

A photograph of two men in a workshop setting. The man on the left is younger, with short brown hair and a beard, wearing a grey polo shirt. The man on the right is older, with grey hair, also wearing a grey polo shirt. They are both leaning over a workbench, looking at a mechanical part that the older man is holding. The background shows industrial equipment, including a control panel with a screen and various gauges. A large blue curved graphic element is on the left side of the image, partially obscuring the text.

Media information 2023 Mester Tidende

A part of Nordiske Medier A/S

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Mester Tidende

Mester Tidende helps the to make the company a good business. We do this by focusing on both the tools and the materials that are being used in the daily work.

This is particularly important at this time, when we, among other things, sees a vigorous development of battery tools and new, sustainable building materials.

Fixed content elements include:

Master tip

Focus on effective IT tools for e.g. time and case management, calculation, quality control and documentation. Also focus on new legislation and handling of employment and dismissal rules.

Tool test

Test all the latest tools so the master can choose the right one.

Testing vans

Testing of the latest vans and box vans, trailers and furnishing solutions, so that the master can get an overview of the market.

News from wholesalers and construction centres

We have our finger on the pulse and provide broad information about the latest new measures and products at the wholesalers and in the construction centres.

Contact: Rasmus Stochflet Nielsen
Phone: +45 22 90 72 84
E-mail: rsn@nordiskemedier.dk

Contact the editors

E-mail: redaktionen@mestertidende.dk
www.mestertidende.dk

Target group & statistics

The background is a solid dark blue. It features several thin, white, curved lines that sweep across the frame. One line starts from the left edge, curves upwards and then downwards. Another line starts from the top left, curves across the middle, and then curves downwards towards the bottom right. A third line starts from the top right and curves downwards towards the bottom right. These lines create a sense of movement and flow.

Facts about Mester Tidende

Mester Tidene’s newsletter is sent out daily to over **9.300** people within the industry and has around **145** member companies who actively use the portal in their everyday lives.

The companies are located throughout the country and evenly vary by company size.

The users and the newsletter recipients are characteri-

zed 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.

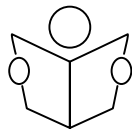
Our newsletter recipients are all relevant recipients. We regularly contact all key people in the industry by phone, to ensure we hit the right target audience with our news-

letter. 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.



TOTAL CIRCULATION
22.695 *



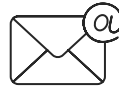
LÆSERTAL
V/1 inserts
27.000 **



ONLINE VISITORS
46.353 visitors/month. ***



ONLINE VIEWS
68.357 views/month. ***



NEWSLETTER
Sent out daily to 7.831 recipients



NEWSLETTER
Open rate: 33.59 %

* Print circulation and e-newspaper ** Source: Index Denmark Gallup, Full year 2021 *** mestertidende.dk – june 2022

About Mester Tidende

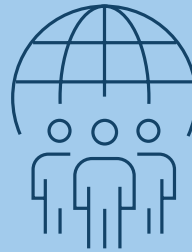
Who reads Mester Tidende



More than

77%

have overall assessed Mester Tidende
to be a good or very good medium



More than

27%

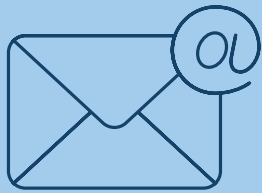
are employed in a company with more
than 100 employees

 **BUILDING SUPPLY**
Licitationen

More than

70%

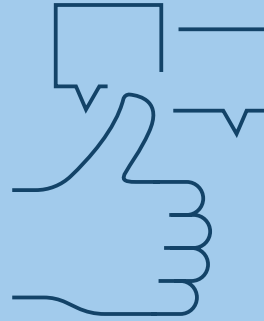
of those who read Mester Tidende also
read Building Supply and Licitationen



More than

56%

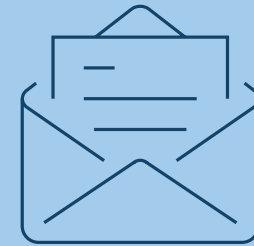
think it is important to receive
Mester Tidende's newsletter



More than

48%

prefer to stay updated via
Mester Tidende's newsletter

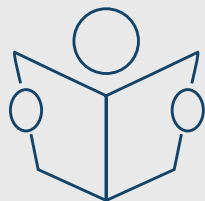


More than

47%

read all or half of the newsletter daily

Target group for print



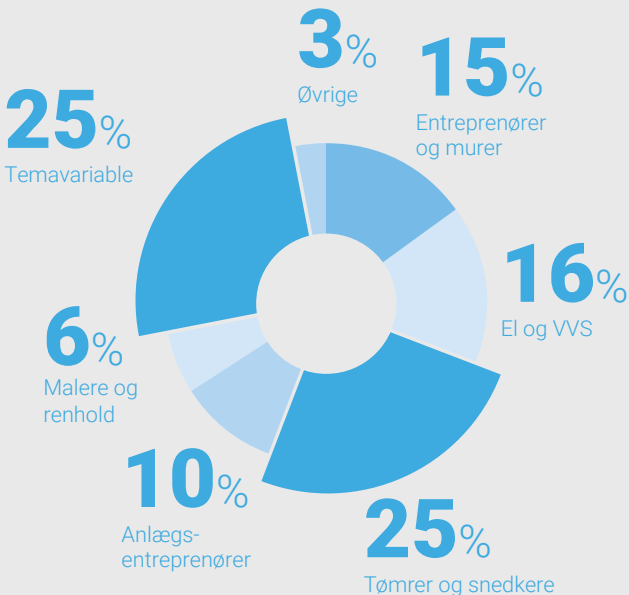
Over
27%
of Mester Tidende's largest
reader target group is 50-59
years old



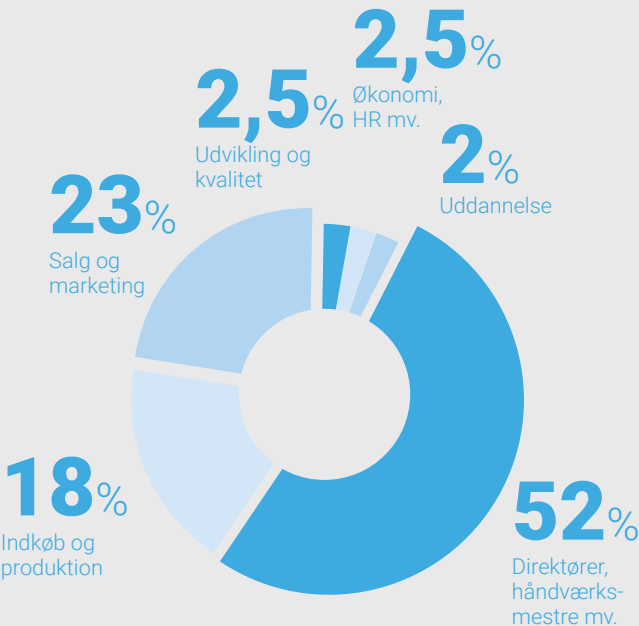
Over
39%
of Mester Tidende's readers think that
the most important thing as a subscriber
is to be able to read the physical news-
paper and the e-newspaper online

Over
53%
of Mester Tidende's readers use the ma-
gazine to stay updated on the general
industry

The distribution in relation to company

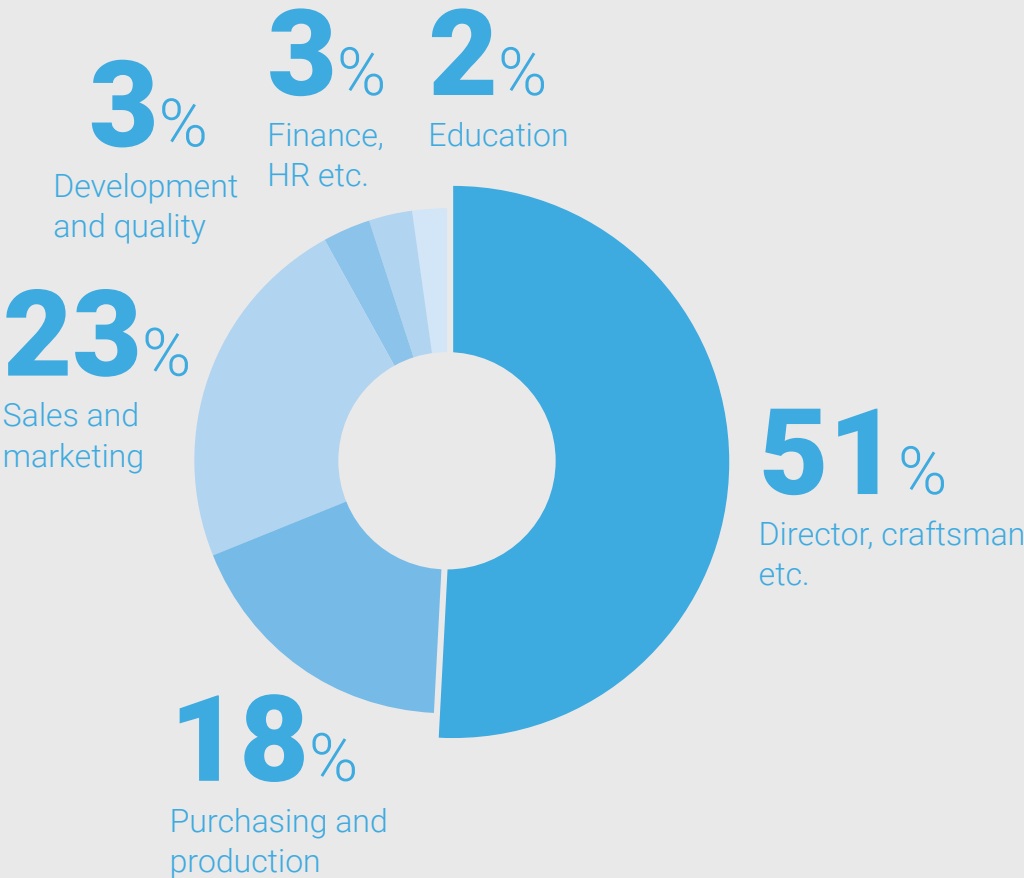


The distribution in relation to position

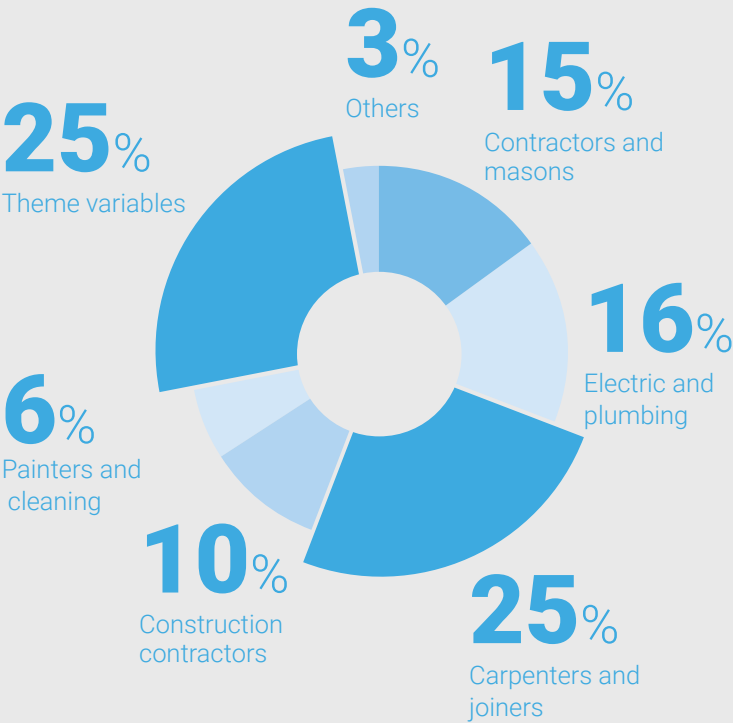


Target group online

The distribution in relation to position



The distribution in relation to company



Print publications

Editorial content and sections

Mester Tidende’s core readers are master craftsmen and trusted apprentices (construction managers, purchasing managers, etc.) and are therefore read both in the master’s office and on construction sites. One of the main purposes of Mester Tidende is to inform the master about new products, working methods and rules, which enable the master to improve both work processes and the bottom line in the company.

Mester Tidende also embraces both suppliers, dealers and manufacturers in the construction industry by disseminating knowledge and news about supplier relationships and product offerings from, among others, the construction centers.

Special sections



Paskram, which is published six times a year, has a particular focus on one of the largest craft industries here at home – the carpentry and joinery industry.



Autoriseret takes its point of departure from the industry’s framework conditions and informs at a high professional level about products and services that can contribute to making companies’ work processes more efficient.

Appendix



Magasinet På Gule Plader publications yearly 4 times

Theme



Byggeri 23 Fairpaper

Here is an overview of the scheduled releases in 2023:

Specialsection
Paskram: 6 publications yearly
Autoriseret: 5 publications yearly

Appendix
På Gule Plader: 4 publications yearly

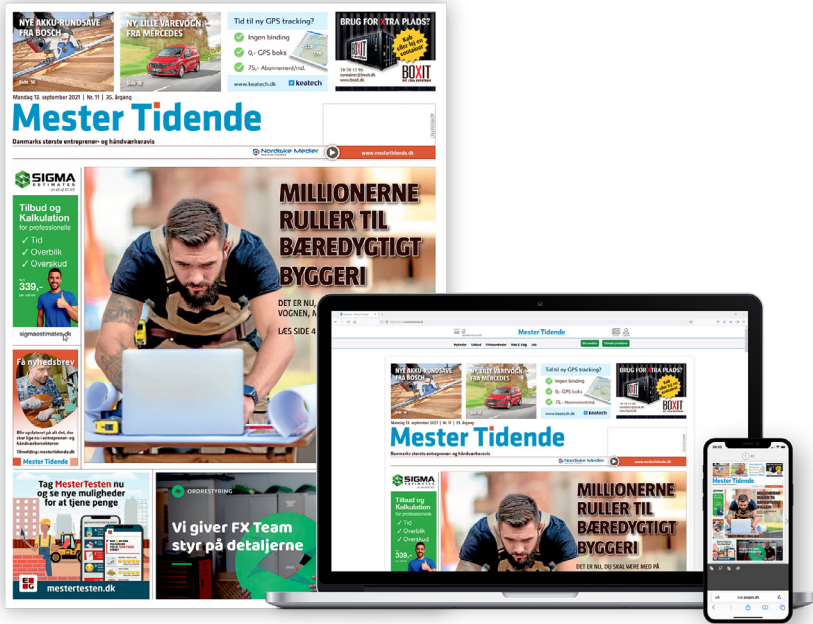
Fixed pages
Værktøjstest
Mestertips
Motor/biler
Anlægsentreprenøren
Entreprenør & Murer
Maler & Renhold

Fairs
Byggeri’23
VVS’23

Theme plan

Mester Tidende helps the master to make his company a good business. We do this by focusing on both the tools and the materials that the master and his apprentice use in their daily work. This is particularly important at this time, when we, among other things, sees a vigorous development of cordless tools and new, sustainable building materials.

	Publication	Deadline	Theme	Special section
Mester Tidende nr. 1	23-01-23	09-01-23		Paskram
Mester Tidende nr. 2	20-02-23	06-02-23	Bygningsrenovering	Autoriseret
Mester Tidende nr. 3	06-03-23	20-02-23		
Mester Tidende nr. 4	20-03-23	06-03-23	Byggeri'23	Paskram
Mester Tidende nr. 5	17-04-23	31-03-23	Årets Håndværker	Autoriseret
Mester Tidende nr. 6	22-05-23	08-05-23	VVS'23	
Mester Tidende nr. 7	06-06-23	22-05-23	Miljøsanering	Paskram
Mester Tidende nr. 8	14-08-23	31-07-23		Autoriseret
Mester Tidende nr. 9	28-08-23	14-08-23	Bygningsrenovering	
Mester Tidende nr. 10	11-09-23	28-08-23	Carl Ras Håndværkermessen	Paskram
Mester Tidende nr. 11	25-09-23	11-09-23		Autoriseret
Mester Tidende nr. 12	09-10-23	25-09-23		
Mester Tidende nr. 13	23-10-23	09-10-23	Miljøsanering	Paskram
Mester Tidende nr. 14	06-11-23	23-10-23		Autoriseret
Mester Tidende nr. 15	20-11-23	06-11-23		
Mester Tidende nr. 16	11-12-23	27-11-23		Paskram



Paskram

A strong special section

Paskram, which is published six times a year, has a particular focus on one of the largest craft industries in Denmark - the carpentry and joinery industry. This industry is rapidly developing, which is why we are now publishing an independent section that goes in depth with the niche.

In Paskram, we bring tests of tools and craftsman vehicles, material on new construction methods and products, as well as news about suppliers and manufacturers to the industry.

Mester Tidende is primarily targeted at smaller craft businesses, and like so many other trade magazines, Mester Tidende is read as a break and cozy read in the lunchroom, on the construction site and in the car. Tool testing in particular has a high value for both master and journeyman.

The advertisements often catch the master's eye - especially those with specific offers are perceived as interesting and relevant.

	Publication	Deadline
Paskram nr. 1	23-01-23	04-01-23
Paskram nr. 2	20-03-23	06-03-23
Paskram nr. 3	06-06-23	22-05-23
Paskram nr. 4	11-09-23	28-08-23
Paskram nr. 5	23-10-23	09-10-23
Paskram nr. 6	11-12-23	27-11-23



Autoriseret

Authorized is a special section for engineering contractors and electrical and plumbing installers, including the part of the industry that focuses on the HVAC segment (Heat, Ventilation, Air Conditioning).

Authorized takes its starting point from the framework conditions of the industry and informs at a high professional level about products and services that can contribute to the efficiency of the company's work processes.

	Publication	Deadline
Autoriseret nr. 1	20-02-23	06-02-23
Autoriseret nr. 2	17-04-23	31-03-23
Autoriseret nr. 3	14-08-23	31-07-23
Autoriseret nr. 4	25-09-23	11-09-23
Autoriseret nr. 5	06-11-23	23-10-23



På Gule Plader

Motor-magasinet, Transportmagasinet and Mester Tidende publish På Gule Plader, which is published as a supplement to all three magazines at once.

The same gold plate articles appear in all three media, just as we also carry the same ads in all three media, so that they reach as wide as possible the circle of professionals who have to do with this type of car: Decision makers at importers, dealers, workshops, suppliers and not least buyers. På Gule Plader is published 4 times a year.

Readership:
v/1 indentation: 95.000*
v/4 indentations: 186.000*
Circulation: 59.659

Recipients of På Gule Plader include:
Artisans, truck drivers, dealers, workshop managers, suppliers etc.

* Index Denmark/Gallup, 1st half of 2021

	Publication	Deadline
På Gule Plader nr. 1	20-03-23	06-03-23
På Gule Plader nr. 2	06-06-23	22-05-23
På Gule Plader nr. 3	11-09-23	28-08-23
På Gule Plader nr. 4	06-11-23	23-10-23



Fixed sections

Murer & Entreprenør

This section focuses on the masonry and construction industry, with particular focus on the industry's framework conditions and the industry's unique position in relation to creating quality construction - from detached houses to super hospitals. Murer&Entreprenør also revolves around material selection and efficient construction methods.

Anlægsentreprenøren

Here there is a focus on all the tasks that land and road contractors, landscape gardeners and sewers, etc. take care of. There is a focus on both the traffic and the underground infrastructure, including especially water and sewerage as well as the casting of foundations and concrete decks and the establishment of gardens and parks.

Maler & Renhold

The painting and cleaning industry is a finish trade and it requires great care and knowledge from both the contractors and material manufacturers and suppliers to deliver quality work. In the section, the focus is particularly on methods and product selection as well as effective tools that can help the industry's players to meet the massive demands for an unerring finish.

29. august 2022 Nr. 11

Mester Tidende

Danmarks største entreprenør- og håndværksside 27

Maler & Renhold

Erhvervsstyrelsen vurderer, at et frasalg af Flüggerselskaber i R til brug i Rusland

Som konsekvens af en mel-

29. august 2022 Nr. 11

Mester Tidende

Danmarks største entreprenør- og håndværksside 27

Flügger venter på

Erhvervsstyrelsen vurderer, at et frasalg af Flüggerselskaber i R til brug i Rusland

Som konsekvens af en mel-

29. august 2022 Nr. 11

Mester Tidende

Danmarks største entreprenør- og håndværksside 27

Entreprenør & Murer

Erhvervsstyrelsen vurderer, at et frasalg af Flüggerselskaber i R til brug i Rusland

Som konsekvens af en mel-

29. august 2022 Nr. 11

Mester Tidende

Danmarks største entreprenør- og håndværksside 27

Trekiløver køber sig ind i jysk totalentreprenør og ledelse

Erhvervsstyrelsen vurderer, at et frasalg af Flüggerselskaber i R til brug i Rusland

Som konsekvens af en mel-

29. august 2022 Nr. 11

Mester Tidende

Danmarks største entreprenør- og håndværksside 27

Anlægsentreprenøren

Erhvervsstyrelsen vurderer, at et frasalg af Flüggerselskaber i R til brug i Rusland

Som konsekvens af en mel-

29. august 2022 Nr. 11

Mester Tidende

Danmarks største entreprenør- og håndværksside 27

Nystartet lærling: Om 10 år har jeg eget firma

Erhvervsstyrelsen vurderer, at et frasalg af Flüggerselskaber i R til brug i Rusland

Som konsekvens af en mel-

29. august 2022 Nr. 11

Mester Tidende

Danmarks største entreprenør- og håndværksside 27

og fordobler bundlinjen

Erhvervsstyrelsen vurderer, at et frasalg af Flüggerselskaber i R til brug i Rusland

Som konsekvens af en mel-

29. august 2022 Nr. 11

Mester Tidende

Danmarks største entreprenør- og håndværksside 27

NYHED

Erhvervsstyrelsen vurderer, at et frasalg af Flüggerselskaber i R til brug i Rusland

Som konsekvens af en mel-

29. august 2022 Nr. 11

Mester Tidende

Danmarks største entreprenør- og håndværksside 27

Flere nyheder fra byggeriet på MesterTidende.dk

Erhvervsstyrelsen vurderer, at et frasalg af Flüggerselskaber i R til brug i Rusland

Som konsekvens af en mel-

Themes and fairs

BYGGERI '23

Scandinavia's largest construction trade fair, BYGGERI, is back after being shut down by corona. In this special theme, we take the temperature of the construction industry and talk about all the new and well-known construction products and methods that the exhibitors will display at the building materials fair in Fredericia.

Bygningsrenovering

With the theme Building renovation, Mester Tidende revolves around one of the most material-heavy areas in construction. This is done with a focus on the long range of products and services which are naturally linked to all forms of building renovation. In the theme, we follow the entire value chain with special attention to the products and services that can ensure that the master can solve the tasks efficiently and profitably.

Miljøsanering

In line with the renovation of the existing building stock, there is an increasing focus on removing building materials harmful to the environment and health. In the theme, we talk about the latest experiences in the field, as well as focus on the most effective and safe methods when environmental remediation is to be carried out.

Årets Håndværker

The Craftsman of the Year is nothing less than the construction industry's answer to the Oscar Party in Hollywood. The Circus building in Copenhagen forms the setting for the competition and Mester Tidende tells about the many proud craftsmen who are vying for the title of Craftsman of the Year in a wide range of traditional building and construction trades.



Print formats

A. 1/1 page

Format: B: 266xH:365 mm
Main newspaper...DKK. 29.950
Subject sections...DKK. 22.950
Back page.....DKK. 34.950

B. Double page

Format: B: 546xH:365 mm
Main newspaper...DKK. 49.850
Subject sections...DKK. 39.850

C. 1/2 page portrait format

Format: B: 131xH:365 mm
Main newspaper...DKK. 19.450
Subject sections...DKK. 15.450

D. 1/2 page landscape format

Format: B: 266xH:180 mm
Main newspaper...DKK. 19.450
Subject sections...DKK. 15.450

E. 1/4 page portrait format

Format: B: 131xH:180 mm
Main newspaper...DKK. 10.950
Subject sections.....DKK. 9.250

F. 1/4 side page landscape format

Format: B: 266xH:90 mm
Main newspaper.....DKK. 10.950
Subject sections.....DKK. 9.250

Prices other formats

Ad mm in Main newspaper DKK 22
Ad mm in Subject sections DKK 16

Kreative annonceformater

Ad mm in main newspaper DKK 26
Ad mm in Subject sections DKK 21

Special location

Page 3 20%
Page 5 15%
All prices are ex. VAT.

Other formats

BLOCK 86x100 mm
Main newspaper.....DKK. 6.150
Subject sections.....DKK. 4.650

Frontpage

86x80 mmDKK. 9.950
176x80 mmDKK.15.450
41x110 mmDKK. 8.150
41x75 mmDKK. 7.150
63x50 mmDKK. 7.150

Other formats

Indryk i hovedavis
4 Pages.....DKK. 79.850
8 Pages.....DKK. 99.850
12 Pages.....DKK. 119.850

Indent in subject sections

4 Pages.....DKK. 69.850
8 Pages.....DKK. 89.850
12 Pages.....DKK. 99.850

Price example for inserts:

Approx. 18,000 pcs. up to 25
grams costs DKK 49.500, i.e.
DKK 2.75 per PCS.
Advertisement is produced with
1 correction fromDKK. 600

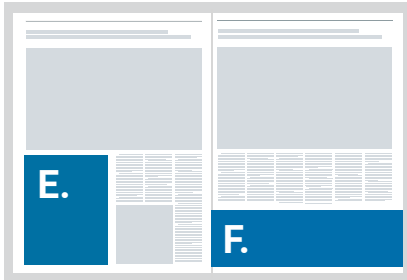
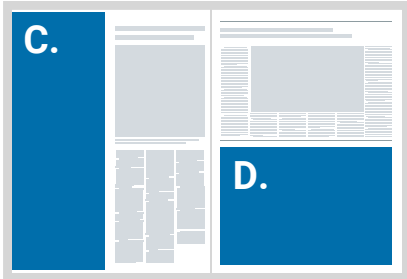
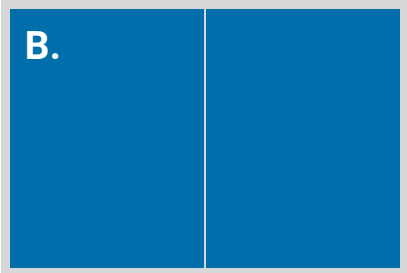
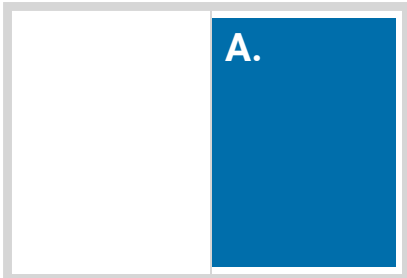
Discounts

If you wish to order more an-
nouncements, please contact us
for a good agreement. Please
see contact information on the
last page.

The formats are magazine
formats that are scaled down
slightly to the newspaper maga-
zine format.

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

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



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 pages DKK 9,000



1.2) Billboard
Format: W: 980 pixels x H: 540 pixels
Size: max. 150 KB
Cover + the other pages DKK 17,000



2) Sticky banner*
Format: W: 240 pixels x H: 400 pixels
Size: max. 90 KB
Cover + the other pagesDKK 7,500



3) Corner banner*
Format: W: 200 pixels x H: 300 pixels
Size: max. 70 KB
Cover + the other pages DKK 4,750



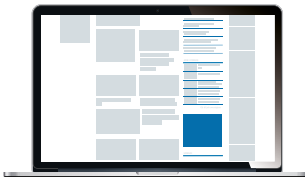
4) Side banner*
Format: W: 200 pixels x H: 175 pixels
Size: max. 40 KB
Cover + the other pages DKK 1,400



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 5,750
Front page pos. 5.2 - 5.4:DKK 3,750



5) Campaign banner 1&2 – other
Format: W: 300 pixels x H: 250 pixels
Size: max. 70 KB
Other pos. 5.1 - 5.3:DKK 2,850
Other pos. 5.2 - 5.4:DKK 2,250



6) Gigabanner 1&2
Format: W: 980 pixels x H: 250 pixels
Size: max. 150 KB
Front page pos. 6.1: DKK 3,550
Front page pos. 6.2: DKK 1,900

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 9,000



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



2) Sticky banner*
Format: W: 240 pixels x H: 400 pixels
Size: max. 90 KB
ArticleDKK 7,500



3) Corner banner*
Format: W: 200 pixels x H: 300 pixels
Size: max. 70 kB
Article DKK 4,750



4) Side banner*
Format: W: 200 pixels x H: 175 pixels
Size: max. 40 KB
Article DKK 1,400



7) Article banner
Format: W: 660 pixels x H: 200 pixels
Size: max. 100 KB
Article:DKK 5,000



8) Campaign banner 1&2 – article
Format: W: 300 pixels x H: 250 pixels
Size: max. 70 KB
Article pos. 8.1:DKK 5,750
Article pos. 8.2:DKK 3,750



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

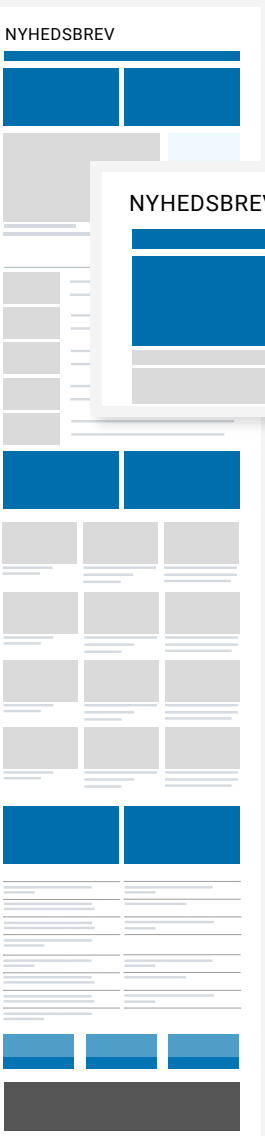
Advertising in the newsletter

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.

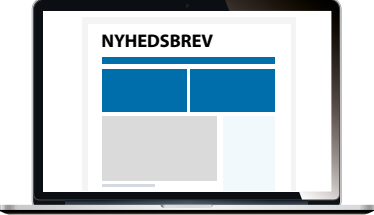


NYHEDSBREV

Streamers

Format: W: 820 x H: 28 pixels


Price per week:DKK 5,000



Top ad

Format: W: 400 x H: 200 pixels

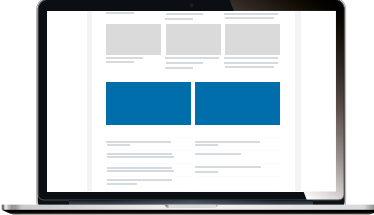
Price per publication:DKK 2,000



Middle Ad

Format: W: 400 x H: 200 pixels

Price per publication:DKK 1,500



Bottom ad

Format: W: 400 x H: 200 pixels

Price per publication:DKK 1,000

Top ad Full Size

Full Size Format: W: 820 x H: 200 pixels.

Price per publication:DKK 4,000

Middle Ad Full Size

Full Size Format: W: 820 x H: 200 pixels.

Price per publication:DKK 3,000

Bottom ad Full Size

Full Size Format: W: 820 x H: 200 pixels.

Price per publication:DKK 2,000

Membership

Targeted marketing – 365 days a year

MEMBERSHIP

Provides access to the following benefits

12 month's. membership

DKK 14,800,-

- ✓ 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.

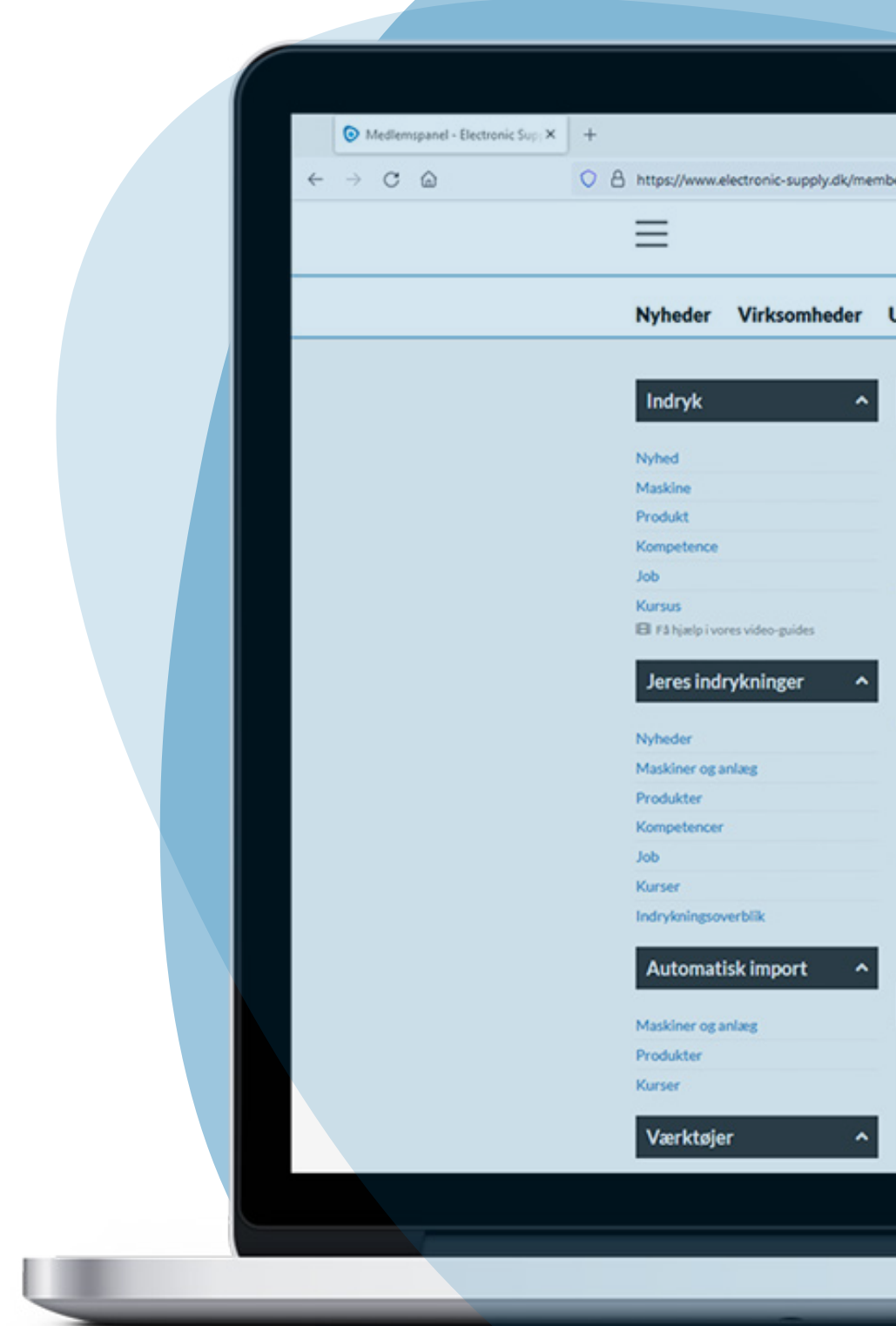
MEMBERSHIP+

We help you on your way

12 month's. membership+

DKK 21,800,-

- ✓ 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.



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

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

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.

Technical specifications - Print

Material

Send material to: materiale@nordiskemedier.dk

Compensation

Material allowance by agreement, however max. 5%.

Cancellation conditions

Cancellation and date changes must be made in writing no later than 14 days before the publication date.

If changes in the insertion schedule mean that the conditions for obtained discounts are not present, the wrongfully paid discount will retroactively be debited.

Rep

If Nordiske Medier does not receive fully finished advertising material, we invoice 50 øre per mm. for completing the material.

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
2x1/1 page (spread)	546x365 mm
Paper quality newspaper	49 gram
Number of columns.....	6
*To edge	Not possible

* On special issues: 5 mm. for trimming without cutting marks.

Complaints about color ads

The newspaper assumes no responsibility for any minor deviations from the colors of the original material when printing color advertisements. The newspaper reserves the right to reject complaints about advertisements where the material has previously been deemed less suitable for reproduction or when the submission deadline is exceeded.

Specifications

Layout file: Adobe IDML file InDesign. complied with all links.

PDF

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

Furthermore, refer to the Industry standard for digital advertising material agreed upon between DRRB, DFF, and DDPFF. You can download e.g. various descriptions, and configuration files from www.kankanikke.dk.

Pictures/illustrations/graphics

Color: All Photoshop formats in at least 200 dpi.
B/W: All Photoshop formats in at least 200 dpi.
Line drawing: EPS and Ai. TIFF, EPS, and JPG in at least 600 dpi.
Do not use the "overprint" function.

Colors

CMYK defined (we separate RGB and Pantone to CMYK)

Compression

Stuffit, Zip.

Other conditions

Please refer to our terms and conditions at www.nordiskemedier.dk or an email from your consultant.

Nordiske Medier industry media in Denmark

Licitationen

 BUILDING SUPPLY

Mester Tidende

 PLAST FORUM

 METAL SUPPLY

Jern-Maskinindustrien

 FOOD SUPPLY

 WOOD SUPPLY

 ELECTRONIC SUPPLY

Motor-magasinet

 ENERGY SUPPLY

Magasinet Pleje

RetailNews

Søfart

Transportmagasinet

FREMTIDENS LOGISTIK

 Lastbil Magasinet

 TRANSPORTODAY

EnergyIslandNews

LynetteholmNews

FemernNews

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www.nordiskemedier.dk

CVR: 10150825