

# **MEDIA INFORMATION 2022**

Content

Nordiske Medier ..... 3

Energy Supply ..... 4

Target Group and statistics ..... 6

Online statistics ..... 7

Advertising – Banner ..... 10

Advertising – Nyhedsbrev ..... 11

Search engine optimization ..... 12

Advertorial ..... 14

Job-in-Focus ..... 15

Membership ..... 16

Indentations ..... 17

Technical specifications – Online ..... 18

Nordiske Medier

Nordiske Medier is the largest Nordic company within professional media, with roots reaching back 250 years.

With more than 50 regular titles in Denmark and Sweden - both in print and online - and over 100 different speciality magazines and newsletters, we are covering the Nordic business community through constructive, credible and independent news.

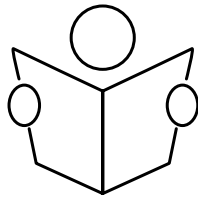
We cover the overall technological, political, and economic conditions of great significance on the industry. Furthermore, we provide news about colleagues, customers, and suppliers in the industry and in-depth industry analyses and portraits of the industry’s key players.

We are always focused on connecting our readers and advertisers in the industries we cover while inspiring both big and small businesses we write about and for. We contribute to better business for the Nordic business community by creating contact between professionals actors and acting as the Nordic region’s largest and strongest professional media business in everything we do.

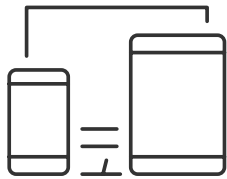
Nordiske Medier is part of DET NORDJYSKE MEDIEHUS.



Facts about Nordiske Medier



Over 450.000  
print readers



Over 1.000.000  
page views a week



Over 500.000  
newsletters a week



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Email:  
redaktionen@energy-supply.dk

**www.energy-supply.dk**

## Energy Supply

The energy sector is one of Denmark's largest industries. A industry in rapid development and change. Energy Supply DK go deep into the industry and provides news, insights, and perspective on the Danish energy sector.

The energy sector includes the traditional supply of electricity and heat - including cogeneration plants, electricity companies, heat supplies, natural gas companies, biogas companies. Moreover, it is a comprehensive industry that supplies goods to energy sectors both at home and abroad. Denmark has a number of significant suppliers to the energy sector, e.g. to the wind turbine industry, where Denmark has a leading role.

TARGET  
GROUP AND  
STATISTICS

Target Group and statistics

Energy Supply in numbers

Energy Supply's newsletter is distributed daily to over 13.000 people in the industry and has more than 480 member companies, who actively use the portal in their daily life.

These companies are placed all over the country and evenly distributed by company size.

The newsletter recipient-profile is characterised by decision-makers, primarily directors, purchasing managers, production managers, and sales managers. Additionally, sellers and buyers are generally recipients since they use the newsletter to stay updated on their customers and suppliers.

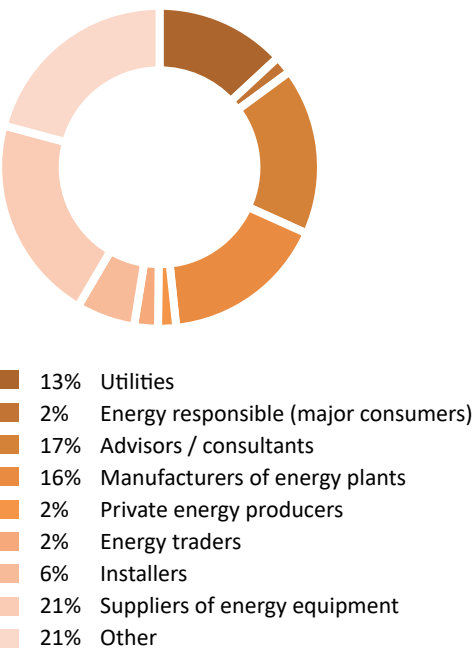
Our newsletter recipients are all relevant. We continuously contact all key people in the industry to ensure that we are engaging with the correct target group with our newsletter. Moreover, we are making ongoing replacements in the newsletter recipients in connection with a potential job change or similar.

We are continuously removing recipients whenever newsletters bounce.

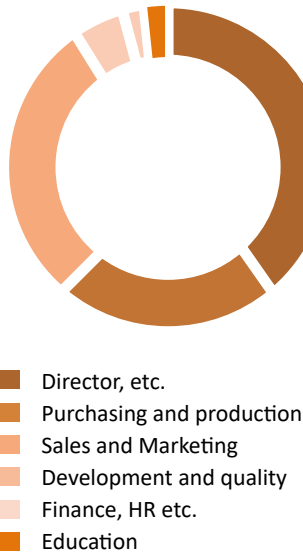
Online statistics

Who are our readers

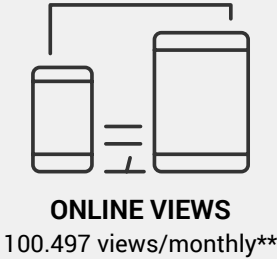
Distribution in regards to company



Distribution in regards to position



100.000 online visitors



\*\* energy-supply.dk - May 2021

Reader survey







ONLINE  
ADVERTISEMENT



# Advertising – Banner

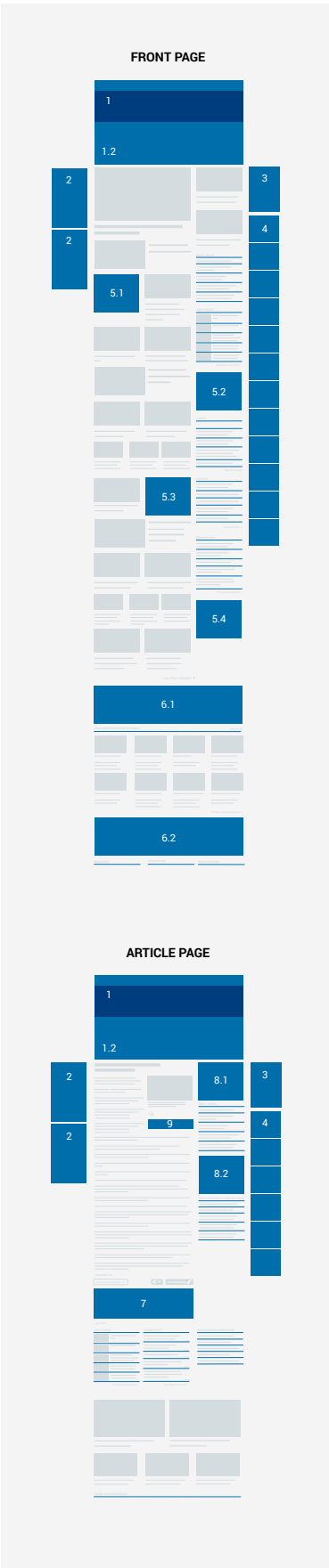
Our site is responsive, and the banners adapt depending on the screen they are displayed. Note that banners for mobile are readable on the various screens. The banners share space with up to 3 others. However, title banners are placed alone, while sticky banners share space with up to 2 others. The banners rotate at page breaks.

All banners can be either static or animated - HTML5, gif or script - with the exception of title banners. Deliver animated banners in the formats: .jpg, .gif, .png or HTML5.

FRONT PAGE	ARTICLE PAGE
<b>1) Top banner</b> Format: W: 930 pixels x H: 180 pixels Size: max. 70 kB Front page + the other pages ... DKK9.000	<b>1) Top banner</b> Format: W: 930 pixels x H: 180 pixels Size: max. 70 kB Article..... DKK 9.000
<b>1.2) Billboard</b> Format: W: 980 pixels x H: 540 pixels Size: max. 150 kB Front page + the other pages DKK 17.000	<b>1.2) Billboard</b> Format: W: 980 pixels x H: 540 pixels Size: max. 150 kB Article..... DKK 17.000
<b>2) Sticky banner *</b> Format: W: 240 pixels x H: 400 pixels Size: max. 90 kB Front page + the other pages .. DKK 7.500	<b>2) Sticky banner *</b> Format: W: 240 pixels x H: 400 pixels Size: max. 90 kB Article..... DKK 7.500
<b>3) Corner banner *</b> Format: W: 200 pixels x H: 300 pixels Size: max. 70 kB Front page + the other pages .. DKK 4.750	<b>3) Corner banner *</b> Format: W: 200 pixels x H: 300 pixels Size: max. 70 kB Article..... DKK 4.750
<b>4) Page banner *</b> Format: W: 200 pixels x H: 175 pixels Size: max. 40 kB Front page + the other pages .. DKK 1.400	<b>4) Page banner *</b> Format: W: 200 pixels x H: 175 pixels Size: max. 40 kB Article..... DKK 1.400
<b>5) Campaign banner - frontpage</b> 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	<b>7) Article banner</b> Format: W: 660 pixels x H: 200 pixels Size: max. 100 kB Article..... DKK 5.000
<b>5) Campaign banner 1 &amp; 2 - others</b> Format: W: 300 pixels x H: 250 pixels Size: max. 70 kB Other pos. 1: ..... DKK 2.850 Other pos. 2: ..... DKK 2.250	<b>8) Campaign Banner 1 &amp; 2 - Article</b> 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
<b>6) Gigabanner 1 &amp; 2</b> 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	<b>9) Title banner</b> Format: W: 300 pixels x H: 60 pixels Banner is static Size: max 20 kB Article..... DKK 9.500

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

All prices are monthly membership prices. For technical specifications and conditions see the back of the media information.



# Advertising – Nyhedsbrev

The newsletter is broadcasted to the industry per email and contains relevant industry news.

General specifications for ads in the newsletter are:

- The ads are static
- Finished material is to be delivered in the file formats: .jpg, .gif or .png
- Finished graphic files must not exceed 50 kB.

**Streamer**  
Format: W: 820 x H: 28 pixels  
Price per. week: .....DKK 5,000

**Top ad full size**  
Format: W: 820 x H: 200 pixels  
Price per. publication: .....DKK 4,000

**Top ad**  
Format: W: 400 x H: 200 pixels  
Price per. publication: .....DKK 2,000

**Mid-ad full size**  
Format: W: 820 x H: 200 pixels  
Price per. publication: .....DKK 3,000

**Mid-ad**  
Format: W: 400 x H: 200 pixels  
Price per. publication: .....DKK 1,500

**Bottom ad full size**  
Format: W: 820 x H: 200 pixels  
Price per. publication: .....DKK 2,000

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

The prices presuppose that you are a member on the magazine. For technical specifications and conditions see the end of media information.





Search engine optimization

# Get to the top on Google

Make customers discover you when they are searching for what your company has to offer.

With an SEO package from Nordiske Medier, we help you optimize your website using several parameters so that customers easily find you.

- We optimize on:**
- Technical performance
  - Text constitution
  - Ease of use
  - Linkbuilding

In addition, we offer Google Ads, where we cooperate with you as a customer to identify keywords and optimise campaigns.

Fill out the SEO formular and receive a free SEO report. [CLICK HERE](#)

## GET STARTED



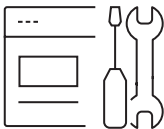
### ANALYSIS



### RUN-THROUGH

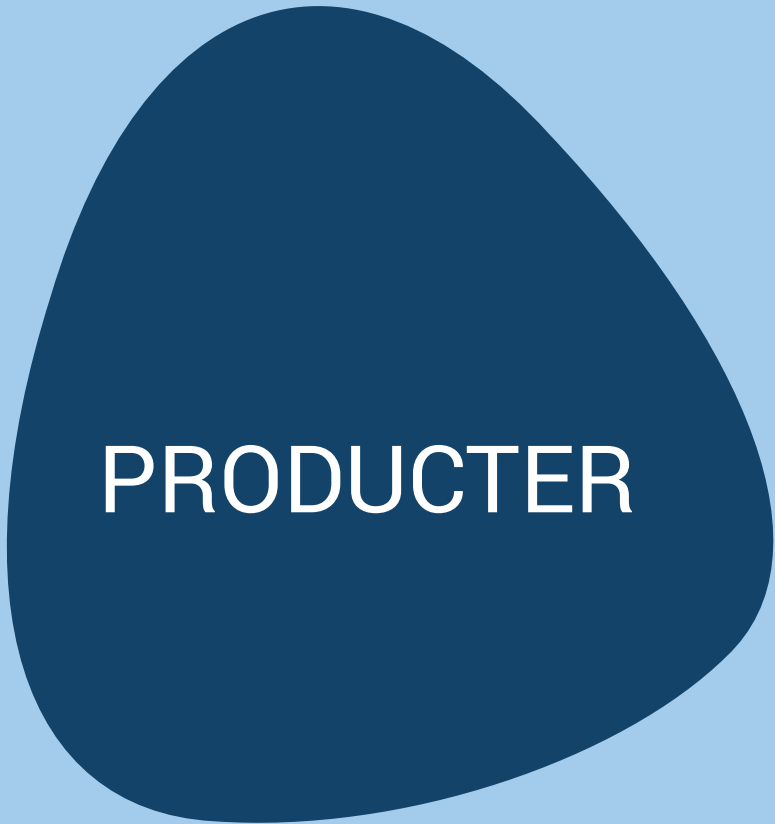


### OFFER



### READY

**Contact**  
Do you have any questions concerning SEO, please contact us on telephone +45 72 28 69 70



Advertorial

Tell your story and have it read by the right audience

Take advantage of a unique opportunity by enlightening potential collaborators or new customers about the projects that illuminate the core competencies of your business.

An advertorial is an advertisement designed as an article. Your company can work together with Nordiske Medier's

commercial copywriters to create an ad with a journalistic expression. We can prepare the advertorial for all our media - both print and online.

Our online advertorials have a maximum length of 2.000 keystrokes (incl. spaces). It is possible to prop up the ad with pictures and a link to a video.

With an advertorial we offer

- Effective marketing
- Commercial copywriters
- Relevant and value-creating content for targeted readers
- Ranking among other articles
- High SEO value

If finished material is to be delivered, the deadline is two weeks before indentation.

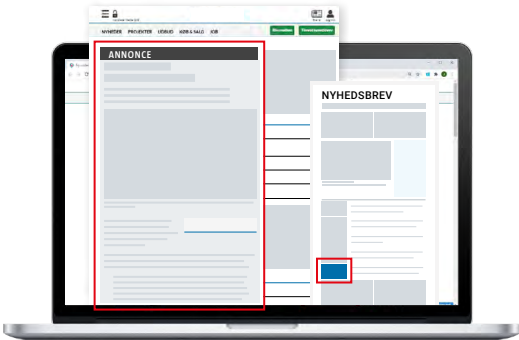
ADVERTORIAL PRINT PACKAGE



29,950 DKK.

- Indrykning i en eller flere af vores fagrelevante medier
- Placering blandt de øvrige artikler i avisen
- Eksponering i e-avis med link
- Udarbejdelse af tekst og grafisk opsætning direkte målrettet det relevante medies læsere

ADVERTORIAL ONLINE PACKAGE



15,000 DKK.

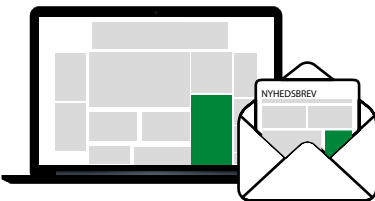
- Runs for the duration of one week - from Monday to Sunday incl. setup
- Placement on the front page of the news flow among other articles
- Placement in the newsletter under regular articles on Monday
- Final report on total number of views

Job-in-Focus

Easy and quick access to your future employee

With Job-In-Focus, your employee search is made visible on the desired portals' front page and among articles. Thereby, you reach more than a thousand qualified candidates who are constantly keeping updated within your industry.

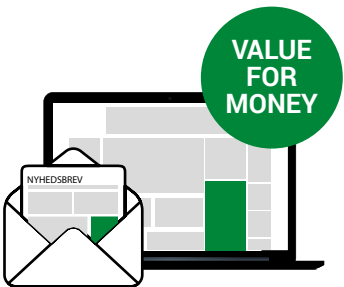
JOB-IN-FOCUS SOLO



3,850 DKK.

- 30 days on website under "Job-In-Focus"
- 30 days in the newsletter under "Job-In-Focus"

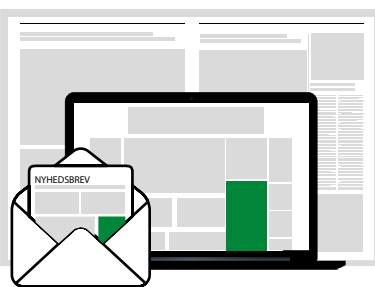
ONLINE PAKKE



6,950 DKK.

- Job-In-Focus SOLO 30 days advertising on the home page as a side banner
- 1 view in the newsletter (middle or bottom ad)
- Production of ads
- **RESULT GUARANTEE \***

COMBI



10,950 DKK.

- Job-In-Focus SOLO 30 days advertising on the home page as a side banner
- 2 views in the newsletter (middle or bottom ad)
- 1 teaser ad (86x100 mm) in the print edition
- Production of ads
- **RESULT GUARANTEE \***

\*Free re-posting as "JOB-IN-FOCUS" if the right candidate is not found.

Purchases

Robotscanning / Crawling

Automatic scanning, so all your job ads automatically comes to the portal.

Print advertising

- Teaser advertisement (86x100 mm): DKK 3,000
- Job posting (131 x 180 mm): DKK 5,000
- Full storage (full page): DKK 10,000 (Prices only apply to purchases).

For price, contact your regular job consultant. **Contact:** tel .: +45 72 28 68 70 or jobannoncer@nordiskemedier.dk



Membership

Targeted marketing  
– 365 days a year

With a membership, you gain direct access to the Nordic region's largest niche portal, marketing tool and portal that showcases your company news, competencies and sales towards a relevant target group - all year round. Having a membership means that your company gets an efficient, tailor-made marketing tool, making your marketing visible to a relevant and sharply defined target group.

**Membership or Membership+**  
We offer two variants of our membership.

Membership allows your business to use the features of the members' panel.

With a Membership+, you receive support to post news, machines, skills, jobs, courses and fairs via your member profile. Through dialogue between you and our customer support, we help you to use the marketing tool and become more visible in the industry.

Read more about the features below the section "Indentations".

**Tool**

- Visibility in the industry
- Market insights
- Professional advice
- Induction of jobs
- Easy indentation of news and products
- Half price online advertising
- User-friendly marketing tool

**Become a member**

	MEMBERSHIP	MEMBERSHIP+
Company profile	●	●
Login to membership panel	●	●
50% on online advertising	●	●
Professional advice 2-4 times a year	●	●
Marketing tool for inserting news, products and competencies on media website and newsletter	●	●
News indent support		●
Support for indentation of products and competencies		●
SEO optimized indentations		●
Support for registration in Market overview		●

Indentations

Become visible in  
the industry

**Company profile**  
When your company signs up for a membership, we create a company profile for you, thereby granting you access to the Nordic region's largest niche marketing tools. You become a part of an extensive network of relevant professional groups and contacts with a company profile. The company profile is searchable and links directly to your website.

**Login**  
With a login to the member pro-

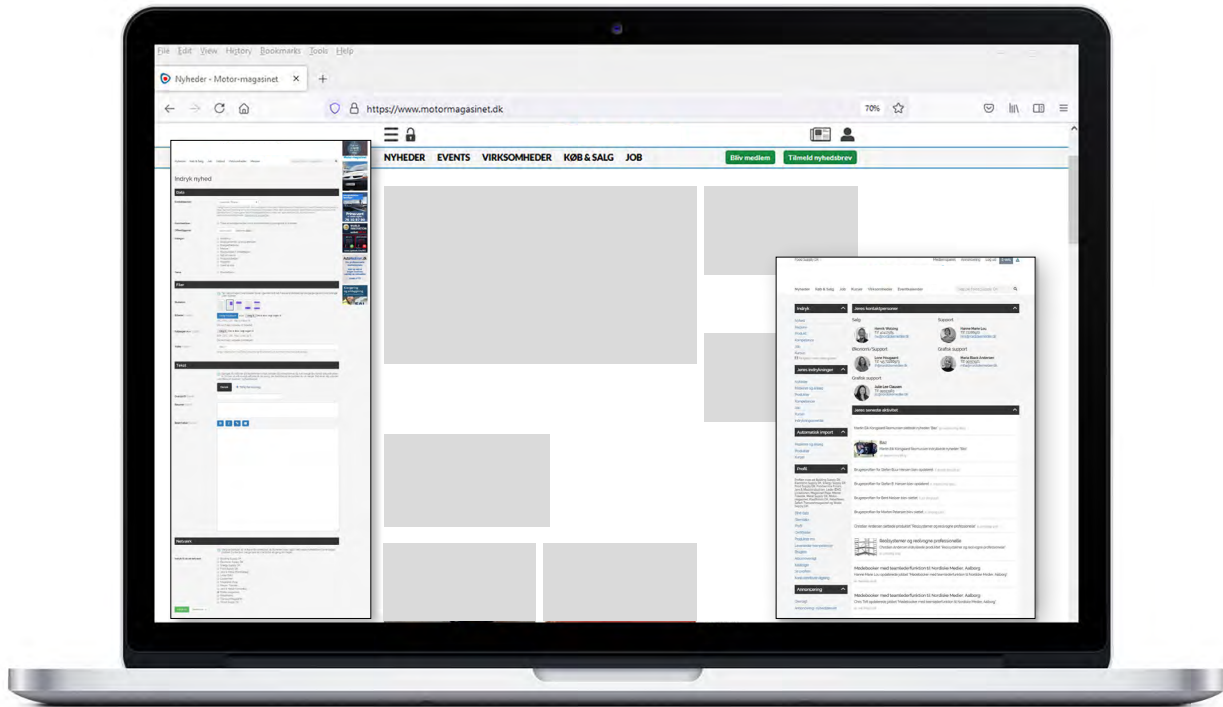
file, you gain access to a string of benefits.

**Insertion of news**  
Once a day, your company has the opportunity to write one news story out to the industry - e.g. in connection with an anniversary, a new order, a new product.

**Indentation can also be**  
Your company can present your products, machines or competencies directly to the target group.

**Courses and fairs**  
When organising or participating in courses or fairs, you can easily make the course or participation visible at the fair through your membership.

**Discount on advertising**  
With a membership, you get 50% on advertising purchased on the website and in the newsletter.



# Technical specifications – Online

## Deadline

The deadline is agreed upon with the graphic designer, who submits the booked ad campaign, specifications and deadline.

## Delivery of finished material

The deadline for delivery of finished material is two week-days before starting.

The advertisement incl. link to the landing page is sent directly to the email: [online@nordiske-medier.dk](mailto:online@nordiske-medier.dk)

## Graphic assistance

If you need a graphic designer to help with your design, these 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.
- Deliver logo and graphic elements as .eps or .ai vector graphics
- The text is sent separately in a .docx format or the mail with the material.

We need to receive your material no later than ten days before the ad campaign starts.

## Banners are free of charge

when ordered a minimum of two months before; otherwise, the price is 500 DKK per banner.

## Banner advertising

Our site is responsive, and the banners adapt to the screen they are shown on. Be aware that banners are legible on vari-

ous screens.

The banners share space with up to 3 others. However, title banners are placed alone, while sticky banners share space with up to 2 others. The banners rotate at page breaks.

All banners can be both static or animated - HTML5, gif or script - with exception of the title banner. Deliver banners in the formats: .jpg, .gif, .png or HTML5.

## For HTML5 banners specifically

When delivering HTML, all source material must be collected and sent in a zip file. The zip file must max fill ten MB.

It will be an advantage that The HTML5 file stays inside a frame of 20 seconds.

## HTML5 files can only be used

for banners on the portal because mail programs cannot handle the file type.

## Forward fallback banners

for use on mobile and tablet screens if HTML and script banners are not made responsive.

## Advertisement guidelines

The difference between advertisement and editorial content must be clear to the readers. Therefore, ads must differ from the editorial layout - both on the portal and in the newsletter, so readers are not misled and think that an ad is an article written by the editorial staff.

Generally, advertisers are asked to use a different font than ours. The word "Advertisement" appears on the website automatically just above the banner. However, the term "Advertisement" should be stated clearly at the top of the ad when advertising in the newsletter, so there is no doubt that it is an ad - in doing so, we follow the legislation in this area.

If we consider the ad too close to the editorial texts, we will request the change font and/or add the company logo so that it is clear that it is an advertisement. We do this to live up to the rules laid down by the Consumer Ombudsman.

Furthermore, all advertisements should only concern own business and own products - i.e. none misleading or bad publicity of the competitors - in doing so, we follow the Marketing Act.



# Nordiske Medier industry media in Denmark

## CONSTRUCTION

📡 BUILDING SUPPLY

📡 KOMMUNEFOKUS

Licitationen

Mester Tidende

## INDUSTRY

📡 METAL SUPPLY

Jern-Maskinindustrien

📡 FOOD SUPPLY

📡 PLAST FORUM

📡 ELECTRONIC SUPPLY

📡 WOOD SUPPLY

## THE TRANSPORT SECTOR

Transportmagasinet

FREMTIDENS LOGISTIK

Søfart

## AUTO INDUSTRIES

Motor-magasinet

## THE SUPPLY SECTOR

📡 ENERGY SUPPLY

## RETAIL INDUSTRY

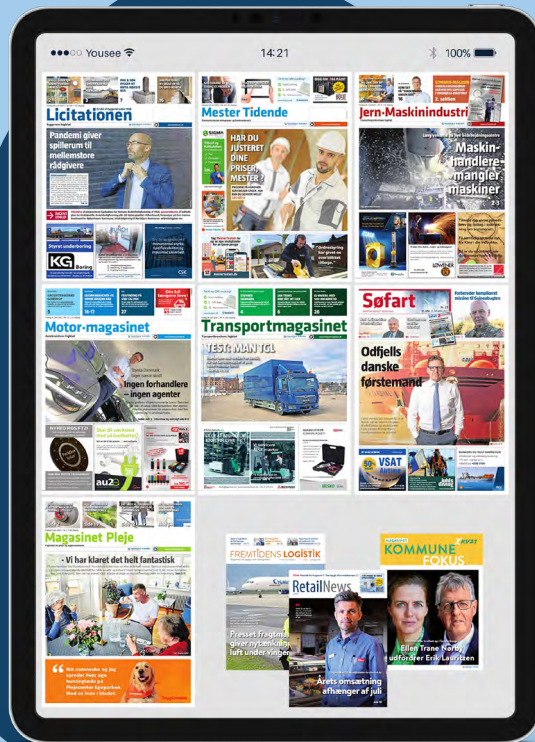
RetailNews

## THE CARE SECTOR

Magasinet Pleje

## HR & MANAGEMENT

LEDER IDAG.DK



📡 Nordiske Medier

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