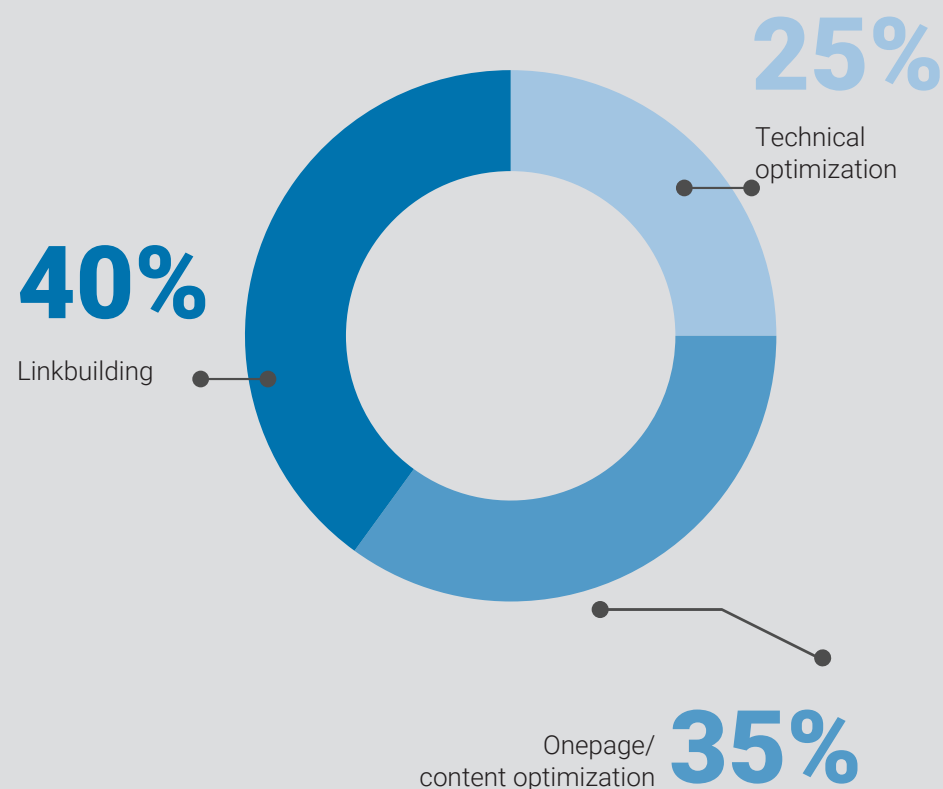


Utilize Denmark's most visited industry media in your linkbuilding

Linkbuilding is about increasing the number of links that refer back to your website, and is therefore an important element in strengthening your online visibility, so you can 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 particular website.

The more pages that link back to your site, the larger your link profile will be. We offer you the opportunity to leverage our strong websites, which have high authority and many visitors. With our well-known industry media, Nordiske Medier has Denmark's strongest online B2B media that you can use in your linkbuilding efforts to strengthen your link profile and increase awareness of your company, products, and services.

Contact us via email at salg@nordiskemedier.dk if you would like to learn more about Linkbuilding.

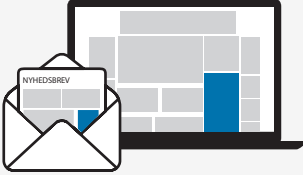
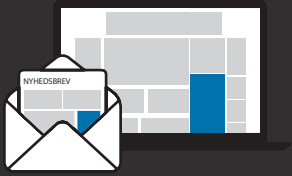
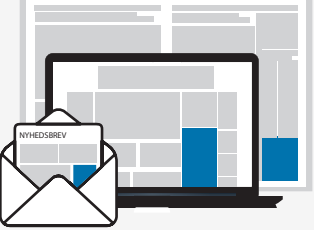


Make it easy to find your next employee

Job in Focus is for you who are seeking new qualified employees. We give you the opportunity to publish job postings on the front page of our media, in our newsletters, and among articles.

Our job consultants guide you in the choice of media and channels, so you can reach out to several thousand qualified candidates who continuously stay updated on new opportunities in your industry.

Please **contact** our job consultants and receive a non-binding offer at phone number +45 72 28 69 70 or email: jobannoncer@nordiskemedier.dk

Job i Fokus Solo	Online package	Kombi
		
<ul style="list-style-type: none">• 1 job advertisement for 30 days on the selected media's website under the job section.• 1 job advertisement for 30 days in the selected media's newsletter under the job section.	<ul style="list-style-type: none">• All benefits from Job-in-Focus Solo• 30 days of advertising on the website as a sidebar banner• 1 appearance in the newsletter (middle or bottom ad)• Ad production• Guaranteed results	<ul style="list-style-type: none">• All benefits from Job-i-Fokus Solo• 30 days of advertising on the website as a sidebar banner• 2 views in the newsletter (mid or bottom ad)• 1 teaser ad (86x100 mm) in the selected media's print edition• Production of ads• Result guarantee*
3,850 DKK	6,950 DKK	10,950 DKK

*You will receive a free repost of your job advertisement if the right candidate is not found.

Additional purchase

Robotic Scanning/Crawling

Automatic scanning, so all your job advertisements are automatically transferred to the Nordiske Medier Member Portal – a central meeting place for industry stakeholders.

Print Advertising

(prices only apply with additional purchase):

- Teaser Advertisement (86x100 mm): DKK 3,000
- Job Posting (131x180 mm): DKK 5,000
- Full Page Ad: DKK 10,000

The tool for the professionals

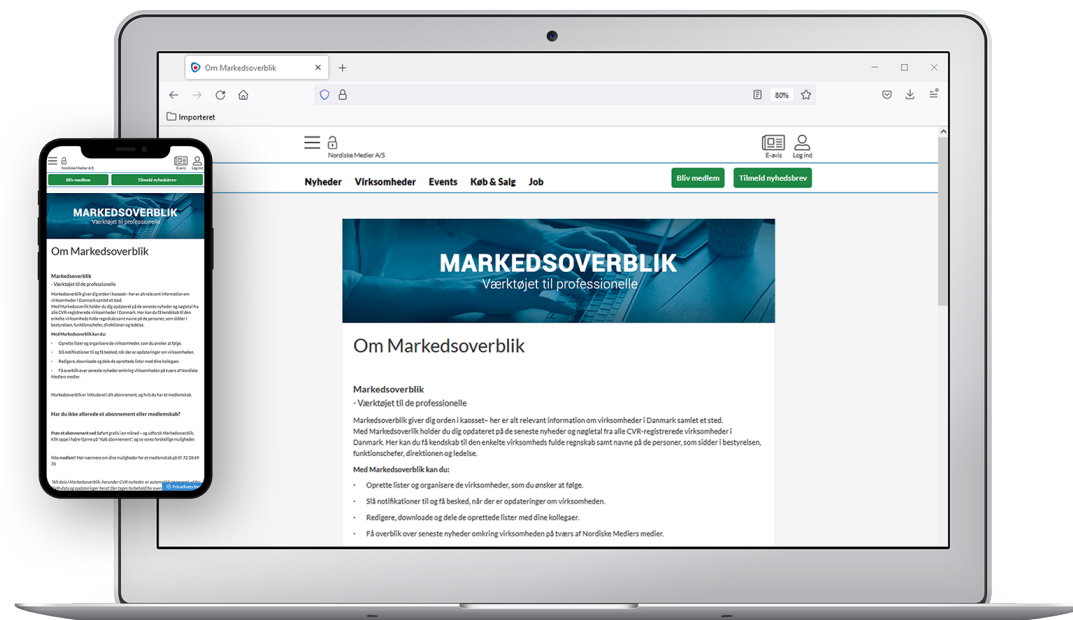
Market Overview provides all relevant information about companies in Denmark, allowing you to gain insight into your position within the industry. With Market Overview, you can stay updated on the latest news and key figures from all CVR-registered companies in Denmark. Here, you can access the complete financial statements of each company, as well as the names of functional managers and executives, along with the individuals serving on the board of directors and in the management team.

With Market Overview, you can:

- Create lists and organize the companies you want to follow.
- Enable notifications and receive updates about the companies you follow.
- Edit, download, and share the created lists with your colleagues.
- Gain 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.

Please contact us via email at salg@nordiskemedier.dk if you would like to hear more about Market Overview.



The tool that provides you with an overview of the latest financial statements, board members, management, and leadership of over 100,000 Danish companies. It is the quickest way to monitor and clarify the roles in the Danish business sector - delivered directly to your inbox.

Event and exhibitions

Strengthen your brand and expand your network

As something unique, Nordiske Medier offers to support your marketing activities when you want to make yourselves noticed and spread your message at trade shows. We produce trade show newspapers and can promote your company through advertising. In addition to supporting your presence at trade shows, Nordiske Medier also hosts ongoing events themselves.

In collaboration with companies in the industries, we focus on the current challenges and opportunities of the industries through events and other activities. As a partner, sponsor, or participant in Nordiske Medier's events, you can get close to the industry's most important and largest players.

This gives you the opportunity to increase your visibility in the industry and create a network among decision-makers and new partners.

Learn more about our events and how we can support your marketing activities at trade shows by calling +45 72 28 69 70.



Projektagenten

The way to your next construction project

Streamline your workflow with Projektagenten: Denmark's premier digital platform for monitoring construction projects. Projektagenten originates from Licitationen – The Construction Industry Journal, which is a part of the Nordiske Medier group.

Since 1908, Licitationen has kept businesses informed about all aspects of construction and architecture, ensuring that industry players stay ahead of the latest tenders in Denmark.

Projektagenten continues this work. We provide a comprehensive overview of new tenders and projects in the construction and civil engineering industry, giving you optimal conditions to discover new business opportunities and win relevant construction projects.

Book a free demo on Projektagenten and experience how we can streamline your project monitoring through intuitive search functions, tailored notifications, and relevant information – all in one digital tool.



PROJEKTAGENTEN

PART OF NORDISKE MEDIER

Select the package that suits your needs.

Projektagenten is a digital tool for those who want to make their project monitoring easy and effective.

On the way & planning	Tender & execution	Projektagenten	Projektagenten Nordic
Price for 12 mth. 2.680 EURO	Price for 12 mth. 2.680 EURO	Price for 12 mth. 3.589 EURO	Price for 12 mth. 8.045 EURO
PURCHASE PACKAGE	PURCHASE PACKAGE	PURCHASE PACKAGE	PURCHASE PACKAGE
<ul style="list-style-type: none">✓ Standard features<ul style="list-style-type: none">• Project archive• Project and tender monitoring• Search Agents• Favorite Lists• E-mail notifications• Note and share function✓ Early Phases<ul style="list-style-type: none">• Under construction• Planning✗ Tender and execution phase<ul style="list-style-type: none">• Tender Phase• Execution phase	<ul style="list-style-type: none">✓ Standard features<ul style="list-style-type: none">• Project archive• Project and tender monitoring• Search Agents• Favorite Lists• E-mail notifications• Note and share function✗ Early Phases<ul style="list-style-type: none">• Under construction• Planning✓ Tender and execution phase<ul style="list-style-type: none">• Tender Phase• Execution phase	<ul style="list-style-type: none">✓ Standard features<ul style="list-style-type: none">• Project archive• Project and tender monitoring• Search Agents• Favorite Lists• E-mail notifications• Note and share function• Company search✓ Early Phases<ul style="list-style-type: none">• Under construction• Planning✓ Tender and execution phase<ul style="list-style-type: none">• Tender Phase• Execution phase	<ul style="list-style-type: none">✓ Standard features<ul style="list-style-type: none">• Project archive• Project and tender monitoring• Search Agents• Favorite Lists• E-mail notifications• Note and share function• Company search✓ Early Phases<ul style="list-style-type: none">• Under construction• Planning✓ Tender and execution phase<ul style="list-style-type: none">• Tender Phase• Execution phase

* Projektagenten Nordic provides access to all features on Projektagenten and the database for both Denmark and Sweden.

Contact us at 72 28 69 70 or email: projektagenten@nordiskemedier.dk and learn more about Projektagenten.

BOOK A FREE DEMO AT WWW.PROJEKTAGENTEN.DK

Nordiske Mediers Industry Media in Denmark

Nordiske Medier is the largest media house in the Nordic region within industry-specific media. With our industry-specific media, we cover all sectors of Nordic business and reach numerous industry professionals every day in various branches.



Learn more about all our trade media on omos.nordiskemedier.dk

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