

A low-angle photograph of a construction site. Two tall yellow tower cranes are positioned against a bright blue sky with scattered white clouds. In the foreground, the skeletal frames of two modern, curved buildings are visible, featuring white structural elements and glass panels. The buildings are under construction, with scaffolding and safety railings. A large, dark blue abstract shape with white curved lines overlaps the left side of the image, serving as a background for the text.

# Media information 2023 Building Supply

A part of Nordiske Medier A/S

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## Building Supply

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Building Supply is part of Nordiske Medier A/S. We are an online media covering the construction industry, which is one of Denmark's largest industries with almost 150.000 employees spread over the industry's approx. 40.000 companies.

### **Contact the editors**

E-mail: [redaktionen@building-supply.dk](mailto:redaktionen@building-supply.dk)  
[www.building-supply.dk](http://www.building-supply.dk)

# Target group and statistics

The background is a solid dark blue color. It features several thin, white, curved lines that sweep across the page, creating a sense of movement and design. These lines are positioned behind the text.

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## Facts about Building Supply

Building Supply's newsletter is sent out daily to over 35.529 people within the industry and has about 1.011 member companies who actively use the portal in their everyday life. The companies are located throughout the country and evenly vary by company size.

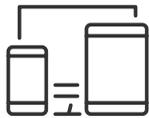
The users and the newsletter recipients are characterized by being decision makers – i.e. primarily directors,

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

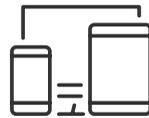
newsletter. There is an ongoing change in the recipients of the newsletters in connection with job changes and the like.

We regularly unsubscribe recipients if the newsletter bounces back.



### ONLINE VISITORS

159.755 visitors \*\*\*



### ONLINE VIEWS

299.930 views/month\*\*\*



### NEWSLETTER

Sent daily to  
35.529 recipients\*\*\*



### NEWSLETTER

The opening rate (unique opens)  
33,83% \*\*\*

\*\*\* building-supply.dk – figures from June 2022

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About Building Supply

# Who reads Building Supply?



More than

**62%**

of our readers rate Building Supply as  
a good media



More than

**34%**

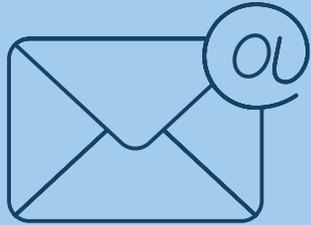
of our readers work at a company with  
more than a 100 employees

## Licitationen

More than

**70%**

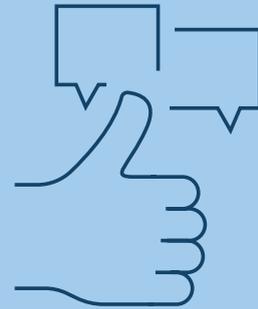
of our readers also read Licitationen



More than

**65%**

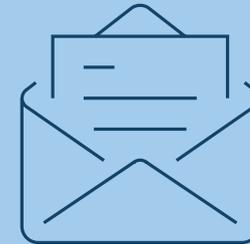
of our readers think it is important to receive Building Supply's newsletter



More than

**75%**

of our readers prefer to stay updated via Building Supply's newsletter



More than

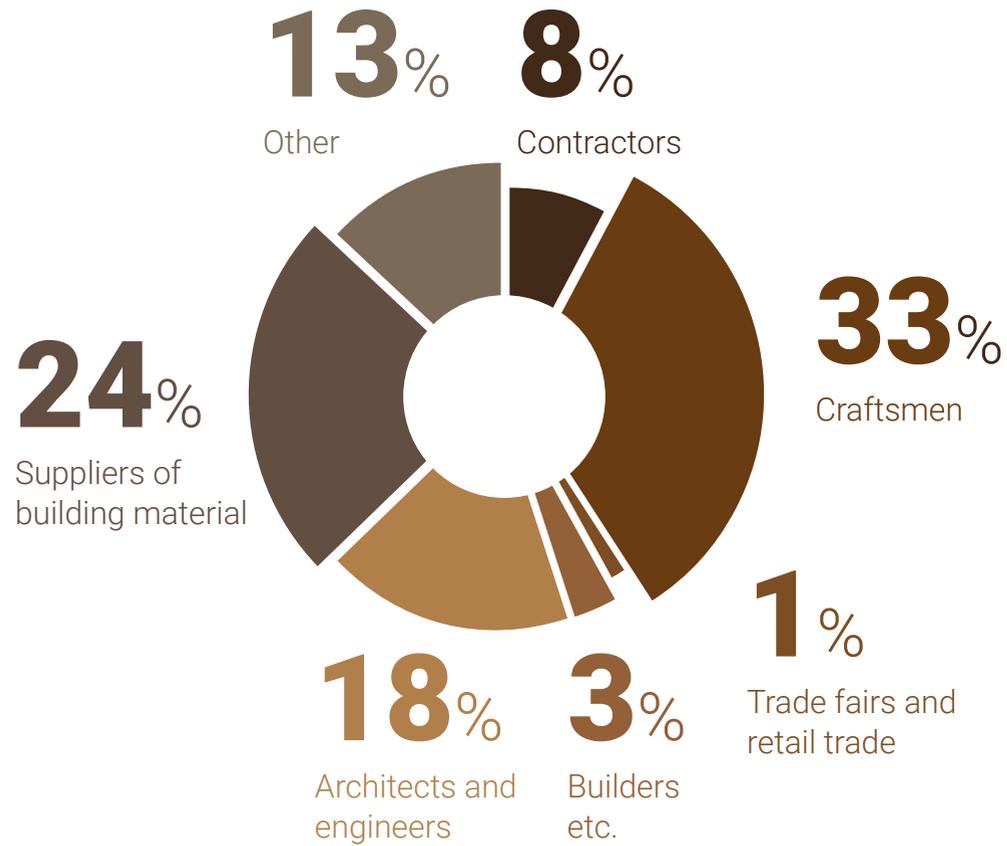
**48%**

of Building Supply's readers read all or more than half of the newsletter daily

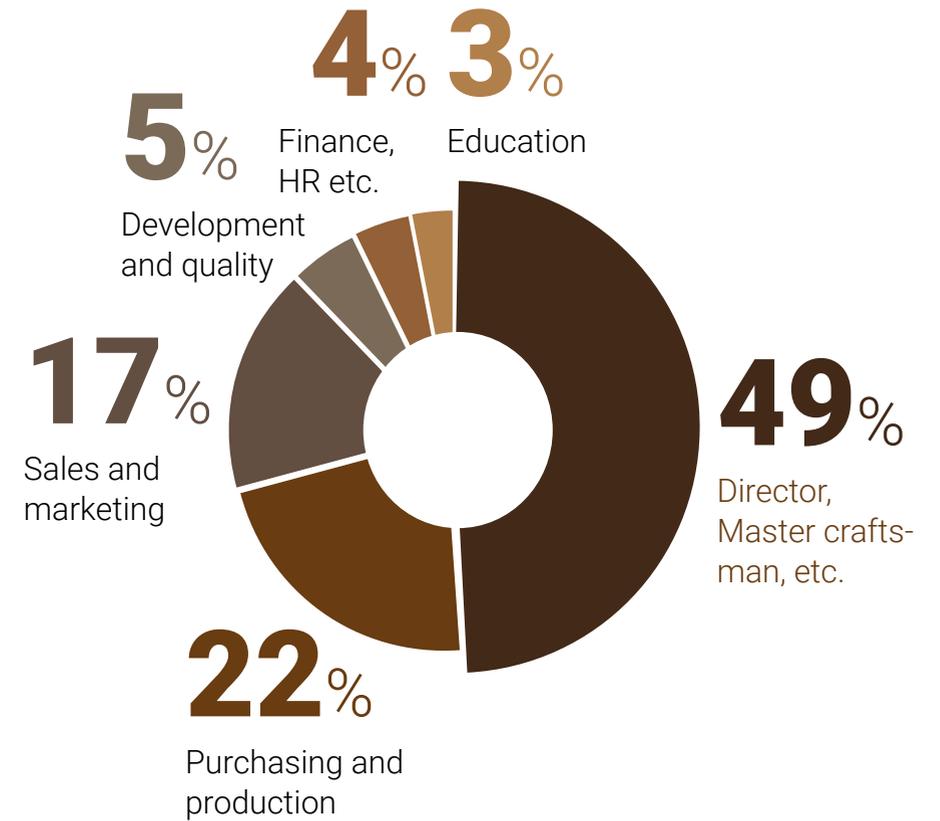
\* Reader survey 2022

## Target group

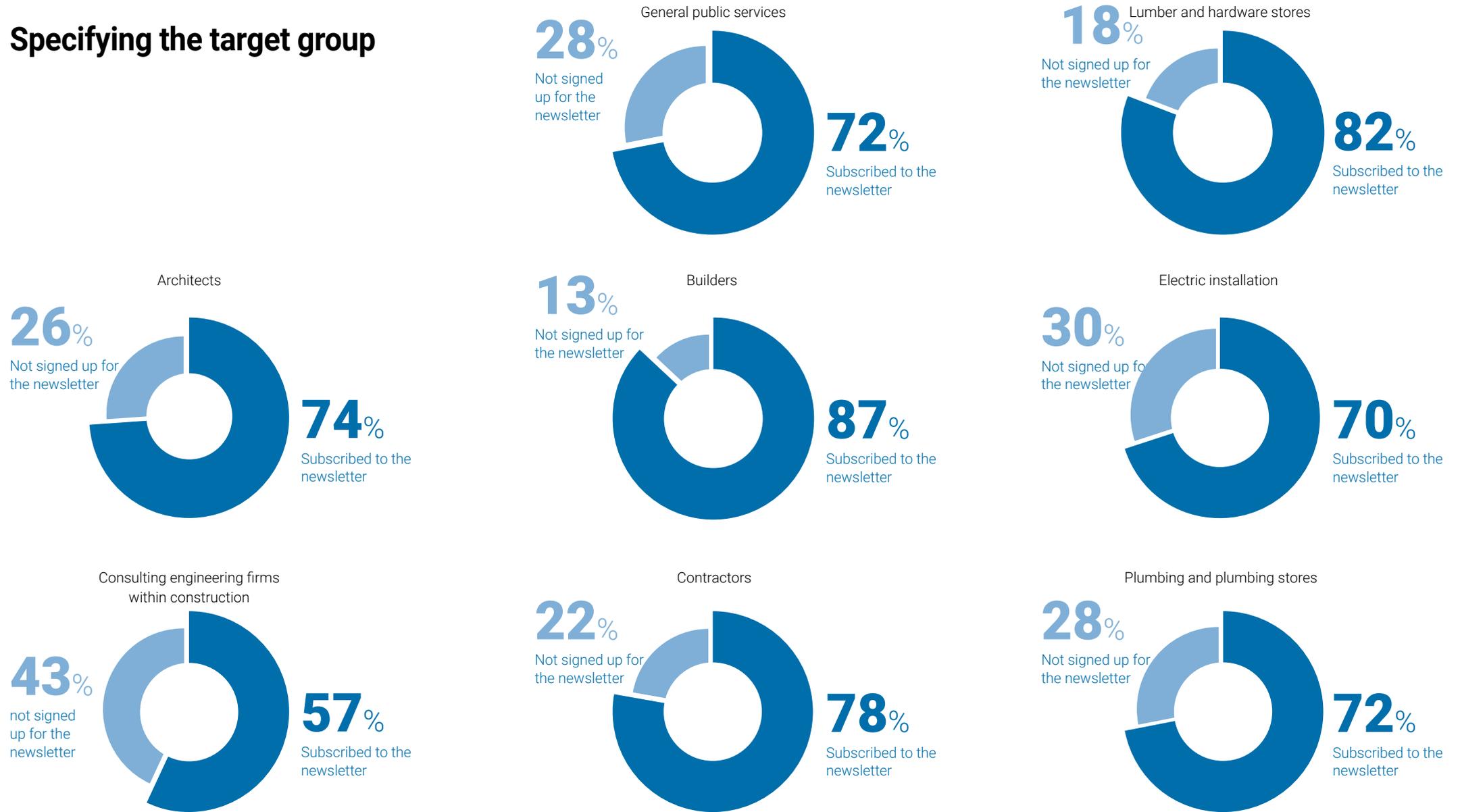
The distribution in relation to company



The distribution in relation to position



## Specifying the target group



## Banner advertising on the front page

Our website is responsive and adapts banners to display correctly on all screens.

The banners share space with up to 3 others. However, title banners stand-alone, while sticky banners share space with up to 2 others.

The banners rotate when changing pages.

All banners can be either static or animated – HTML5, gif, or script – except the title banner.

Animated banners come in the following formats: .jpg, .gif, .png or HTML5.

\* Sticky banners, corner page banners, and side banners are only displayed on the desktop.

The prices assume that you are a member company at the medium.

See in the back for technical specifications and conditions.

### Banner advertising on the front page



**1) Top banner**  
 Format: W: 930 pixels x H: 180 pixels  
 Size: max. 70 KB  
 Cover + the other page ..... DKK 24,500



**1.2) Billboard**  
 Format: W: 980 pixels x H: 540 pixels  
 Size: max. 150 KB  
 Cover + the other pages ..... DKK 34,500



**2) Stickybanner\***  
 Format: W: 240 pixels x H: 400 pixels  
 Size: max. 90 KB  
 Cover + the other pages ..... DKK 17,500



**3) Corner banner\***  
 Format: W: 200 pixels x H: 300 pixels  
 Size: max. 70 kBF  
 orside + the other sides ..... DKK 11,500



**4) Side banner\***  
 Format: W: 200 pixels x H: 175 pixels  
 Size: max. 40 KB  
 Front page + the other pages.....DKK 3,250



**5) Campaign banner – front page**  
 Format: W: 300 pixels x H: 250 pixels  
 Size: max. 70 KB  
 Front page pos. 5.1 - 5.3: .....DKK 13,750  
 Front page pos. 5.2 - 5.4: .....DKK 10,750



**5) Campaign banner 1&2 – other**  
 Format: W: 300 pixels x H: 250 pixels  
 Size: max. 70 KB  
 Other pos. 1: .....DKK 6,750  
 Other pos. 2: .....DKK 5,350



**6) Gigabanner 1&2**  
 Format: W: 980 pixels x H: 250 pixels  
 Size: max. 150 KB  
 Front page pos. 6.1: ..... DKK 9,500  
 Front page pos. 6.2: .....DKK 4,500

## Banner advertising on the article page

Our website is responsive and adapts banners to display correctly on all screens.

The banners share space with up to 3 others. However, title banners stand-alone, while sticky banners share space with up to 2 others.

The banners rotate when changing pages.

All banners can be either static or animated – HTML5, gif, or script – except the title banner.

Animated banners come in the following formats: .jpg, .gif, .png or HTML5.

\* Sticky banners, corner page banners, and side banners are only displayed on the desktop.

The prices assume that you are a member company at the medium.

See in the back for technical specifications and conditions.

### Banner advertising on the article page



#### 1) Top banner

Format: W: 930 pixels x H: 180 pixels

Size: max. 70 KB

Article ..... DKK 24,500



#### 1.2) Billboard

Format: W: 980 pixels x H: 540 pixels

Size: max. 150 KB

Article ..... DKK 34,500



#### 2) Stickybanner\*

Format: W: 240 pixels x H: 400 pixels

Size: max. 90 KB

Article ..... DKK 17,500



#### 3) Corner Banner\*

Format: W: 200 pixels x H: 300 pixels

Size: max. 70 KB

Article ..... DKK 11,500



#### 4) Side banner\*

Format: W: 200 pixels x H: 175 pixels

Size: max. 40 KB

Article ..... DKK 3,250



#### 7) Article Banner

Format: W: 660 pixels x H: 200 pixels

Size: max. 100 KB

Article: .....DKK 10,000



#### 8) Campaign banner 1&2 – article

Format: W: 300 pixels x H: 250 pixels

Size: max. 70 KB

Article pos. 8.1: .....DKK 13,750

Article pos. 8.2: .....DKK 10,750



#### 9) Titel banner

Format: W: 300 pixels x H: 60 pixels

Banner is static

Size: max 20 kB

Article: .....DKK 22,750

# Advertising in the newsletter

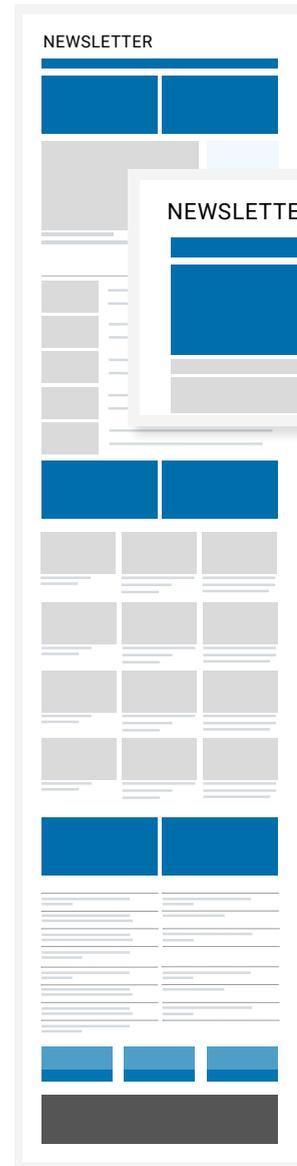
The newsletter is sent out to the industry per e-mail and contains relevant industry news.

General specifications for the advertisements in the newsletter are:

- The advertisements are static
- Deliver finished in the file format: .jpg, .gif, or .png
- Finished graphic file must be a maximum of 50 kB.

All prices are membership prices per publication.

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



Streamers  
 Format: W: 820 x H:28 pixels  
 Price per week: .....DKK 10,000



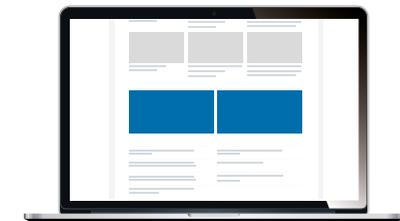
Top ad  
 Format: W: 400 x H: 200 pixels  
 Price per publication: .....DKK 4,000

Top ad Full Size  
 Full Size Format: W: 820 x H:200 pixels.  
 Price per publication: .....DKK 8,000



Middle Ad  
 Format: W: 400 x H: 200 pixels  
 Price per publication: .....DKK 3,000

Middle Ad Full Size  
 Full Size Format: W: 820 x H: 200 pixels.  
 Price per publication: .....DKK 6,000



Bottom ad  
 Format: W: 400 x H: 200 pixels  
 Price per publication: .....DKK 2,000

Bottom ad Full Size  
 Full Size Format: W: 820 x H: 200 pixels.  
 Price per publication: .....DKK 4,000

## Membership

# Targeted marketing – 365 days a year

### MEMBERSHIP

Provides access to the following benefits

12 month membership

**DKK 15,800,-**

- ✓ Sharing news and sales ads directly on our media.
- ✓ A company page that improves your position in the search results
- ✓ 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.

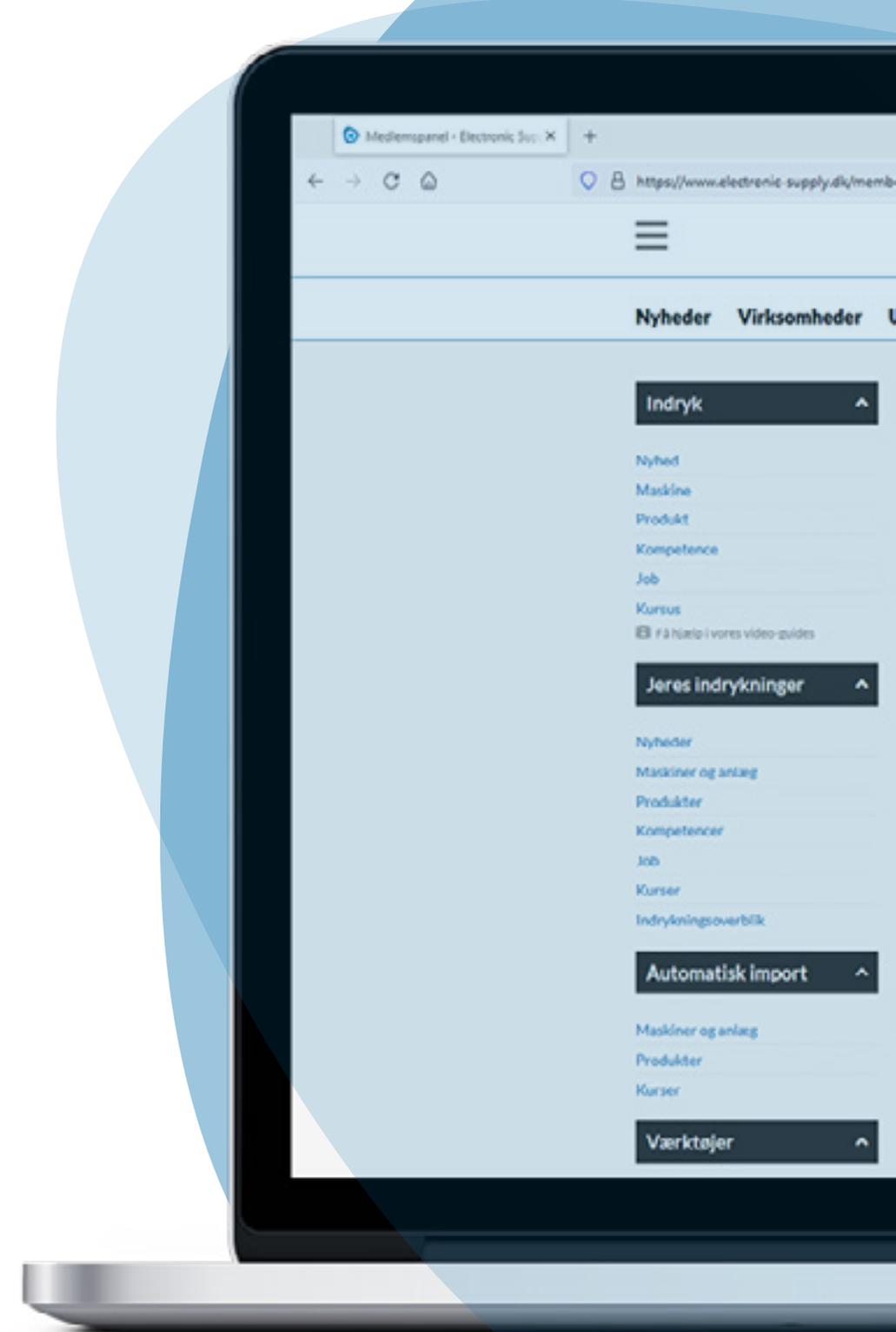
### MEMBERSHIP+

We help you on your way

12 month membership+

**DKK 22,800,-**

- ✓ Access to all membership advantages
- ✓ Identification of needs from where we plan your journey.
- ✓ Help to create sales ads for your products.
- ✓ Help to insert news from your website on our media.
- ✓ Help to insert the relevant keywords.
- ✓ Yearly coordination to ensure maximum output of your membership.
- ✓ We make the set-up for Market overview of the companies you want to follow.



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## Technical specifications - online

### Deadline

The deadline is agreed upon with the graphic designer, who forwards the booked advertising campaign, specifications, and the deadline.

### Delivery of finished material

The deadline for delivering finished material is two working days before start-up. Advertisement incl. a link to the landing page is sent directly to the e-mail: [online@nordiskemedier.dk](mailto:online@nordiskemedier.dk)

### Graphic assistance

If you need a graphic designer to help with your design, there are the following requirements for images, logos, and text.

- Images must be min. 80 DPI 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 the email with the material.

We must receive your material for production no later than ten days before the start advertising campaign.

When banners are ordered and reserved for two months min., we prepare the banners

free of charge, otherwise, the price is DKK 500 per banner.

### Banner Advertising

Banner Advertising

Our website is responsive and adapts banners to display correctly on all screens. Please note that banners are readable on different screens.

The banners share space with up to 3 others. However, title banners stand-alone, while sticky banners share space with up to 2 others. The banners rotate when changing pages.

All banners can be either static or animated – HTML5, gif, or script – except the title banner. Animated banners come in the following formats: .jpg, .gif, .png or HTML5.

### Specifically for HTML5 banners

When delivering HTML, use a zip file with the entire source material. The zip file must be max. 10 MB.

HTML5 files that stay within a frame of 20 seconds are at an advantage. HTML5 files are only used for banners on the portal, as the file type does not work with email programs. If HTML and script banners are not

made responsive, we need a fallback banner for use on mobile and tablet screens.

### Guidelines for Advertisers

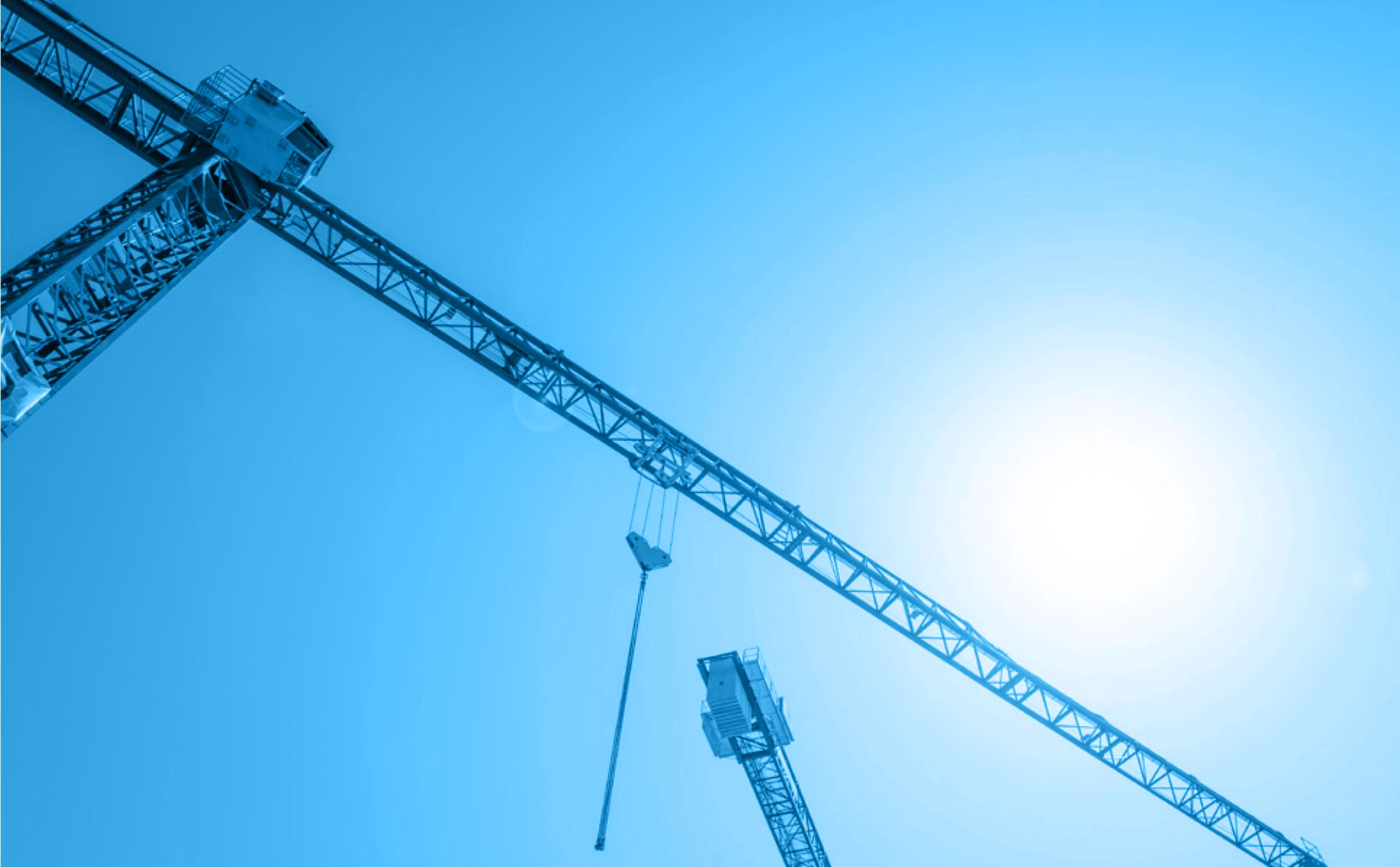
It must be clear to the readers what content is advertisements and what is editorial articles. Therefore, advertisements must differ in layout – both on the portal and in the newsletter, not to mislead readers into thinking that an advertisement is an article.

In general, we ask advertisers to use a font other than ours. On the website, the word "Advertisement" appears automatically just above the banner, but when advertising in the newsletter, the word "Advertisement" should appear at the top of the ad so that it is not beyond any doubt that it is an advertisement - we then follow the legislation in the area.

If we consider the advertisement too close to the editorial texts, we will request to change the font and/or add the company logo, making it clear that it is an advertisement.

We do this to comply with the rules drawn up by the Consumer Ombudsman. Furthermore, you must only market for your own company and products - i.e. no misleading

or bad mention of the competitors - to comply with the Marketing Act.



# 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**

 **Nordiske Medier**

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CVR: 10150825