

Media information 2023 RetailNews

A part of Nordiske Medier A/S



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RetailNews

RetailNews aim to provide a daily overview of what is happening in the retail industry with unique news, knowledge, and perspective. RetailNews brings the news about everything in the industry: We focus on solo news, top charts, market shares, winners and losers, people, e-commerce, SCM, digitization, operations, customer behavior, trends and megatrends, money, management, and new stores.

The primary target group for RetailNews is buyers at the grocery chains and store managers among the largest grocery stores. In addition, the target group also consist of decision-makers in the smaller shops and suppliers for grocery and retail trade.

Contact the editors
redaktionen@retailnews.dk
www.retailnews.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 near the top left, curves down and to the right, then loops back towards the center. Another line starts near the top right and curves down and to the left. These lines create a sense of movement and flow, framing the central text.

Facts about RetailNews

RetailNews’ newsletter is sent out daily to over 13.600 people within the industry and has around 122 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 characterized 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.



ONLINE VISITORS
53,452 visitors/month.***



ONLINE VIEWS
80,012 views/month.***



NEWSLETTER
Sent out daily to 13,634 recipients



NEWSLETTER
Open rate: 37,30%

*** retailnews.dk – June 2022

About RetailNews

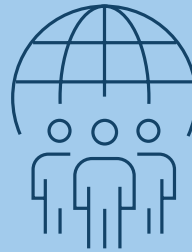
Who reads RetailNews?



More than

78%

of our readers rate RetailNews as a
good media



More than

38%

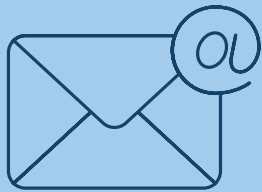
of our readers work at a company with
more than a 100 employees

RetailNews

More than

82%

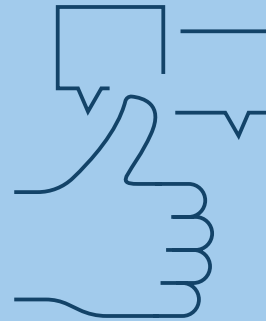
view Retail News as their primary
source of information



More than

51%

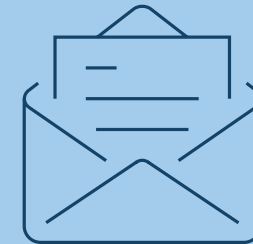
of our readers think it is important to
receive Retail News' newsletter



More than

49%

prefer to stay updated via the daily
news flow online



More than

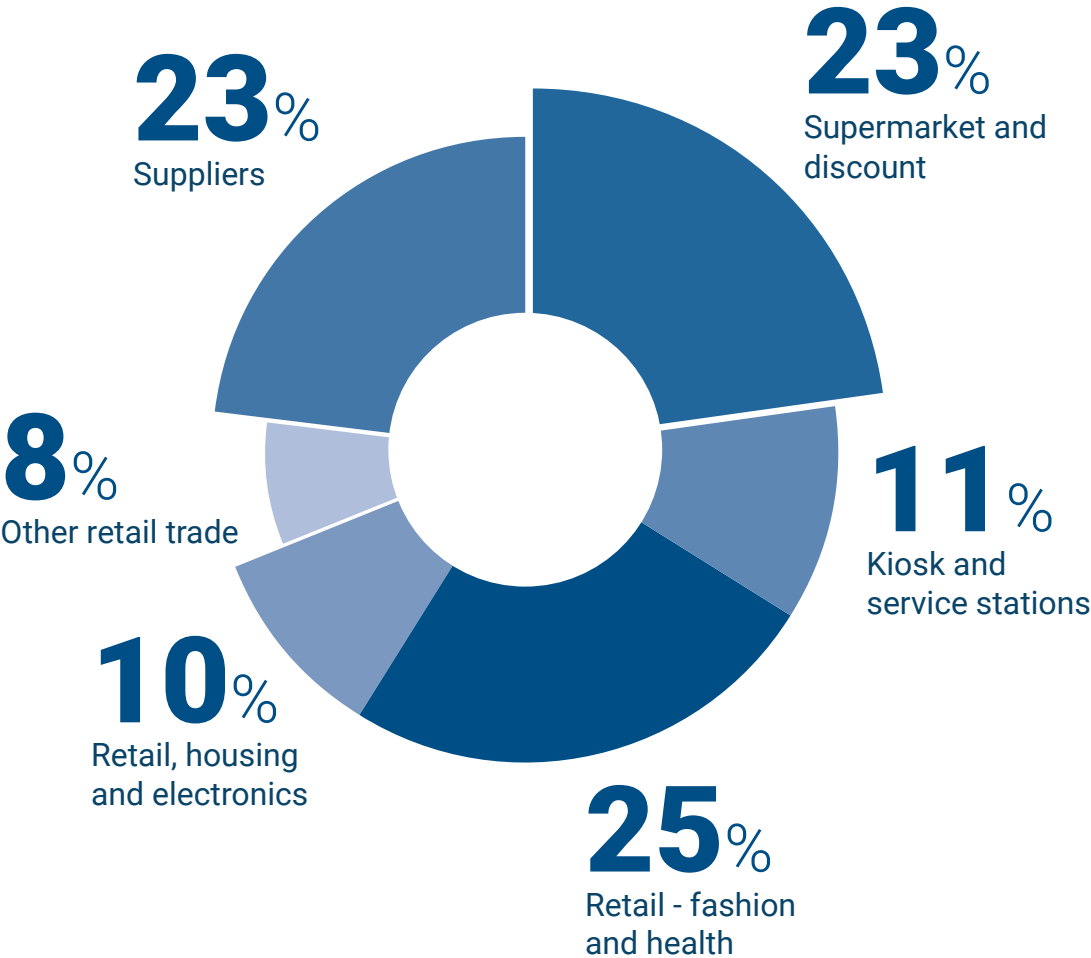
60%

read all or more than half of the
newsletter daily

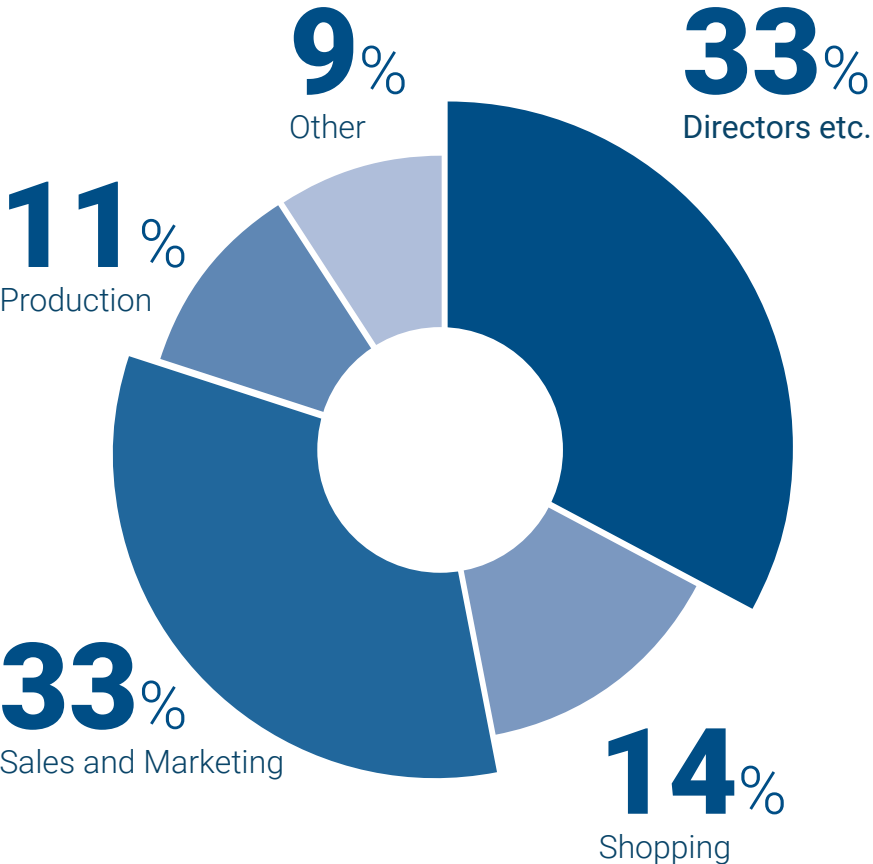
* Reader survey 2021

Target group

The distribution in relation to company

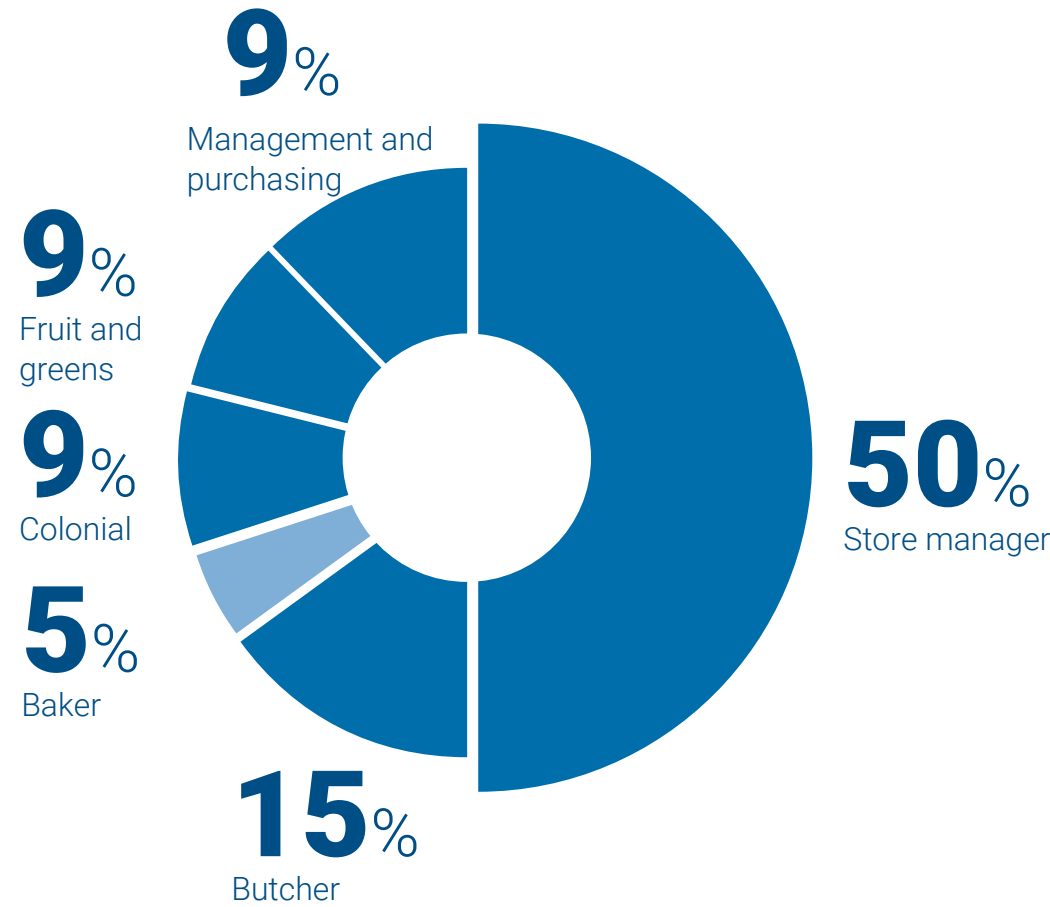


The distribution in relation to position

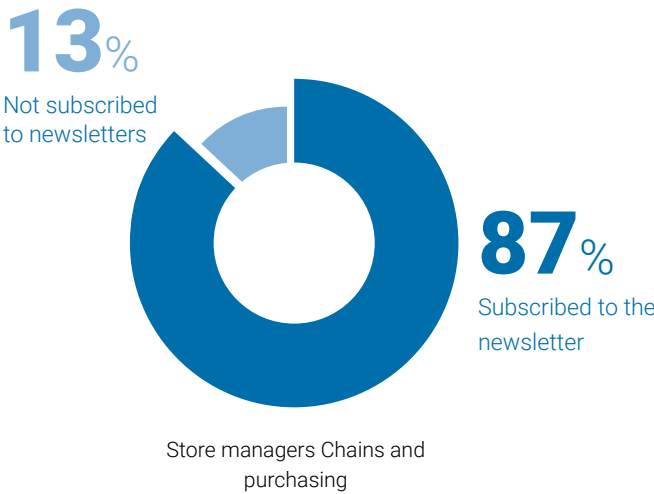


Specifying the target group

Retail trade



Other retail trade





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



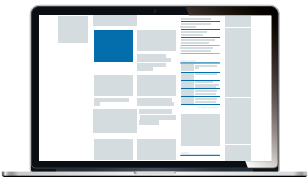
2) Sticky banner*
Format: W: 240 pixels x H: 400 pixels
Size: max. 90 KB
Cover + the other pagesDKK 7,500



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



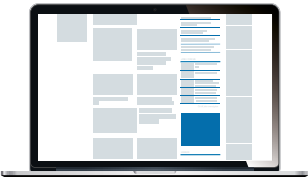
4) Side banner*
Format: W: 200 pixels x H: 175 pixels
Size: max. 40 KB
Cover + the other pages DKK 1,400



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.



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 membership

DKK 15,800,-

- ✓ 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.

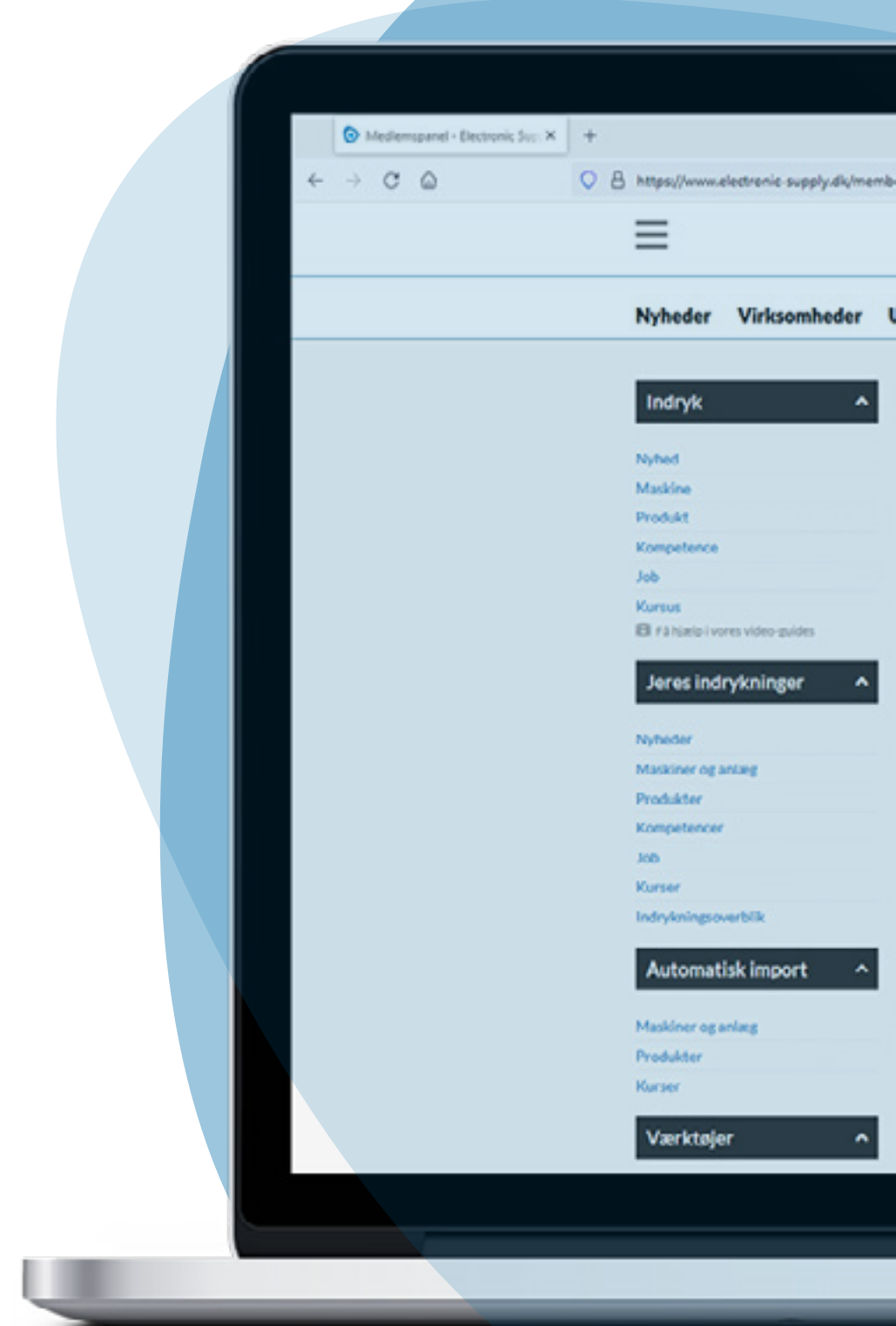
MEMBERSHIP+

We help you on your way

12 month membership+

DKK 22,800,-

- ✓ 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.

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

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