



Motor-magasinet

Media information 2021

Nordiske Medier is the largest industry specific media in Scandinavia with more than 50 regular publications in Denmark, Sweden and Norway – both printed and online. Furthermore, we publish more than 100 different special magazines and newsletters. Our content is always highly prioritized, clearly defined and tailored for a specific audience

We cover Nordic business in detail with constructive, credible and independent news. On a daily/weekly basis, Nordiske Medier sends out online newsletters to more than 550.000 recipients and we have approximately 450.000 readers of our print media.

In total Nordiske Medier, have approximate 200 employees based in Copenhagen, Aalborg, Oslo, Stockholm, Gothenburg and Helsingborg. We have a total turnover of more than 200 million DKK and are a solid company with a good economy.

The editorial team consists of around 75 journalists and editors working across multiple industries. We cover the ongoing news stream, do in-depth industry analyses, portraits, articles etc. We always focus on inspiring the companies of whom we write. In addition, we focus on delivering high quality content to our readers who are experts within their individual industries.

Sales wise we are an equally large team of consultants who advise our customers in creating the right marketing palette through the right channels. This, of course for the right audience.

Our products include print media, online media and consulting for search engine optimization, and social media platforms. Finally, we have a team of writers and graphic artists who can help create our costumers creating their banners, ads, native advertising, inserts etc.

Unlike the more general media, we write about both large and small companies. Our focus is on the overall technological, political and cyclical conditions that affects the industries. Not least, what happens at the businesses in the industry including colleagues, customers and suppliers.

Nordiske Medier is a part of NORDJYSKE MEDIER, a group whose history dates more than 250 years back and is one of the central actors within the Danish media industry.

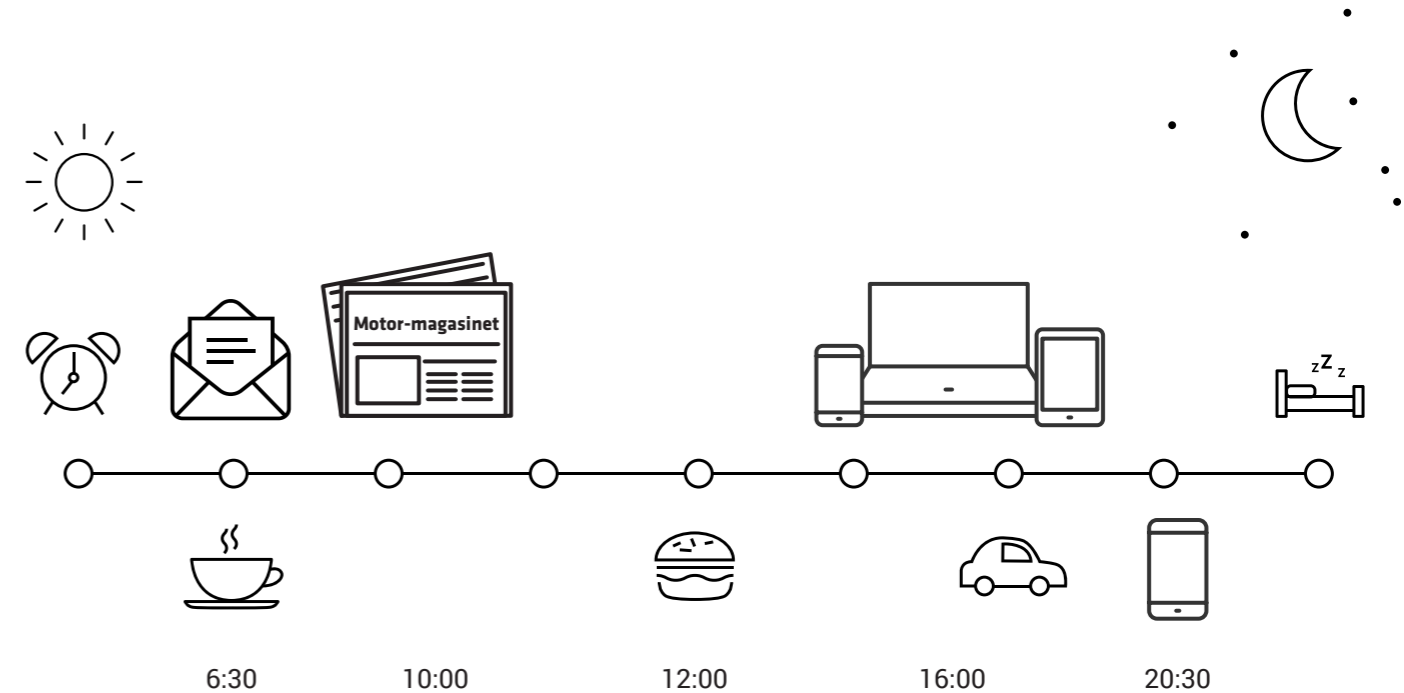
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Relevant and targeted News, background, when you got the time



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www.motormagasinet.dk

Motor-magasinet

Motor-magasinet is part of Nordiske Medier A/S. We are a trade paper and an online medium. Motor-magasinet takes a close-up look at the car industry, which we follow through our own coverage at Christiansborg, visits to companies in Denmark and abroad, trade fairs, annual general meetings, receptions, motorsport events etc. We try to be wherever the industry is – naturally across all interest groups.

Target your advertising in Motor-magasinet. We offer cheap, effective marketing aimed at your target audience.

Motor-magasinet offers various advertising options - both in print and online:

- Print advertising in the paper.
- Online advertising on the portal and in the daily newsletter.
- Job i Fokus - online, print or a combination.
- Information material with target groups etc.

As a subscriber to Motor magazine, you can stay informed around the clock about what is happening in the industry. With the Motor-magasinet's app, you get easy access to the e-newspaper and the latest news on mobile or iPad. Already on Thursday at 20:30 you can read the Friday newspaper as an e-newspaper.

Search for Motor Magazine in Google Play or the App Store. You can of course also read Motor-magasinet's e-newspaper on the computer and stay informed about the industry at www.motor-magasinet.dk.

Contact
Do you have general questions concerning the Motor-magasinet, so contact us by phone 7228 6970 or e-mail salg@nordiskemedier.dk.

Target group

Motor-magasinet

We contact all key people in the industry per. phone to get their acceptance prior to signing up for the newsletter. The vast majority say yes to this. In addition, we have a number of people daily who sign up for the newsletter on their own initiative.

The recipients of the newsletters are regularly replaced in connection with job changes and the like. Every month, we unsubscribe from a number of recipients if we receive the newsletter return - (bounce back). The number of recipients thus reflects the majority of the industry's key people. Email address is not passed on to 3rd party when subscribing to newsletter.

The newsletter is sent out daily to over 8,400 people in the industry. Motor magazine has more than 120 member companies that actively use the portal in their everyday lives. The companies are located throughout the country, and are evenly distributed by company size.

The user profile and recipients of the newsletter are characterized by being decision makers - ie. primarily directors, purchasing managers, production managers, sales managers - in addition, salespeople and buyers in general, as they use the newsletter to stay up to date on what is happening with their customers, respectively. supplier.

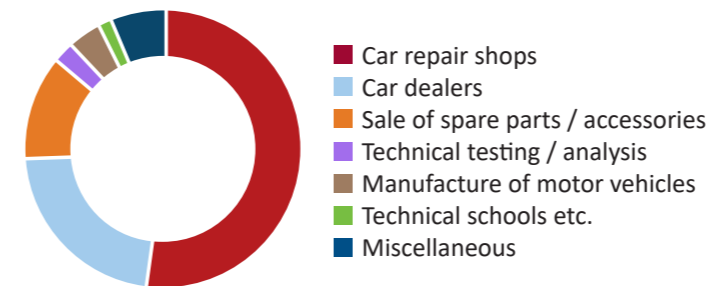
Contact

Do you have questions regarding the Motor-magasinet, please contact us by e-mail: salg@nordiskemedier.dk or phone: 7228 6970 and hear more.

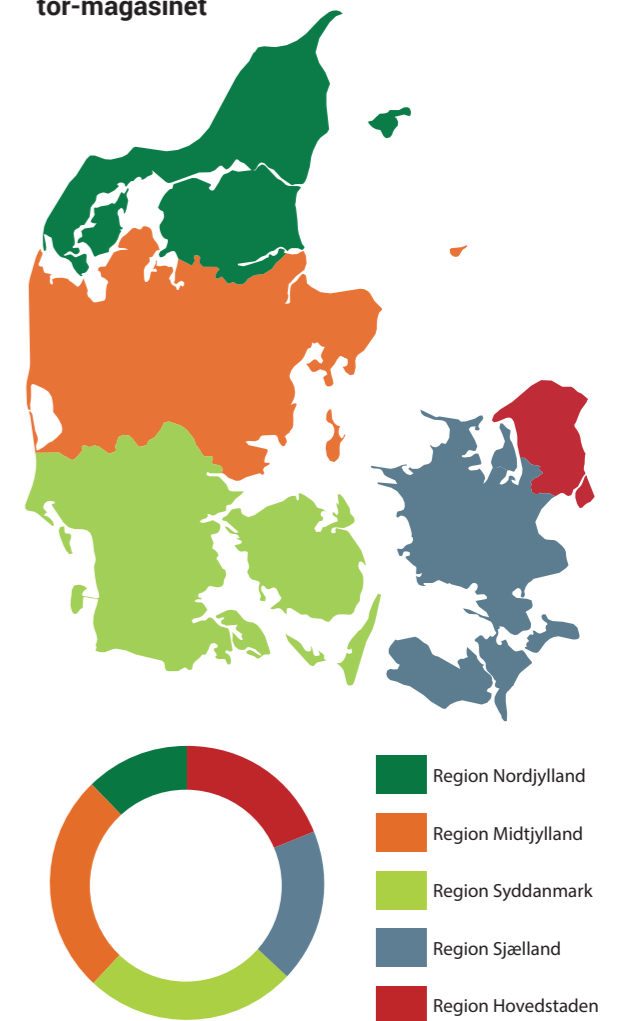
Statistics – online and print

Readers

Distribution of recipients of Motor-magasinet



Geographical distribution of recipients of Motor-magasinet

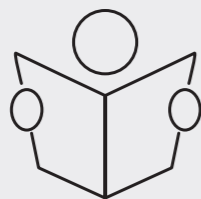


65.000 readers**

– all of who are interested in your specialised industry



TOTAL CIRCULATION
12.600*



READERSHIP FIGURES
65.000**



ONLINE VISITORS
99.093 visits/ 175.375 viewers/month***



NEWSLETTER
Send every day to 8.455 recipients***.
The opening rate 32.12%***

* Print edition and e-newspaper

** Source: Readership figures from Index Denmark / Gallup all year 2019/2020

*** motormagasinet.dk

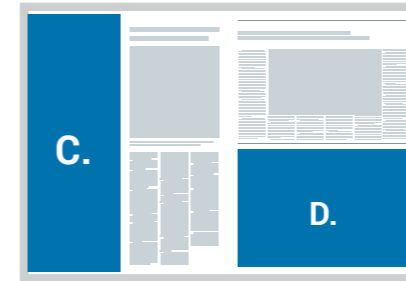
Theme – Motor-magasinet

No.	Publication	Deadline	Theme 1	Theme 2	Special section
MOT nr. 1	08-01-21	01-01-21	Maintenance		
MOT nr. 2	15-01-21	08-01-21	Lubricants & Energy	Spare parts	
MOT nr. 3	22-01-21	15-01-21			Bodywork & Car Paint
MOT nr. 4	29-01-21	22-01-21	Car Dealers & Importers	Spare parts	
MOT nr. 5	05-02-21	29-01-21	Workshops		
MOT nr. 6	12-02-21	05-02-21	Digital Tools	Spare parts	
MOT nr. 7	19-02-21	12-02-21			"DÆK-PROFIL"
MOT nr. 8	26-02-21	19-02-21	Maintenance	Spare parts	
MOT nr. 9	05-03-21	26-02-21	Seasonal products		
MOT nr. 10	12-03-21	05-03-21	Lubricants & Energy	Spare parts	
MOT nr. 11	19-03-21	12-03-21	Bodywork & Car Paint		
MOT nr. 12	26-03-21	19-03-21	Workshops	Spare parts	
MOT nr. 13	09-04-21	02-04-21	Tires		
MOT nr. 14	16-04-21	09-04-21	Financing, Leasing & Insurance	Spare parts	
MOT nr. 15	23-04-21	16-04-21	Digital Tools		Digital Tools
MOT nr. 16	29-04-21	22-04-21	Seasonal products	Spare parts	
MOT nr. 17	07-05-21	30-04-21	Maintenance		
MOT nr. 18	14-05-21	07-05-21		Spare parts	
MOT nr. 19	21-05-21	14-05-21	Workshops		
MOT nr. 20	28-05-21	21-05-21		Spare parts	
MOT nr. 21	04-06-21	28-05-21	Lubricants & Energy		Lubricants & Energy
MOT nr. 22	11-06-21	04-06-21	Bodywork & Car Paint	Spare parts	
MOT nr. 23	18-06-21	11-06-21	Financing, Leasing & Insurance		
MOT nr. 24	25-06-21	18-06-21		Spare parts	
Sommermagasin	02-07-21	25-06-21	Car Dealers & Importers		
MOT nr. 25	06-08-21	30-07-21	Workshops	Spare parts	
MOT nr. 26	13-08-21	06-08-21	Maintenance		
MOT nr. 27	20-08-21	13-08-21	Lubricants & Energy	Spare parts	
MOT nr. 28	27-08-21	20-08-21			Bodywork & Car Paint
MOT nr. 29	03-09-21	27-08-21	Digital Tools	Spare parts	
MOT nr. 30	10-09-21	03-09-21	Car Dealers & Importers		
MOT nr. 31	17-09-21	10-09-21	Financing, Leasing & Insurance	Spare parts	
MOT nr. 32	24-09-21	17-09-21			"DÆK-PROFIL"
MOT nr. 33	01-10-21	24-09-21	Workshops	Spare parts	
MOT nr. 34	08-10-21	01-10-21	Maintenance		Au2messe
MOT nr. 35	15-10-21	08-10-21	Seasonal products	Spare parts	
MOT nr. 36	22-10-21	15-10-21	Bodywork & Car Paint	Lubricants & Energy	
MOT nr. 37	29-10-21	22-10-21	FTZ messe	Spare parts	FTZ messe
MOT nr. 38	05-11-21	29-10-21	Tires		
MOT nr. 39	12-11-21	05-11-21	Digital Tools	Spare parts	
MOT nr. 40	19-11-21	12-11-21	Maintenance		
MOT nr. 41	26-11-21	19-11-21	Workshops	Spare parts	
MOT nr. 42	03-12-21	26-11-21	Financing, Leasing & Insurance	Car Dealers & Importers	
MOT nr. 43	10-12-21	03-12-21	Lubricants & Energy	Spare parts	
MOT nr. 44	17-12-21	10-12-21	The past year		

Format – Print



A. 1/1 page
 Format: W:266xH:365 mm
 4 colours: DKK 24,300



B. Portrait format A4
 Format: W:176xH:270 mm
 4 colours: DKK 18,990



C. 1/2 side portrait format
 Format: W:131xH:365 mm
 4 colours: DKK 17,990



D. 1/2 Side oblong format
 Format: W:266xH:180 mm
 4 colours: DKK 17,990



E. 1/4 page
 Format: W: 131xH:180 mm
 4 colours: DKK 11,290



F. Module front page
 Format: W: 86xH:120 mm
 4 colours: DKK 9,990



G. Module back page
 Format: W:266xH:180 mm
 4 colours: DKK 19,990

H. Module frontpage
 Format: W: 63xH:50 mm
 4 colours: DKK 3,500

I. Handelspladsen,
 examples of size.: W:131xH:100 mm
 4 colours: DKK 3,990

J. Handelspladsen,
 examples of size.: W: 86xH:100 mm
 4 colours: DKK 2,990

K. Job and receptions ads
 examples of size.: W: 131xH:180 mm
 4 colours: DKK 5,300

L. Job and receptions ads
 examples of size.: W: 86xH:100 mm
 4 colours: DKK 3,000

Prices other formats
 Text page ads per mm. . DKK 20,00
 Back page per mm. DKK 30,00
 Job og profil – per mm. DKK 10,00
 Headline incl. 4 F (<300 mm.) DKK 15.00
 Special position + 15%
 All prices exclude VAT.

Ad is produced with 1 proof from DKK 600.

Colour charge
 <300 mm per mm. DKK 6
 >300 mm DKK 1,800

Discounts
 If you wish to order several ads, you are welcome to get in touch with us for a good deal. Please see the contact information on the last page.

Formats are material formats that scale slightly down to the newspaper magazine format.

All prices are ex. VAT, unless otherwise stated. Reservations are made for printing errors and price regulation.

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

Advert – Online

Make your business noticed on our digital platforms

Through a wide variety of advertising options, we offer you the chance to be exposed to selected audiences on our online media.

All Nordiske Media's publications have their own online industry portal, which delivers great visitor and reader numbers on a weekly basis. You thus ensure greater online visibility through our competitive offers.

Contact

Do you have questions regarding the advertising opportunities, please contact us by phone 7228 6970 or email salg@nordiskemedier.dk.



Membership

Our readers your customers

With a log-in, you get all the opportunities to profile yourself directly into the heart of your target group and create the relevant contacts. A membership at Motor-magasinet gives your company effective and targeted marketing to your industry - you are exposed and made visible online. With your membership, you can post your own news directly to your target group under "News from members".

Your company can present your products, machines or competencies directly to the target group and thereby keep in touch with the industry. When you are a member, you get half price for advertising on the website and in the newsletter.

If your company is faced with having to hire a new employee, you can recruit through your membership. If you hold a course, you can easily make the course visible through your membership.

Contact

If you have questions regarding membership, then contact us by e-mail: salg@nordiskemedier.dk or phone: 7228 6970 and hear more about the opportunities

"Do-it-yourself" membership benefits

- Login to the member panel from where I can create visibility about your company.
- Company profile, keywords and link to Homepage.
- Insertion of own news in the newsletter under "News from members".
- Induction of trade fair participation.
- Insertion of job postings that simultaneously
- indented on Jobindex and Jobnet.
- Indentation of courses.
- Advertising at member prices.
- Indentations can be supplemented with pictures, catalog and video.
- Insertion of ads on "Machines", "Products" and "Competencies"
- SEO (backlinks)
- Competitor monitoring

Membership "Do-It-yourself"
11,800 Dkk./year

Membership+ membership benefits

Same benefits as a "Do-it-yourself" membership.

In dialogue with you, we take the ball and take on part of the marketing function.

- We make indentations of your products, machines, skills or jobs
- We help to insert your news
- We make sure that indents are SEO optimized (backlinks)
- We make registration in competitor monitoring

Membership+
16,800 Dkk.

+ Plus

Advert – Newsletter

The newsletter is sent out to the industry with relevant industry news per. e-mail. The motor magazine is published once a day.

Streamer

Format: W: 820 x H:28 pixels
Price per week (monday - friday: 7,500 DKK

Top advert Full Size

Format: W: 820 x H: 200 pixels
Price per announcement: 6,000 DKK

Top advert

Format: W: 400 x H: 200 pixels
Price per announcement: 3,000 DKK

Mid advert Full Size

Format: W: 820 x H: 200 pixels)
Price per announcement: 3,000 kr.

Mid advert

Format: W: 400 x H: 200 pixels)
Price per announcement: 2,000 DKK

Bottom advert Full Size

Format: W: 820 x H: 200 pixels)
Price per announcement: 3,000 DKK

Bottom advert

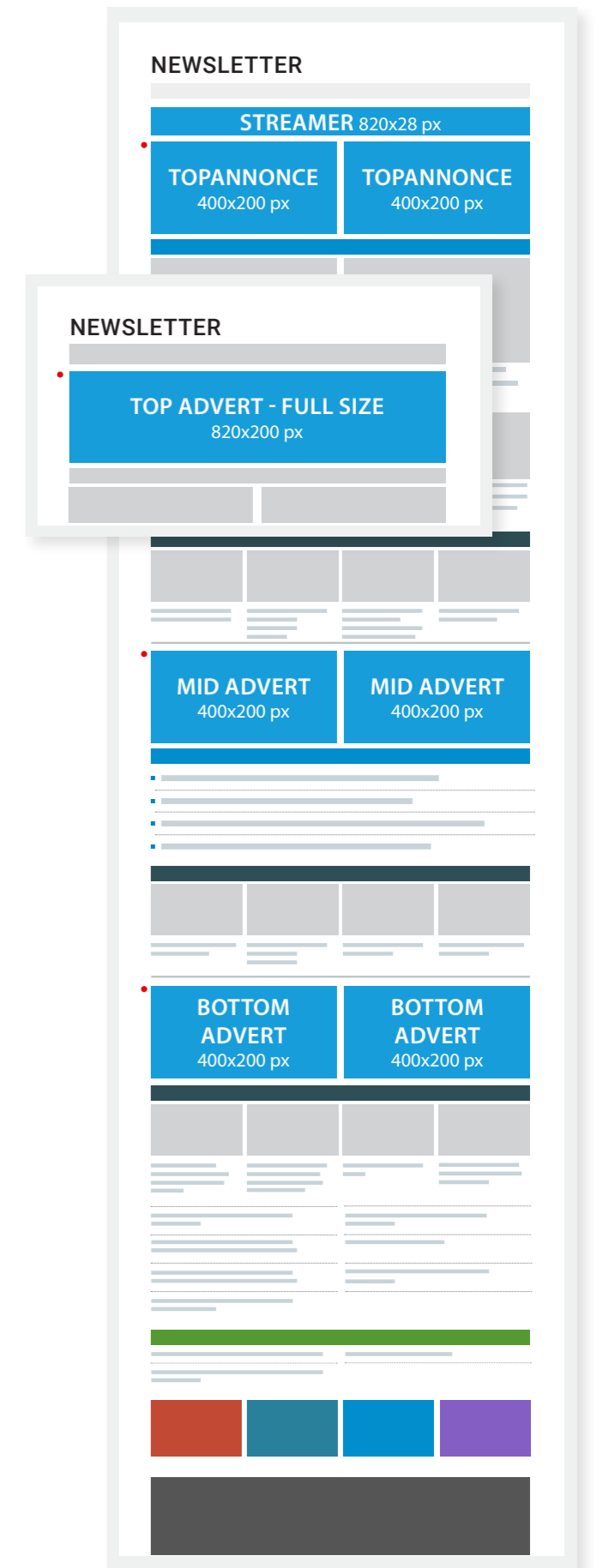
Format: W: 400 x H: 200 pixels)
Price per announcement: 1,500 DKK

General specifications for the ads in the newsletter is:

Ads are static ad.
Finished material is submitted in the file format: .jpg, .gif or .png

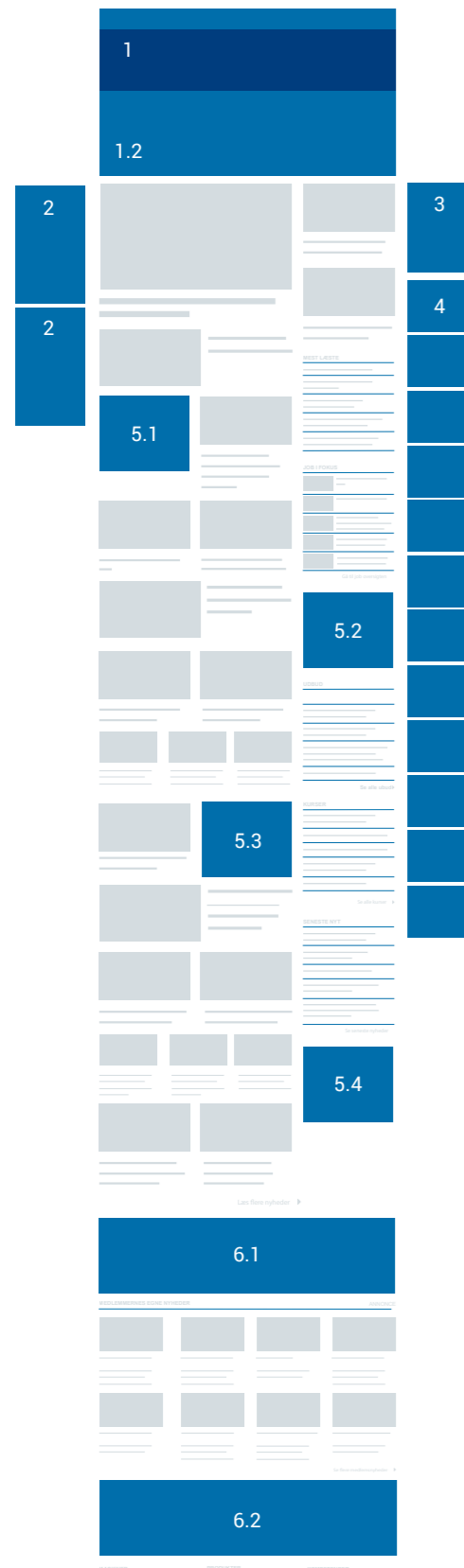
Finished will have a maximum capacity of 50 kB.

All stated prices are member prices per. month.

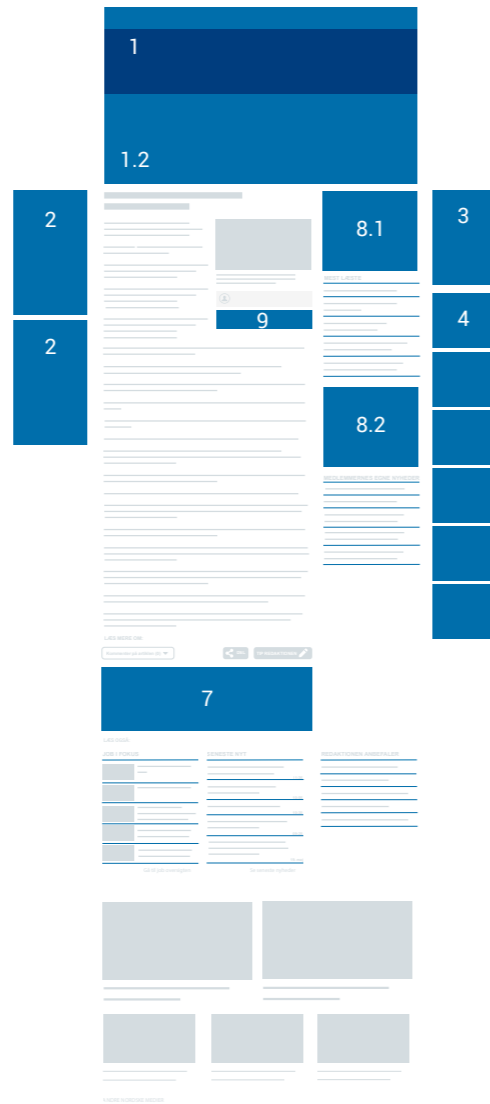


Advert – Banner

Front page



Article page



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. If you wish to create the banner yourself, you have to make them in either GIF, JPG or HTML5.

* Sticky, corner banner og sidebanner are only shown on a desktop.

All stated prices are member prices per month.

1) Topbanner

Format: W: 930 pixels x H: 180 pixels

Type: Static or animated, max 70 Kb

Articles 12,000 DKK

Front page + other sections 12,000 DKK

1.2) Billboard banner

Format: W: 980 pixels x H: 540 pixels

Type: Static or animated, max 150 Kb

Articles 25,500 DKK.

Front page + other sections 25,500 DKK.

2) Sticky Banner

Format: W: 240 pixels x H: 400 pixels

Type: Static or animated, max 90 Kb

Artikel 10,000 DKK.

Front page + other sections 10,000 DKK.

3) Corner banner

Format: W: 200 pixels x H: 300 pixels

Type: Static or animated, max 70 Kb

Articles 6,500 DKK.

Front page + other sections 6,500 DKK.

5) Campaign banner 1, 2, 3 og 4 - Front page

Format: W: 300 pixels x H: 250 pixels

Type: Static or animated, max 70 Kb

Frontpage pos. 1: 7,750 DKK.

Frontpage pos. 2: 5,000 DKK.

8) Campaign banner 1&2 – Articles

Format: W: 300 pixels x H: 250 pixels

Size: max. 70 kB

Articles pos. 1/pos. 2: 7,750 DKK./5,000 DKK.

8) Campaign banner 1&2 – Others

Format: W: 300 pixels x H: 250 pixels

Type: Static or animated, max 70 Kb

Others pos. 1/ pos. 2: 3,900 DKK./3,000 DKK.

4) Side banner

Format: W: 200 pixels x H: 175 pixels

Type: Static or animated, max 40 Kb

Front page + other sections eller Artikel 2,000 DKK.

7) Artikelbanner

Format: W: 660 pixels x H: 200 pixels

Type: Static or animated, max 100 kB

Price: 7,500 DKK.

6) Gigabanner 1&2

Format: W: 980 pixels x H: 250 pixels

Type: Static or animated, max 150 Kb.

Front page pos. 1: 4,850 DKK.

Front page pos. 2: 2,500 DKK.

9) Title banner

Format: W: 300 pixels x H: 60 pixels

Banner er statisk

Type: Static banner, max 20 Kb

Price: 13,000 DKK.

All prices are member prices per month.

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

Technical specifications & terms – Print

Material

Material should be sent to:
materiale@motormagasinet.dk

Reimbursement

Material reimbursement as previously arranged, but max. 5%.

Cancellation policy

Cancellation and date changes must be made in writing no later than 14 days prior to publication date. If changes to the insertion plan mean that the conditions for discounts obtained are not met, the wrongfully paid discount will be debited at a later stage.

Repro

If Nordic Media does not receive fully-finished advertising material, the customer will be billed for finishing the material at a rate of 50 øre per mm.

Formats

Newspaper format	Tabloid
Column height	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
1/1 page	266x365 mm
2 x 1/1 pages (spread)	546x365 mm
Paper quality newspaper	49 grams
Number of columns	6
To the edge	Not possible *
Supplement	5 mm cropping
* For special supplement: 5 mm for cropping + cutting marks	

Complaints

COLOUR ADS

For the printing of colour ads, the paper assumes no responsibility for any minor deviations from the colours of the original material. The newspaper reserves

the right to reject complaints about advertisements in cases where we have already drawn attention to the fact that the material is not entirely suitable for reproduction or where the submission deadline has been exceeded.

OTHER CONDITIONS

Please refer to our terms and conditions of sale on www.nordiskemedier.dk or in the email from your consultant.

Specifications

LAYOUT FILE: Adobe IDML file InDesign.
Packed with all links.

PDF

PDF file produced with Acrobat Distiller containing all fonts, images, graphics and colours defined as CMYK. (Job setting for Acrobat Distiller can be ordered). We also refer to the industry standard for digital advertising material agreed between DRRB, DFF and DDPFF. Various descriptions, settings files etc. can be downloaded on www.kankanikke.dk.

IMAGES/GRAPHICS:

Colour: All Photoshop formats in at least 200 dpi.
S/H: Alle Photoshop formats in at least 200 dpi.
Line drawing: EPS and AI. TIFF, EPS and JPG in at least 600 dpi.
The 'overprint' function must not be used.

COLOURS:

CMYK defined (we separate RGB and Pantone for CMYK).

COMPRESSION:

Stuffit, Zip.

Technical specifications & terms – Online

Delivery of finished material

Deadline is agreed with the graphic designer who submits the booked advertising campaign as well as specifications and deadline.

Deadline for delivery of finished material

If finished material is delivered, the deadline is 2 working days before start-up.

The announcement incl. link to landing page is sent directly to the graphic artist.

Banner advertising

Our site is responsive and the banners adapt to the screen they are displayed on. Be aware that the banners for mobility are readable on the various screens.

The banners share space with up to 3 others. However, the title banner and content banner stand alone, while the sticky banner shares space with up to 2 others. The banners rotate at page breaks.

Animated banners: the animation must last within 20 seconds.

It is possible to send two different banners.

Specifically for HTML5 banners

When delivering HTML, we must have sent a zip file with all the source material in. The zip file must be max. fill 10 mb. It will be an advantage that the HTML5 file stays within a frame of 20 sec. HTML5 files, can only be used for banners on the portal, as the file type cannot be handled by mail programs.

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

Technical specifications

Finished banners for website must be delivered as above specifications.

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

- Pictures must be mine. 80 DPI in the formats and sent

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 in the email with material.

Material for production by us must be received no later than 10 days before the advertising campaign starts.

Preparation of banners

The banners are prepared free of charge when ordering banners for min. Two months. Otherwise, the price is NOK 500, - pr. banner.

If you want to make banners yourself, these must be delivered in either GIF, JPG or HTML5.

Advertiser Guidelines

It should be clear to readers what are ads and what are articles written by the editors. Therefore, ads must differ from the layout - both on the portal and in the newsletter, so that readers are not misled and think that an ad is an article written by the editors.

In general, advertisers are asked to use a different font than ours. On the website, the word Advertisement appears automatically just above the banner, while on advertising in the newsletter, the word Advertisement should appear clearly at the top of the advertisement, if there is no doubt that it is an advertisement - so we follow the legislation in this area.

If we consider the ad to be too close to the editorial texts, we will ask to change the font and / or add the company logo so that it is clear that it is an ad. This is done to live up to the rules laid down by the Consumer Ombudsman.

Furthermore, you only have to market for your own company and your own products - ie. no misleading product comparisons or bad publicity of competitors - then the Marketing Act is also complied with.

Nordiske Mediers' trade media in Denmark

Anlæg
Arkbyg
Building Supply
Byggeri & Ejendomme
Electronic Supply
Energy Supply
Food Supply
Food Supply Magazine
Forsyning
Fremtiden Automation
Fremtidens Logistik
Hvem er Hvem i Autobranchen
Hvem er Hvem i Byggeriets top
Hvem er Hvem i Metal- og Maskinindustrien
Jern-Maskinindustrien
Kommunefokus
Leder IDAG
Licitationen
Magasinet Pleje
MaskinFokus
Mester Tidende
Metal Supply
Motor-Magasinet
M-Xtra
Park & Anlæg
Magasinet Plast
Plast Forum
Retail News
Skoler, Sport og Fritid
Søfart
Transportmagasinet
Wood Supply

Contact information Nordiske Medier

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info@nordiskemedier.dk

www.nordiskemedier.dk