



Media information 2024

SCMNews

A part of Nordiske Medier A/S

SCMNews

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SCMNews

SCMNews is a media outlet for anyone working in freight forwarding, logistics, and supply chain management. We provide daily updates on IT trends and new technologies that make it easier and smarter for businesses to develop and renew their supply chains.

Through articles, industry analyses, and interviews, we cover everything from warehouse management and logistics centers to transport companies and global players in the industry. With a strong focus on knowledge exchange, SCMNews is not just a media outlet but a professional forum where buyers of logistics services meet suppliers of transportation, logistics, and warehousing services.

SCMNews is published daily as a newsletter and on the news website scmnews.dk. Additionally, SCMNews is released 6 times a year as a magazine, focusing specifically on technology, trends, and careers within supply chain management.

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Target Audience & Statistics

Facts about SCMNews

SCMNews in Numbers

Target Audiences – Print

Target Audiences – Online

Facts about SCMNews

SCMNews is an industry publication with a total circulation of **12,773** copies. SCMNews' newsletter is sent out daily to over **9,000** professionals in the industry, and we currently have 40 member companies actively using SCMNews' member portal in their daily operations. These companies are located throughout the country and are evenly distributed in terms of company size.

The user profile and recipients of the newsletter are characterized as decision-makers, primarily directors, purchasing managers, production managers, and sales managers.

Additionally, sellers and buyers in general also use the newsletter to stay updated on what's happening with their customers and suppliers.

Our newsletter recipients are all relevant individuals. We regularly contact key industry professionals by phone to ensure that we are reaching the right target audience with our newsletter. There is continuous turnover among the recipients of the newsletters due to job changes and similar circumstances. We regularly unsubscribe recipients if our newsletter bounces back.



ONLINE VISITORS
35,878 visitors/month**



ONLINE VIEWS
56,293 views/month**



NEWSLETTER
Sent to 9,028 recipients*

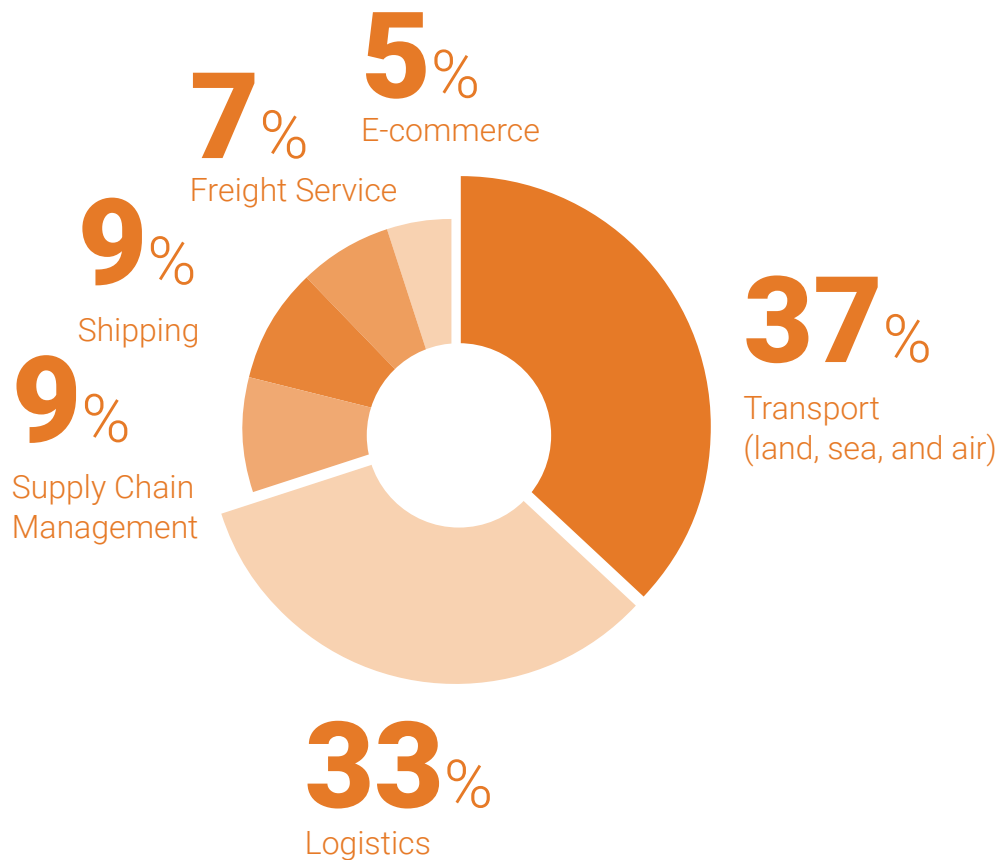


NEWSLETTER
Open rate (unique opens)
31,65% *

SCMNews Newsletter* – May 2023**

Target Audience

Distribution in relation to the company



Distribution with regards to position

SCMNews is targeted towards various segments within the industrial and retail sectors, including but not limited to the following:

- Supply chain managers
- Logistics managers
- Production managers
- Procurement managers
- Warehouse managers

In addition, decision-makers in companies that provide planning, transportation, and technology for business supply chains, including logistics companies, transportation companies, as well as technology and IT suppliers



Online formats and specifications

Front page banner advertising

Our site is responsive, and the banners adapt to the screen they are displayed on.

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

The banners rotate on page shifts. All banners can be either static or animated – HTML5, gif, or script – with the exception of the title banner.

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

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

For technical specifications and conditions, please see the back of the media information.

Front page banner advertising



1) Top Banner
Format: W: 930 pixels x H: 180 pixels
Size: max. 70 kB
Front page + other pages 9,000 DKK



1.2) Billboard
Format: W: 980 pixels x H: 540 pixels
Size: max. 150 kB
Front page + other pages 17,000 DKK



2) Sticky banner*
Format: W: 240 pixels x H: 400 pixels
Size: max. 90 kB
Front page + other pages 4,500 DKK



3) Corner Banner*
Format: W: 200 pixels x H: 300 pixels
Size: max. 70 kB
Front page + other pages 3,000 DKK



4) Side banner*
Format: W: 200 pixels x H: 175 pixels
Size: max. 40 kB
Front page + other pages 2,500 DKK



5) Campaign Banner – Front page
Format: W: 300 pixels x H: 250 pixels
Size: max. 70 kB
Front page pos. 5.1 - 5.3: 5,000 DKK
Front page pos. 5.2 - 5.4: 3,500 DKK



5) Campaign Banner 1&2 – Other
Format: W: 300 pixels x H: 250 pixels
Size: max. 70 kB
Other positions 5.1 - 5.3: 2,500 DKK
Other positions 5.2 - 5.4: 2,100 DKK



6) Giga banner 1&2
Format: W: 980 pixels x H: 250 pixels
Size: max. 150 kB
Front page pos. 6.1: 4,000 DKK
Front page pos. 6.2: 2,500 DKK

Banner advertising on the article page

Our site is responsive, and the banners adjust to the screen they are displayed on.

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

The banners rotate with each page change. All banners can be either static or animated – HTML5, gif, or script – except for the title banner.

Animated banners are provided in the formats: .jpg, .gif, .png, or HTML5.

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

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

Banner advertising on the article page



1) Top banner
Format: W: 930 pixels x H: 180 pixels
Size: max. 70 kB
Article..... 9,000 DKK



7) Article Banner
Format: W: 660 pixels x H: 200 pixels
Size: max. 100 kB
Article..... 4,000 DKK



1.2) Billboard
Format: W: 980 pixels x H: 540 pixels
Size: max. 150 kB
Article..... 17,000 DKK



2) Sticky banner*
Format: W: 240 pixels x H: 400 pixels
Size: max. 90 kB
Article..... 4,500 DKK



8) Campaign 1&2 – artikel
Format: W: 300 pixels x H: 250 pixels
Size: max. 70 kB
Article pos. 8.1: 5,000 DKK
Article pos. 8.2: 3,500 DKK



3) Corner banner*
Format: W: 200 pixels x H: 300 pixels
Size: max. 70 kB
Article..... 3,000 DKK



9) Title Banner
Format: W: 300 pixels x H: 60 pixels
Banner is static
Size: max 20 kB
Article..... 2,500 DKK



4) Side banner*
Format: W: 200 pixels x H: 175 pixels
Size: max. 40 kB
Article..... 2,500 DKK

Advertising in the newsletter

The newsletter is sent to the industry via email and is read by decision-makers, purchasers, and other professionals who wish to stay updated on the industry's most current news.

General specifications for the advertisements in the newsletter are:

- Advertisements are static.
- Finished material should be submitted in the file formats: .jpg, .gif, or .png.
- The finished graphic file must not exceed 50 kB.

All prices are per week.

For technical specifications and conditions, refer to the end of the media information.



Top Ad
Format: W: 400 x H: 200 pixels
Price per week:..... 3.000 kr.



Top Ad Full Size
Format: W: 820 x H: 200 pixels
Price per week:..... 4.000 kr.



Streamer
Format: W: 820 x H: 28 pixels
Price per week:..... 2.500 kr.



Mid Ad
Format: W: 400 x H: 200 pixels
Price per week:..... 2.000 kr.

Mid Ad full size
Format: W: 820 x H: 200 pixels
Price per week:..... 3.000 kr.

Bottom Ad
Format: W: 400 x H: 200 pixels
Price per week:..... 1.500 kr.

Bottom Ad full size
Format: W: 820 x H: 200 pixels
Price per week:..... 2.500 kr.

Membership

Membership+

With a Membership+, you will be assigned a media consultant who will assist you in getting started and provide professional media advice, ensuring you get the most out of your membership.

Benefits of Membership+

- Access to all the benefits of a membership
- We set up your membership to ensure you get off to a good start
- Assistance in creating sales ads for your products and sharing your news on our platforms
- Annual consultation and advice regarding target audiences, choice of media, and channels, etc.

PREFERRED CHOICE

Basis Membership

Selected options with a membership

- Plan and share news posts on the member portal
- Post 1 news update per day in the media newsletter
- Unlimited creation of sales ads
- Access to Market Overview: a tool that keeps you updated on the competitors you want to follow
- Easy collaboration with multiple users associated with the same profile

NewsBooster

Purchase NewsBooster for your membership and receive:

- Assistance in building and promoting your brand on the member portal
- Ongoing collaboration, where you will be assigned one of Nordiske Medier's professional writers
- The option to lighten your workload as we write and publish up to two stories per month about your company
- Engaging and search engine optimized content that enhances your visibility to potential customers and partners

Please contact us for prices via email: salg@nordiskemedier.dk

Technical specifications - Online

Deadline

The deadline is arranged with the graphic designer, who will provide the booked advertising campaign, specifications, and deadline. Delivery of Finished Material If finished material is provided, the deadline is 2 business days before the start.

The advertisement, including the link to the landing page, is sent directly to the email: online@nordiskemedier.dk.

Graphic Assistance

If you need a graphic designer to assist with your design, the following requirements apply to images, logos, and text.

Images should be at least 80 DPI in the file formats .jpg, .tiff, .eps, .psd, and .png.

Logos and graphic elements are provided as .eps or .ai vector graphics. The text is sent separately in .docx format or in the email with the material. Material for our production should be received no later than 10 days before the advertising campaign is scheduled to start.

Banners are created for free when banners are ordered for a minimum of 2 months; otherwise, the price is 500 DKK per banner.

Banner Advertising

Our site is responsive, and the banners adapt to the screen they are displayed on. Please note that the banners are legible on different screens.

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

The banners rotate with each page shift. All banners can be either static or animated – HTML5, gif, or script – except for the title banner. Banners are delivered in the following formats: .jpg, .gif, .png, or HTML5.

Specific to HTML5 banners

When delivering HTML, we need to receive a zip file with the entire source material.

The zip file must not exceed 4 MB. It is advantageous for the HTML5 file

to stay within a 20-second timeframe.

HTML5 files can only be used for banners on the portal, as the file type cannot be handled by email programs. If HTML and script banners are not made responsive, a fallback banner must be provided for use on mobile and tablet screens.

Guidelines for advertisers

It must be clear to the readers what is an advertisement and what are articles written by the editorial team.

Therefore, advertisements should distinguish themselves from the layout - both on the portal and in the newsletter, so that readers are not misled and do not believe that an advertisement is an article written by the editorial team.

In general, advertisers are requested to use a different font than ours.

On the website, the word "Advertisement" automatically appears just above the banner, but when advertising in the newsletter, the word "Ad-

vertisement" should clearly appear at the top of the advertisement, if there is any doubt that it is an advertisement - so we comply with the legislation in this area.

If we consider the advertisement to be too close to the editorial texts, we will request a change in font and/or the addition of the company's logo, so that it is clear that it is an advertisement.

This is done to comply with the rules set out by the Consumer Ombudsman.

Furthermore, only advertising for one's own company and products is allowed - meaning no misleading or negative mention of competitors - in order to also comply with the Marketing Act.



Nordiske Mediers industry media in Denmark

Nordiske Medier is the largest media house in the Nordic region for industry-specific media. With our industry media, we cover all branches of the Nordic business community and reach many professional readers in various industries every day.



Learn more about all our industry media at nordiskemedier.dk

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