

An aerial photograph of a two-lane road winding through a dense forest. Two cars are visible on the road, one in each lane, moving away from the viewer. The entire image has a blue color cast.

Media information 2025

Motor-magasinet

A part of Nordiske Medier A/S

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Motor-magasinet

Motor-magasinet

Motor-magasinet is the leading news medium for everyone working in the automotive industry. With over 50 years of experience as an independent news provider to auto repair shops, dealers, and wholesalers, we delve deeply into everything happening in the industry through company visits, auto shows, motorsport events, and our own coverage from Christiansborg. We write about the people and companies in the automotive sector and cover the latest trends and opportunities, giving readers the best conditions to develop their business.

Motor-magasinet is published both as a newspaper and digitally at motormagasinet.dk. Here, we write about cars, auto trading, and new technology, and inform about political measures that impact the industry. Additionally, Motor-magasinet also sends out a daily newsletter to over 10,500 decision-makers in the automotive sector, who regularly use the newsletter to stay updated on what's happening among suppliers, customers, and competitors.

Contact: Editor Bo Christensen
Email: boch@nordiskemedier.dk
Mobile: +45 28 58 88 43

Contact the Editorial Team
Email: redaktionen@motormagasinet.dk
Website: www.motormagasinet.dk

Facts about Motor-magasinet Print



Total Circulation
17,543 *

Reader Numbers
per insertion: 65,000 **

* Print run and e-paper ** Index Denmark Gallup, full year 2023

Over **87%**

Over 87% of our readers are very satisfied/satisfied with Motor-magasinet.

Over **65%**

Over 65% of our readers are directors/owners or senior executives

Over **89%**

Over 89% of Motor-magasinet readers believe that industry reports are the most important

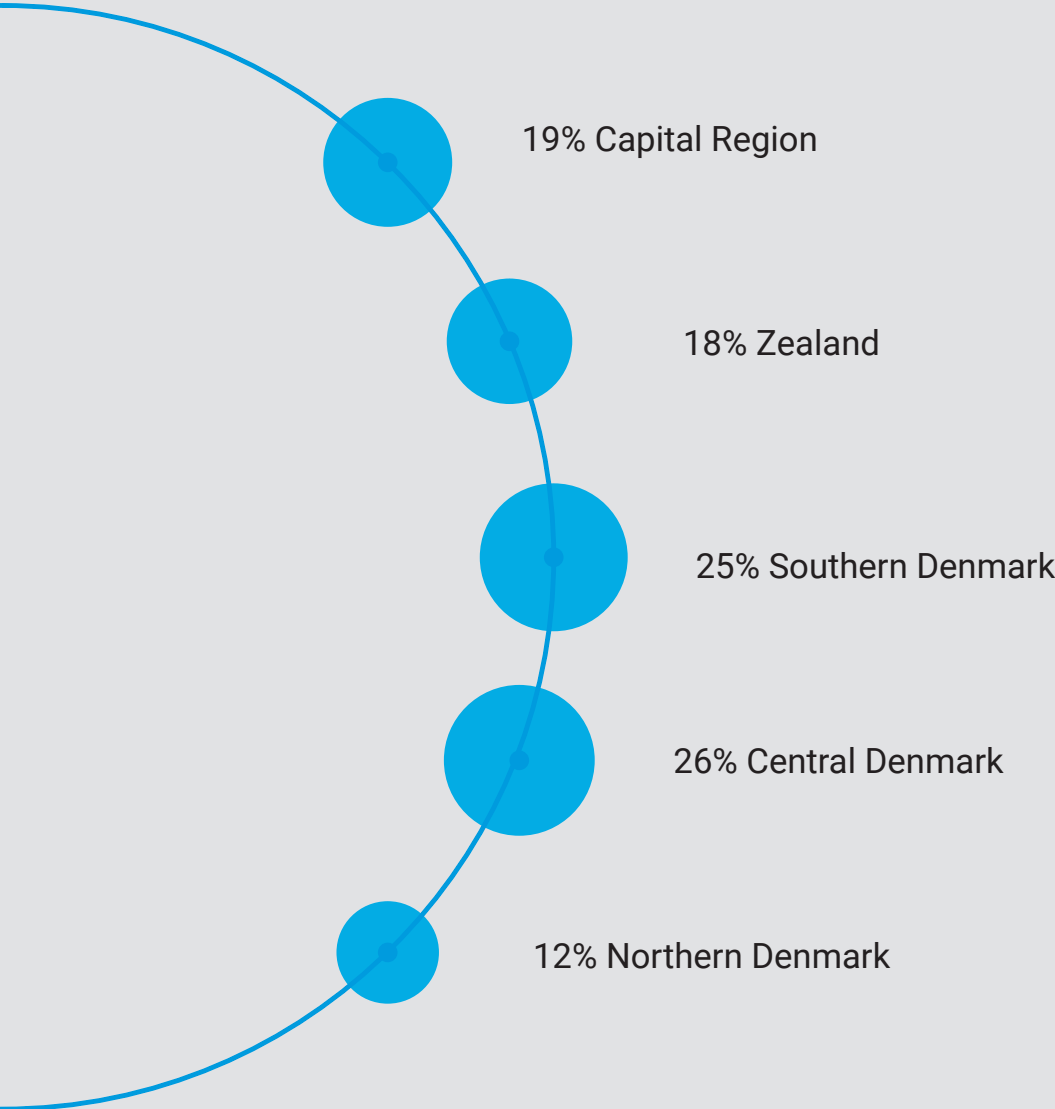
Over **94%**

Over 94% of Motor Magazine's readers read news weekly or daily

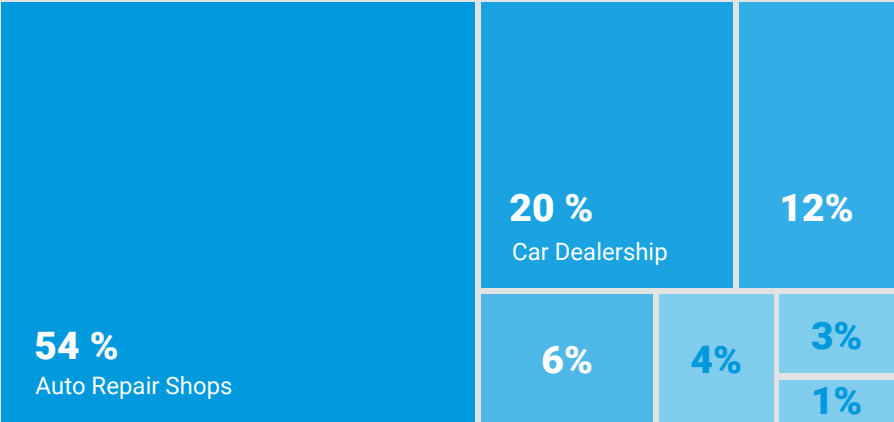
*Reader Survey 2024

Target Audience for Print

Geographic Distribution

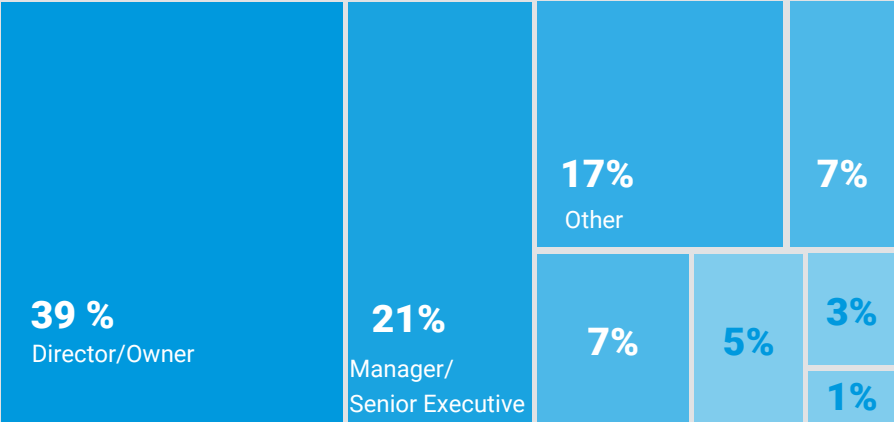


Distribution by Company



Sale of Spare Parts/Accessories (12%), Miscellaneous (6%), Motor Vehicle Manufacturing (4%), Technical Testing/Analysis (3%), Technical Schools, etc. (1%)

Distribution by Position



Administrative Staff (7%), Communication and PR (7%), Transport and Logistics (5%), Development and Quality (3%), Finance/HR/Legal (1%)

Editorial content and sections

Motor-magasinet is an independent journalistic media outlet that covers the entire automotive industry. We provide unbiased journalistic content based on journalistic principles, meaning we do not take sides. We are not just a newspaper – we offer both comprehensive overviews and in-depth analysis, including in our digital formats. We publish, among other things, special magazines and e-newspapers.

The goal of Motor-magasinet is to provide readers and advertisers with an essential tool to stay well-informed about what is happening in the industry. Motor-magasinet covers people and companies, trends and opportunities. We put the industry's developments into perspective to help readers gain an overview of the sector and advance their business. We highlight the industry's challenges – both among players and in relation to politicians and authorities.

The newspaper is edited according to "magazine principles," where we use graphic design to facilitate quick understanding of complex issues. This makes it easier to find solutions in an industry that is rapidly evolving due to digitalization and green transformation. Motor-magasinet aims to unite the automotive industry's stakeholders to strengthen the sector and optimize profitability.



Motor-magasinet's Publications



Motor-magasinet

The main newspaper is published in print every Friday, except during holidays and public days. However, you can always follow the industry online at www.nordiskemediehus.dk/motor-magasinet.



Scan the QR code and view Motor-magasinet's publications online

2nd section



Magazines



Fremtidens Autibranche
Publication Date: 31 January, 2025
Deadline: 17 January, 2025



Hvem er Hvem i Autibranchen
Publication Date: 30 May, 2025
Deadline: 2 May, 2025



Autogrossister & Værksteder
Publication Date: 29 August, 2025
Deadline: 15 August, 2025



Autobranchens Top 100
Publication Date: 26 September, 2025
Deadline: 5 September, 2025

	Theme 1	Special section	magazines	Publication	Deadline
Motor-magasinet nr. 1				10-01-2025	27-12-2025
Motor-magasinet nr. 2				17-01-2025	07-01-2025
Motor-magasinet nr. 3	Auto recycling			24-01-2025	14-01-2025
Motor-magasinet nr. 4	Lubricants & Energy	Bodywork & Automotive Paint	Fremtidens Autobranche	31-01-2025	21-01-2025 Deadline for special supplement: 17-01-2025
Motor-magasinet nr. 5	Digitalization			07-02-2025	28-01-2025
Motor-magasinet nr. 6	Rust protection			14-02-2025	04-02-2025
Motor-magasinet nr. 7	Electric cars			21-02-2025	11-02-2025
Motor-magasinet nr. 8		Tire Profile		28-02-2025	18-02-2025
Motor-magasinet nr. 9	Workshop			07-03-2025	25-02-2025
Motor-magasinet nr. 10				14-03-2025	04-03-2025
Motor-magasinet nr. 11	Bodywork & Automotive Paint			21-03-2025	11-03-2025
Motor-magasinet nr. 12	Tires	Au2part Fair		28-03-2025	18-03-2025
Motor-magasinet nr. 13				04-04-2025	25-03-2025
Motor-magasinet nr. 14	Brakes & Transmission			11-04-2025	01-04-2025
Motor-magasinet nr. 15		Digitalization		25-04-2025	15-04-2025
Motor-magasinet nr. 16	Car Care, Detailing & Carwash			02-05-2025	22-04-2025
Motor-magasinet nr. 17	The green transition			09-05-2025	29-04-2025
Motor-magasinet nr. 18	Rust protection			16-05-2025	06-05-2025
Motor-magasinet nr. 19	Car glass			23-05-2025	13-05-2025
Motor-magasinet nr. 20	Lubricants & Energy		Hvem er Hvem	30-05-2025	20-05-2025 Deadline for special supplement: 02-05-2025
Motor-magasinet nr. 21		Advertising test		06-06-2025	27-05-2025
Motor-magasinet nr. 22	Bodywork & Automotive Paint			13-06-2025	03-06-2025
Motor-magasinet nr. 23				20-06-2025	10-06-2025
Motor-magasinet nr. 24				27-06-2025	17-06-2025
Motor-magasinet nr. 25				08-08-2025	29-07-2025
Motor-magasinet nr. 26	Rust protection			15-08-2025	05-08-2025
Motor-magasinet nr. 27	Lubricants & Energy			22-08-2025	12-08-2025
Motor-magasinet nr. 28		Bodywork & Automotive Paint	Autogrossister & Værksteder	29-08-2025	19-08-2025 Deadline for special supplement: 15-08-2025
Motor-magasinet nr. 29	Auto recycling			05-09-2025	26-08-2025
Motor-magasinet nr. 30	Car Care, Detailing & Carwash			12-09-2025	02-09-2025
Motor-magasinet nr. 31	Brakes & Transmission			19-09-2025	09-09-2025
Motor-magasinet nr. 32		Tire Profile	Autobranschens Top 100	26-09-2025	16-09-2025 Deadline for special supplement: 05-09-2025
Motor-magasinet nr. 33	Workshop			03-10-2025	23-09-2025
Motor-magasinet nr. 34	Car glass			10-10-2025	30-09-2025
Motor-magasinet nr. 35	Rust protection			17-10-2025	07-10-2025
Motor-magasinet nr. 36	Lubricants & Energy			24-10-2025	14-10-2025
Motor-magasinet nr. 37	Bodywork & Automotive Paint	FTZ Fair		31-10-2025	21-10-2025
Motor-magasinet nr. 38	Electric cars			07-11-2025	28-10-2025
Motor-magasinet nr. 39	Tires			14-11-2025	04-11-2025
Motor-magasinet nr. 40	The green transition			21-11-2025	11-11-2025
Motor-magasinet nr. 41	Digitalization			28-11-2025	18-11-2025
Motor-magasinet nr. 42		Advertising test		05-12-2025	25-11-2025
Motor-magasinet nr. 43	Lubricants & Energy			12-12-2025	02-12-2025
Motor-magasinet nr. 44	The year that passed			19-12-2025	09-12-2025

Fremtidens Autobranche

Learn More About the Future of the Automotive Industry

In the special supplement Fremtidens Autobranche, we cover the latest trends and opportunities, giving you the best conditions to develop your business. We write about cars, auto trade, and new technologies, and provide information on political measures that impact the future of the industry.

Publication Date: 31 January, 2025

Deadline: 17 January, 2025



Get Closer to Denmark's Large and Small Auto Wholesalers and Their Workshop Chains

What's happening beneath the workshop lifts? What's on the wholesalers' shelves? And where is the development heading from here?

These are the central questions that the special magazine Autogrossister & Værksteder addresses. The magazine is structured around analyses and interviews with key figures in the aftermarket. We ask: What is the current status? What are the main issues right now? And what are the opportunities?

In our articles, the industry's leading analysts summarize the current situation and offer insights on how auto wholesalers and workshops can most successfully move forward.

Publication Date: 29 August, 2025

Deadline: 15 August, 2025





Hvem er Hvem i Autobranchen

Get close to the automotive industry biggest and most leading actors

With an annual turnover in the billions, the Danish automotive industry is one of the most significant in Denmark. The special magazine Hvem er Hvem i Autobranchen profiles the key individuals leading the top-performing companies in the sector.

In this magazine, Motor-magasinet maps out the largest and most influential car dealerships, car importers, tire companies, auto wholesalers, and workshop chains in the Danish automotive industry. It presents detailed profiles of these entities, including core business descriptions, management overviews, key contacts, and key figures.

Publication Date: 30 May, 2025

Deadline: 2 May, 2025



Autobranchens Top 100

Which Companies in the Danish Automotive Industry Are the Most Profitable?

Autobranchens Top 100 provides a comprehensive overview of the entire industry, examining the strongest companies across ten sub-sectors, including dealerships, leasing companies, workshops, and wholesalers.

In the top lists, we review the companies with the best overall results, highest revenue, and strongest return on investment, while also looking at revenue growth and employee growth. Additionally, Autobranchens Top 100 features a special list: Top 10 – the largest pre-tax losses.

Publication Date: 26 September 2025

Deadline: 5 September 2025



Printformater og specifikationer

A. Main newspaper ad

Format: W: 546 H: 365 mm DKK 39,850

B. Full-page ad

Format: W: 266xH: 365 mm DKK 24,300

C. A4 vertical

Format: W: 176xH: 270 mm DKK 18,990

D. half-page horizontal

Format: W: 266xH: 180 mm DKK 17,990

E. Half-page vertical

Format: W: 131xH: 365 mm DKK 17,990

F. Quarter-page

Format: W: 131xH: 180 mm DKK 11,290

H. Front-page module

Format: W: 63xH: 50 mm DKK 3,500

I. Front-page module

Format: W: 86xH: 120 mm DKK 9,990

J. Marketplace

Eks. på str.: W: 131xH: 100 mm DKK 3,990

K. Marketplace

Ex. on str.: W: 86xH: 100 mm DKK 2,990

L. Job and reception ads

Ex. on str.: W: 131xH: 180 mm

4-colored: DKK 5,300

M. Job and reception ads

Eks. på str.: W: 86xH: 100 mm DKK 3,000

G. Back page

Format: W: 266xH: 180 mm DKK 19,990

Topad

Option for 2 of these ads

– 3 x 61 – DKK 5,000

Back page – 6 x 300 DKK 30,000

Full back page – 6 x 365 DKK 34,000

Prices for other formats

Text page ads per mm DKK 20

Back page per mm DKK 30

Job and profile per mm DKK 10

Header including 4 colours (<300 mm.) DKK 15

Special placement + 15%

All prices are excluding VAT.

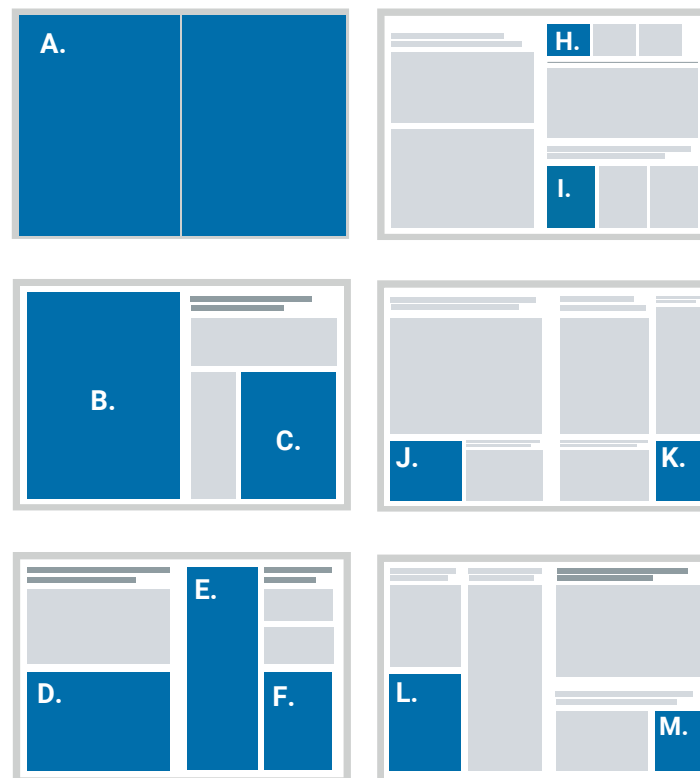
Ad production with 1 proof from DKK 600

Discounts

If you wish to order multiple ads, please feel free to contact us for a good deal. Kindly see the contact information on the last page.

The formats are material sizes, which are scaled slightly down to the newspaper magazine format.

All prices are excluding VAT, unless otherwise stated. We reserve the right to correct printing errors and adjust prices.



For technical specifications and terms, see the back.

Technical Specifications - Print

Material

Please send your material to:
materiale@nordiskemedier.dk

Reimbursement

Material reimbursement by arrangement, up to a maximum of 5%.

Reproduction

If Nordiske Medier does not receive fully completed advertising material, the completion of the material will be billed at DKK 0.50 per mm.

Formats

Newspaper format.....	Tabloid
Columnhøjde.....	365 mm
1 Column.....	41 mm
2 Columns.....	86 mm
3 Columns.....	131 mm
4 Columns.....	176 mm
5 Columns.....	221 mm
6 Columns.....	266 mm
Full Page.....	266x365 mm
Double Page Spread (Spread).....	546x365 mm
Paper Quality (Newspaper).....	49 gram
Number of Columns.....	6
*Full Bleed.....	Not possible
*For special supplements: 5 mm bleed, but without crop marks.	

Specifications

Layout file: Adobe IDML file InDesign, packaged with all links.

PDF

PDF file produced with Acrobat Distiller, including all fonts, images, graphics, and colors defined as CMYK (job settings for Acrobat Distiller can be requested).

Additionally, please refer to the Industry Standard for Digital Advertising Material agreed upon by DRRB, DFF, and DDPFF. Various descriptions, settings files, etc., can be found at www.kankanikke.dk.

Images/Illustrations/Graphics

Color: All Photoshop formats at least 200 dpi.

Black & White: All Photoshop formats at least 200 dpi.

Line Art: .eps and .ai.

.tiff, .eps, and .jpg: At least 600 dpi.

The "overprint" function must not be used.

Colors

CMYK-defined (RGB and Pantone will be converted to CMYK).

Complaints Regarding Color Ads

For color ads, the newspaper assumes no responsibility for minor deviations from the original material's colors. The newspaper reserves the right to reject complaints about ads where the material was previously noted as less suitable for reproduction or where the submission deadline has been missed.

Compression

Stuffit, Zip.

Deadlines and Material Submission

If materials are submitted later than the agreed deadlines or if technical specifications are not met, Nordiske Medier cannot guarantee that the campaign will be executed in the agreed period.

Technical Specifications

Technical specifications can be found at www.nordiskemediehus.dk/motor-magasinet/publications-2025/

It is possible to make changes or cancel ads up to 4 weeks before the campaign date without charge. If changes are made to the campaign period or the order is cancelled later than 4 weeks before the start of the campaign date, 50% of the order amount will be charged. If changes are made or the booking is cancelled 7 days or less before the start of the campaign date, the full order amount will be charged.

General Terms and Conditions

General Terms and Conditions

The general terms and conditions can be found at www.nordiskemediehus.dk/en/kontakt/handelsbetingelser-og-privatlivspolitik/ or via email from your consultant.

Nordiske Medier

At Nordiske Medier, we want our customers to be happy and satisfied. Therefore, we are ready to assist you with any questions regarding subscriptions, advertising, memberships, newsletters, invoices, or anything else you may need.

Contact us

Phone: +45 7228 6970

Email: info@nordiskemedier.dk

Phone support

Open weekdays from 8:00 AM to 3:00 PM

Sales department

If you wish to purchase a subscription or are curious about our other products, you can contact our sales department directly at salg@nordiskemedier.dk.

Addresses

Nordiske Medier A/S	Nordiske Medier A/S	Nordiske Medier A/S	A/S
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DK-2200 Copenhagen N	DK-8260 Viby J	DK-9000 Aalborg	DK-5000 Odense C
Denmark	Denmark	Denmark Nordiske Medier	Denmark

www.nordiskemedier.dk
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