

A photograph of two men in a workshop. 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 metal part that the older man is holding. The background shows industrial equipment, including a control panel with a screen and various gauges. The image is partially covered by a large blue circular graphic on the left side.

# Media information 2023 Mester Tidende

A part of Nordiske Medier A/S

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## Mester Tidende

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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.

**Contact:** Rasmus Stochflet Nielsen  
Phone: +45 22 90 72 84  
E-mail: [rsn@nordiskemedier.dk](mailto:rsn@nordiskemedier.dk)

### **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 the editors**

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

# Target group & 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.

## 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

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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%**

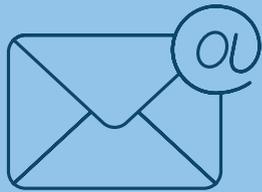
are employed in a company with more than 100 employees

 **BUILDING SUPPLY**  
**Licitationen**

More than

**70%**

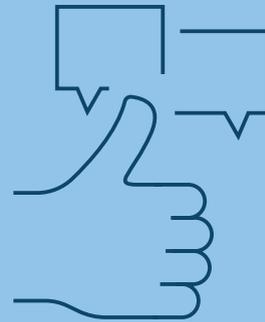
of those who read Mester Tidende also read Building Supply and Licitationen



More than

**56%**

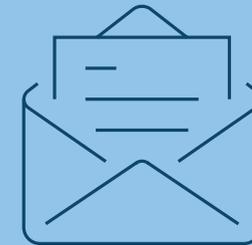
think it is important to receive  
Mester Tidende's newsletter



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



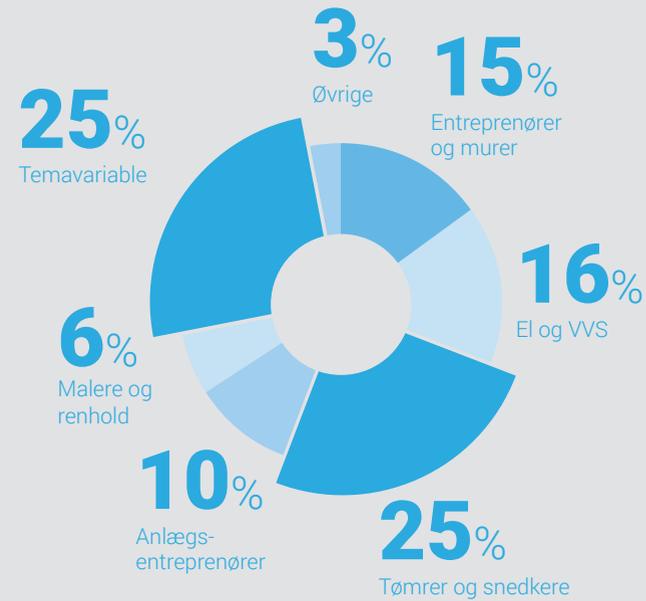
Over  
**27%**  
of Mester Tidende's largest reader target group is 50-59 years old



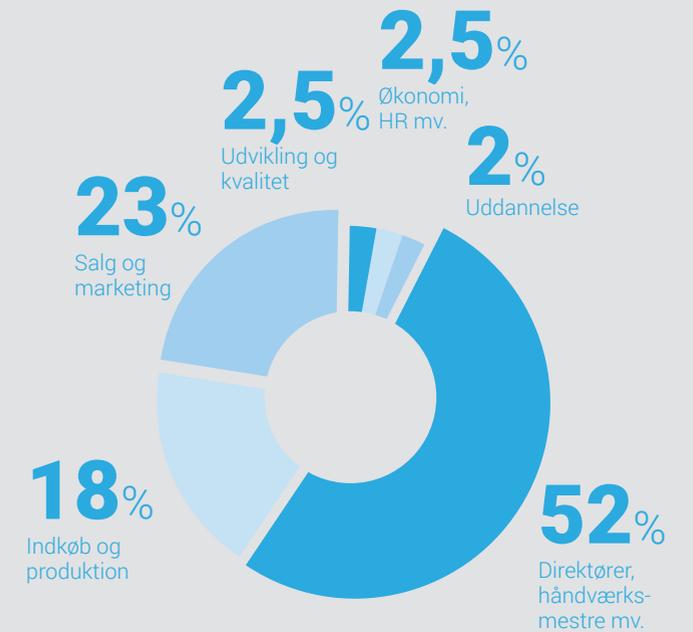
Over  
**39%**  
of Mester Tidende's readers think that the most important thing as a subscriber is to be able to read the physical newspaper and the e-newspaper online

Over  
**53%**  
of Mester Tidende's readers use the magazine to stay updated on the general industry

### The distribution in relation to company

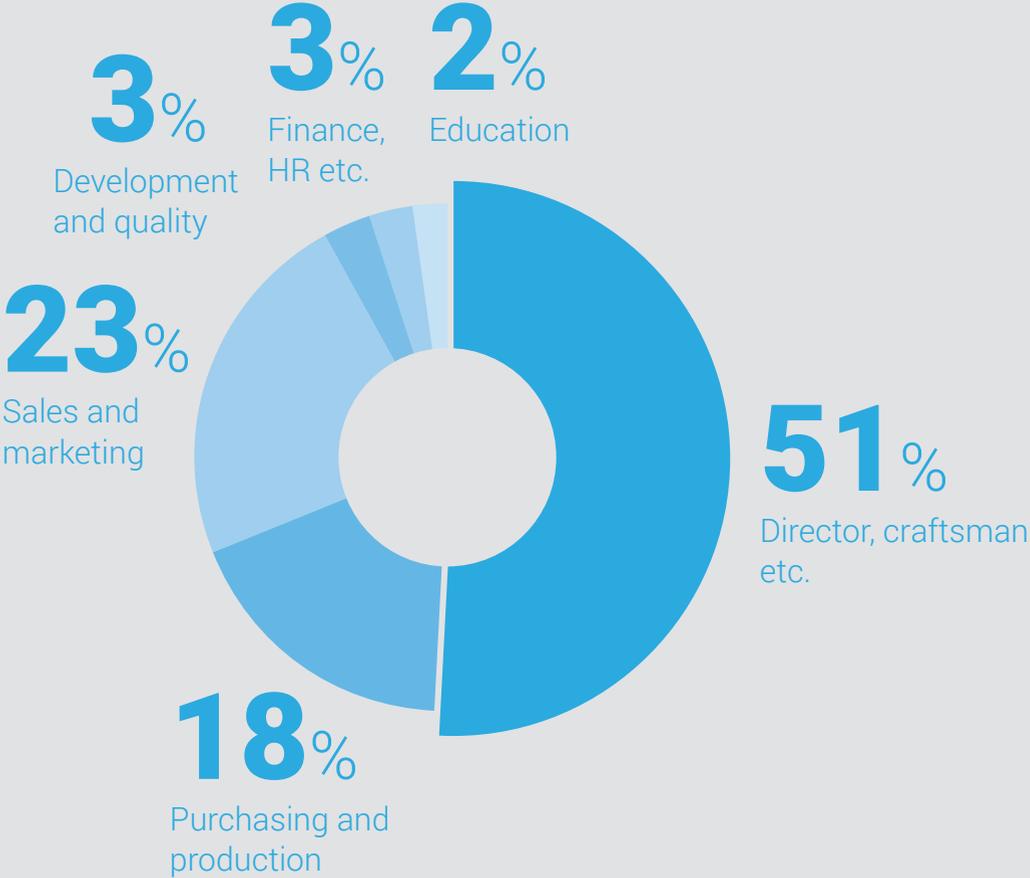


### The distribution in relation to position

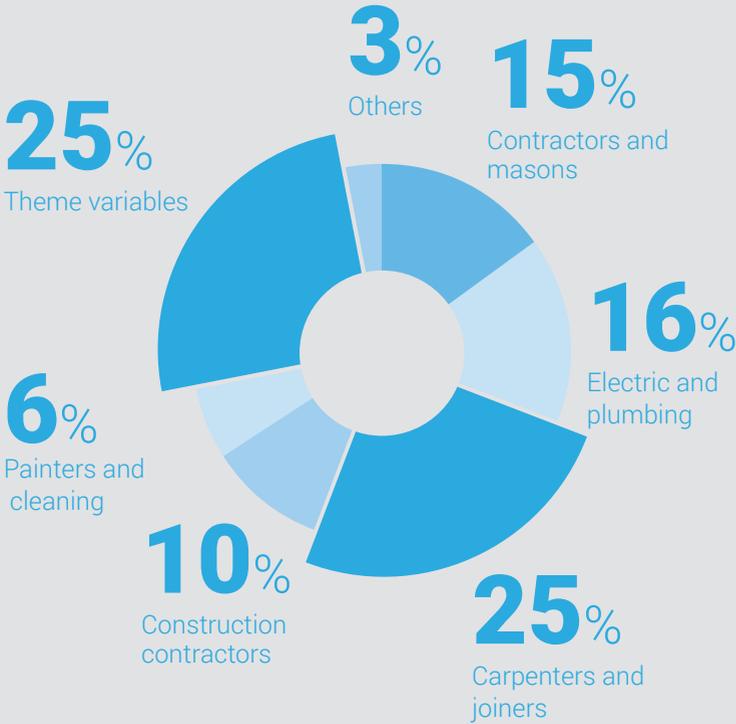


# Target group online

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



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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

# På Gule Plader

Nordiske Medier

Motor-magasinet Transportmagasinet Mester Tidende

Fredag 19. november 2021

## TEST: Fiat Ducato

Den nye Fiat Ducato er netop kommet til Danmark med ny smidig motor og letgående manuel gearkasse.

Side 4



# 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.

28. august 2022 Nr. 31 Mester Tidende  
**Maler & Renhold**

38. august 2022 Nr. 32 Mester Tidende  
**Flügler venter på**

Erhvervsstyrelsen vurderer, at et frasalg af Flügler-selskaber i R til brug i Rusland

36. august 2022 Nr. 30 Mester Tidende  
**Entreprenør & Murer**

Trekløver køber sig ind i jysk totalentreprenør og ledelse

36. august 2022 Nr. 30 Mester Tidende  
**Anlægsentreprenøren**

Nystartet lærling: Om 10 år har jeg eget firma

21-årige Magnus Jakobsen er kun lige begyndt på strukturdannelsen, men ambitionerne er store

36. august 2022 Nr. 30 Mester Tidende  
**Maler & Renhold**

4. april 2022 tilfældigt Entreprenørfirma Anton Christensen ApS i Sønderborg og Herning, at Magnus Jakobsen kunne starte som lærling med et af de største firmaer i Danmark

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Flere nyheder fra byggeriet på Mestertidende.dk

**NYHED**  
Tiltman Kompakt 50°  
Læs mere på [www.tiltman.dk](http://www.tiltman.dk)

**CAC**  
Carly Aqua Control ApS  
Vi holder styr på vandet.

**NYHED**  
Tiltman Kompakt 50°  
Læs mere på [www.tiltman.dk](http://www.tiltman.dk)

38. august 2022 Nr. 32 Mester Tidende  
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5. april 2022 tilfældigt Entreprenørfirma Anton Christensen ApS i Sønderborg og Herning, at Magnus Jakobsen kunne starte som lærling med et af de største firmaer i Danmark

4. april 2022 tilfældigt Entreprenørfirma Anton Christensen ApS i Sønderborg og Herning, at Magnus Jakobsen kunne starte som lærling med et af de største firmaer i Danmark

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## 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.

### Bygningsreovering

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 mm .....DKK. 9.950  
 176x80mm .....DKK.15.450  
 41x110 mm .....DKK. 8.150  
 41x75 mm .....DKK. 7.150  
 63x50 mm .....DKK. 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 from .....DKK. 600

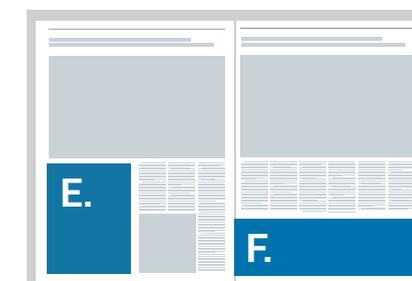
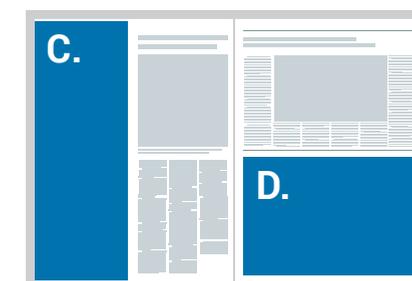
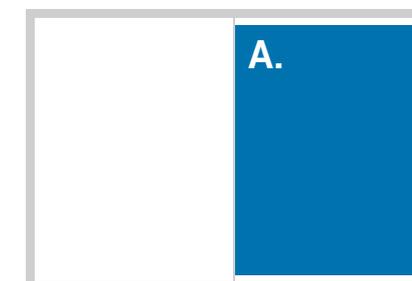
### Discounts

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.

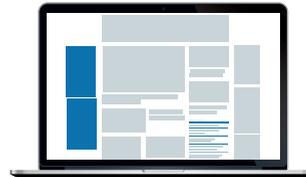
### Banner advertising on the front page



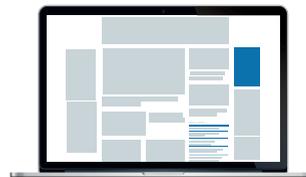
1) Top banner  
Format: W: 930 pixels x H: 180 pixels  
Size: max. 70 KB  
Cover + the other pages ..... DKK 9,000



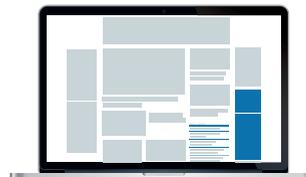
1.2) Billboard  
Format: W: 980 pixels x H: 540 pixels  
Size: max. 150 KB  
Cover + the other pages ..... DKK 17,000



2) Sticky banner\*  
Format: W: 240 pixels x H: 400 pixels  
Size: max. 90 KB  
Cover + the other pages .....DKK 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.

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\* 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  
Article .....DKK 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

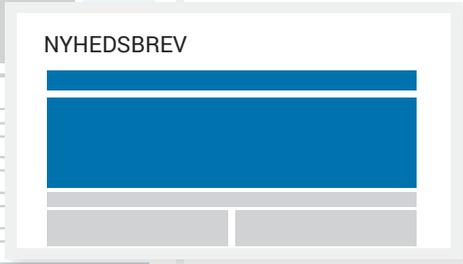
The newsletter is sent out to the industry per e-mail and contains relevant industry news.

General specifications for the advertisements in the newsletter are:

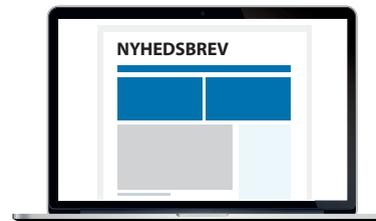
- The advertisements are static
- Deliver finished in the file format: .jpg, .gif, or .png
- Finished graphic file must be a maximum of 50 kB.

All prices are membership prices per publication.

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



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

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



Middle Ad  
 Format: W: 400 x H: 200 pixels  
 Price per publication: .....DKK 1,500

Middle Ad Full Size  
 Full Size Format: W: 820 x H: 200 pixels.  
 Price per publication: .....DKK 3,000



Bottom ad  
 Format: W: 400 x H: 200 pixels  
 Price per publication: .....DKK 1,000

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.

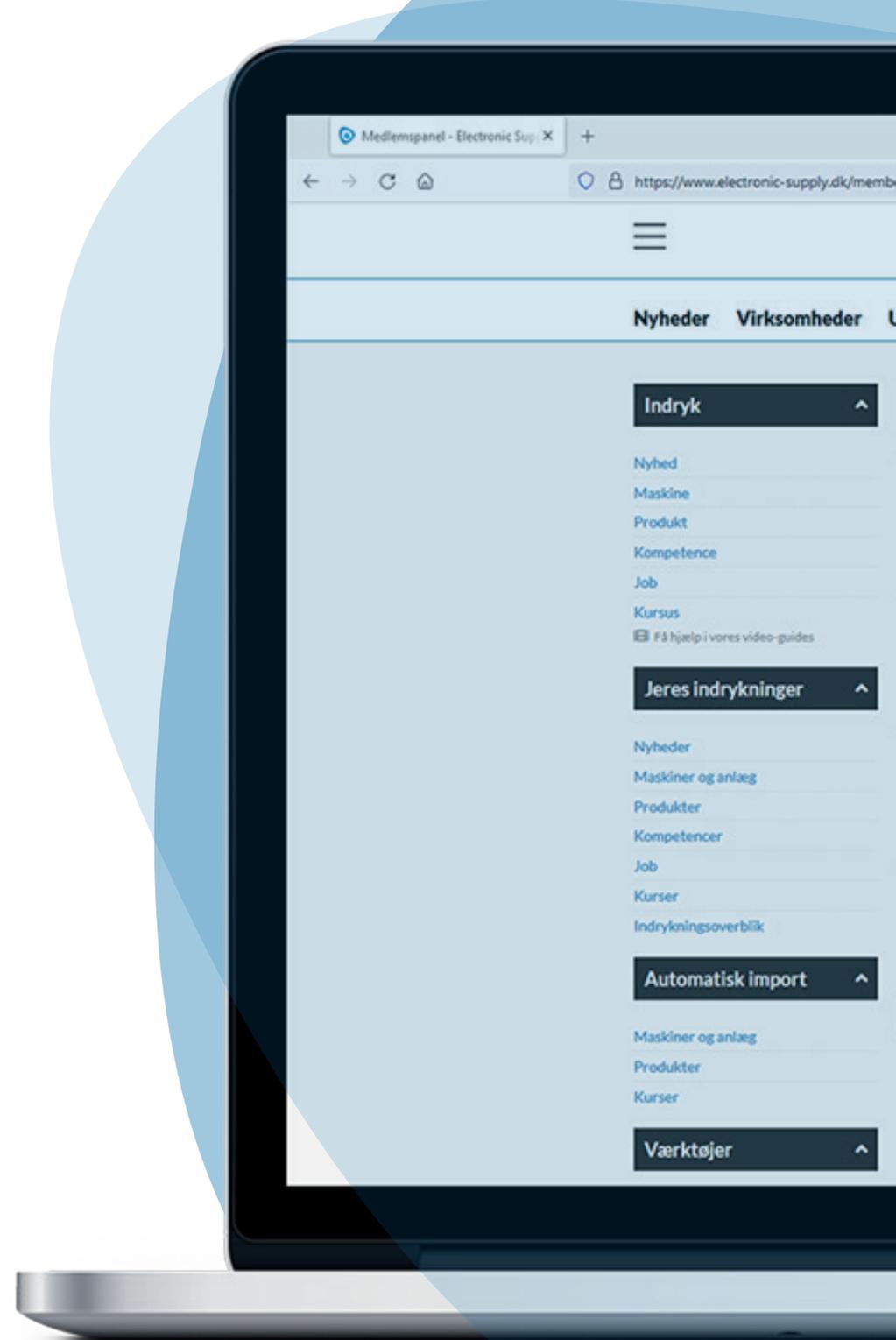
### MEMBERSHIP+

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.



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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

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.

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## Technical specifications - Print

### Material

Send material to: [materiale@nordiskemedier.dk](mailto: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](http://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](http://www.nordiskemedier.dk) or an email from your consultant.

# 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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info@nordiskemedier.dk

www.nordiskemedier.dk

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