

ONLINE

Media information 2020

Food Supply is an online media,
that covers the food industry.

FOOD SUPPLY

Food Supply DK is a part of Nordiske Medier A/S. We are an online media that covers the food industry, which employs more than 50,000 employees in more than 3,000 companies.

Of these, more than 800 employers employ more than 10 employees. In addition, agriculture is not included in these figures, as Food Supply focuses on industry itself. Including industrial companies with more than 10 employees and their suppliers.

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ABOUT NORDISKE MEDIER

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

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

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

The editorial team consists of around 75 journalists and editors working across multiple industries. We cover the ongoing news stream, do in-depth industry analyses, portraits, articles etc. We always focus on inspiring the companies of whom we write. In addition, we focus on

delivering high quality content to our readers who are experts within their individual industries.

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

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

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

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

TARGET GROUP

Users of Food Supply

Food Supply uses permission marketing, which is highly effective within internet marketing. We contact all key figures in the industry by phone, in order to get their acceptance prior to adding them to our newsletter. The majority says yes to a subscription to our daily newsletter. Furthermore, we also have a group of people, who subscribe to our newsletters on their own initiative. There is an on-going renewal of the recipients due to job change or similar reasons. Every month, we cancel subscriptions, if the newsletter continually bounces back to us. The number of subscribers reflects the majority of important people and decision makers within the industry. What is more, we never pass on email addresses to a third party, when we add a subscriber.

The newsletter is sent out daily to over 14,900 persons within the industry. Food Supply has over 680 companies as members in Denmark, which actively uses the portal in their everyday work. We cover companies widely spread all over Denmark, and in all sizes.

The user profile and the subscribers of our newsletter are characterised by the fact that they are decision-makers. In other words, they are primarily business managers, purchasing managers, production managers, sales managers etc. Add to this, salespersons and buyers in general, because they use the newsletter in order to keep themselves updated about what goes on in the industry.



FACTS ABOUT FOOD SUPPLY



Medlemskab

The Membership includes a membership of Food Supply. This means that you have the opportunity to profile your business to businesses in the industry.

Membership:	630
Membership "Gør det selv":	9.800 kr/år.
Membership*:	14.800 kr./år

Web

Nordiske Medier has a wide range of industry portals. We cover virtually every profession. All our media are published online on each of their websites.

Number of visitors/month www.food-supply.dk

Unique visitors:	62.705
Visits:	112.821
Pageviews:	199.324

Newsletter

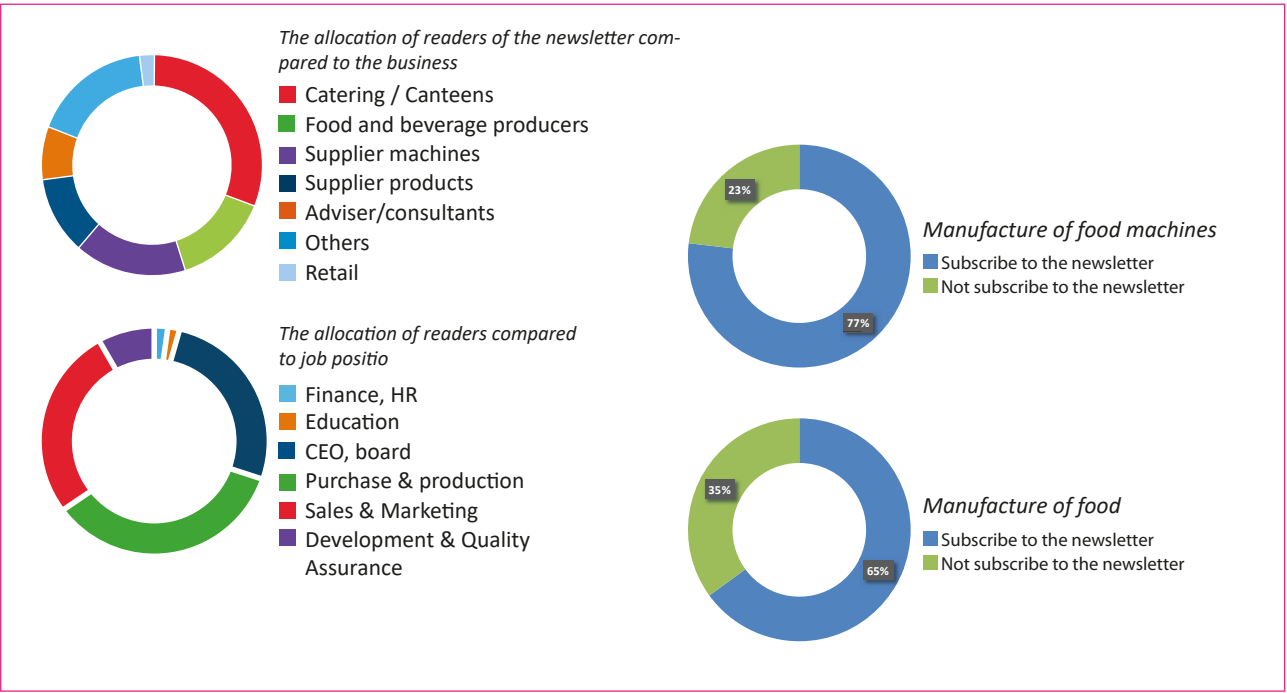
All our media have a newsletter with industry-specific news. The newsletters all have a large, loyal group of recipients and we have a constant access of new recipients.

Newsletter recipients Food Supply	15.200
Published:	Hverdag kl. 11.00

Sociale Medier

All our media have a newsletter with industry-specific news. The newsletters all have a large, loyal group of recipients and we have a constant access of new recipients

LinkedIn followers	813
Facebook followers	628
Twitter	304



READER SURVEY 2017

In November 2017, we asked our subscribers to fill out a survey concerning Food Supply. 732 users chose to give their opinion.

To the right are some of the main conclusions of the analysis.



40% 60%

The reader profile is:

- 40% women and 60% men.
- The readers are mainly from 40 years of age and older. This group represents 86%

77%

BELIEVE THAT FOOD SUPPLY IS A GOOD OR VERY GOOD MEDIA FOR THE INDUSTRY.

- 71 % CONSIDERS FOOD SUPPLY AS THEIR PRIMARY MEDIA IN THE INDUSTRY
- 96 % USE FOOD SUPPLY THROUGH THE DAILY NEWSLETTER
- 39 % HAVE CONTACTED A COMPANY OR SUPPLIER BASED ON ARTICLES OR ADS PLACED IN FOOD SUPPLY

EFFECT AND POSSIBILITIES

The newsletter is sent out daily to over 14,900 individuals and unique visitors on the portal are on an average 3,500 and 4,000 a day, with an average of 2 page views.

The combination between insertions in the newsletter and the portal, advertising in the newsletter and banner advertising makes it possible to gain a variety of marketing advantages, compared to traditional marketing.

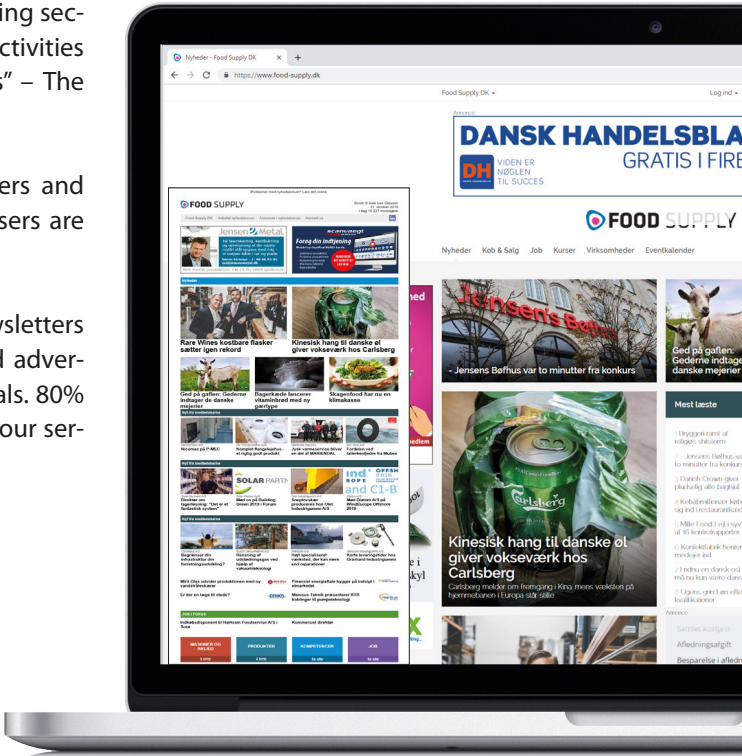
- Advertising usually takes place over a longer period of time, which is convenient for most companies and their continuous need for marketing.
- What is more, the adverts are targeted towards specific market segments and decision makers. 50 views by the right people, is of course more effective than 50,000 views by random groups of people. The individuals we sign up for our newsletter are mainly business managers, purchasing managers, production managers and development managers.
- Marketing via the internet is much cheaper compared to the outcome than marketing via traditional media sources, direct mails etc. Compared to all other media types, the exposure is much higher.

- The construction of the degree of knowledge is either available through frequent views of either insertions or adverts. In a world where customers seek information themselves, new skills and new subcontractors online, the most important aspect when it comes to marketing is to create brand awareness.
- The immediate road from Attention to Response. Besides information about the number of views and thereby the brand awareness, we also deliver information on the number of direct clicks from adverts to the website.
- Your insertions are available whenever the customer has a current need, and seeks a solution. It does not matter whether the customer seeks information via the portal or search engines.
- Direct access to your contact information, which makes it easier for the customer to seal the deal faster.
- Search engine optimisation is an additional gain.

Based on these facts online advertising is a growing sector, while traditional advertising and marketing activities are diminishing. (source: "Dansk Oplagskontroll" – The Danish Audit Bureau of Circulations).

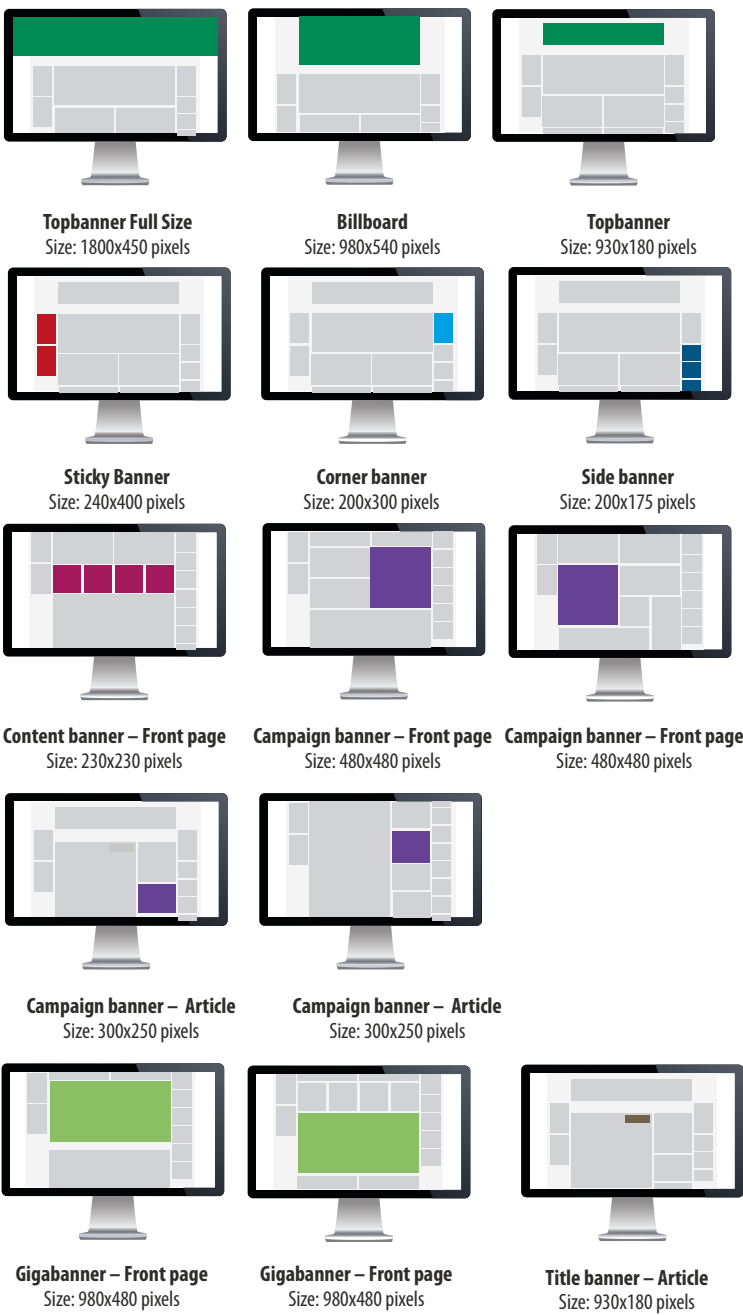
This synergy between the portal, the newsletters and advertising is also the main reason why advertisers are advised to become members.

All advertisements on the portal or in the newsletters are relevant for the industry. You will never find advertisements for phone companies etc. on our portals. 80% of our readers find that is an important factor in our services.



ADVERT – ONLINE
FOOD SUPPLY

Topbanner – Front page + other sections or articles Type: Static or animated, max 70 Kb Price: Articles 12,000 DKK Front page + other sections 12,000 DKK	
Billboard – Front page + other sections or articles Type: Static or animated, max 150 Kb Price: Articles 25,500 DKK Front page + other sections 25,500 DKK	
Topbanner Full Size – Front page + other sections or articles Type: Static, max 250 Kb Price: Articles 29,500 DKK Front page + other sections 29,500 DKK	
Sticky Banner – Front page + other sections or articles Type: Static or animated, max 90 Kb Price: Articles 10,000 DKK Front page + other sections 10,000 DKK	
Corner banner – Front page + other sections or articles Type: Static or animated, max 70 Kb. Price: Articles 6,500 DKK Front page + other sections 6,500 DKK	
Sidebanner – Front page + other sections or articles Type: Static or animated, max 40 Kb Price: Front page + other sections or articles 2,000 DKK	
Content banner – Front page Type: Static, max 55 Kb. Price: Front page 3,750 DKK	
Campaign banner 1&2 – Articles + other (300x250 pixels) Type: Static or animated, max 70 Kb Price: Articles pos. 1/pos. 2: 7,750 kr./5,000 DKK Other pos. 1/ pos. 2: 3,900 kr./3,000 DKK	
Campaign banner 1&2 – Front page (480x480 pixels) Type: Static or animated, max 75 Kb Price: Front page pos. 1/pos. 2: 9,500 kr./7,000 DKK	
Giga banner 1 & 2 – Front page Type: Static or animated, max 150 Kb. Price: Front page pos. 1: 12,000 DKK Front page pos. 2: 8,500 DKK	
Title banner – Articles Type: Static banner, max 20 Kb Price: 13,000 DKK	



Creation of banners
Creation of banners is free, when you order for a period of minimum two months. Otherwise, the price is 500 DKK per banner. If you wish to create the banner yourself, you have to make them in either GIF, JPG or HTML5.

Specifications for HTML5 banners
Upon delivery of HTML banners we should receive the zip file with all the source material. The max. file size for Zip files is 10 MB. HTML5-files can only be used for banners on the portal.
Newsletter adverts are static gif or jpg files only

* Sticky, corner banner og sidebanner are only shown on a desktop.
All stated prices are member prices per month.

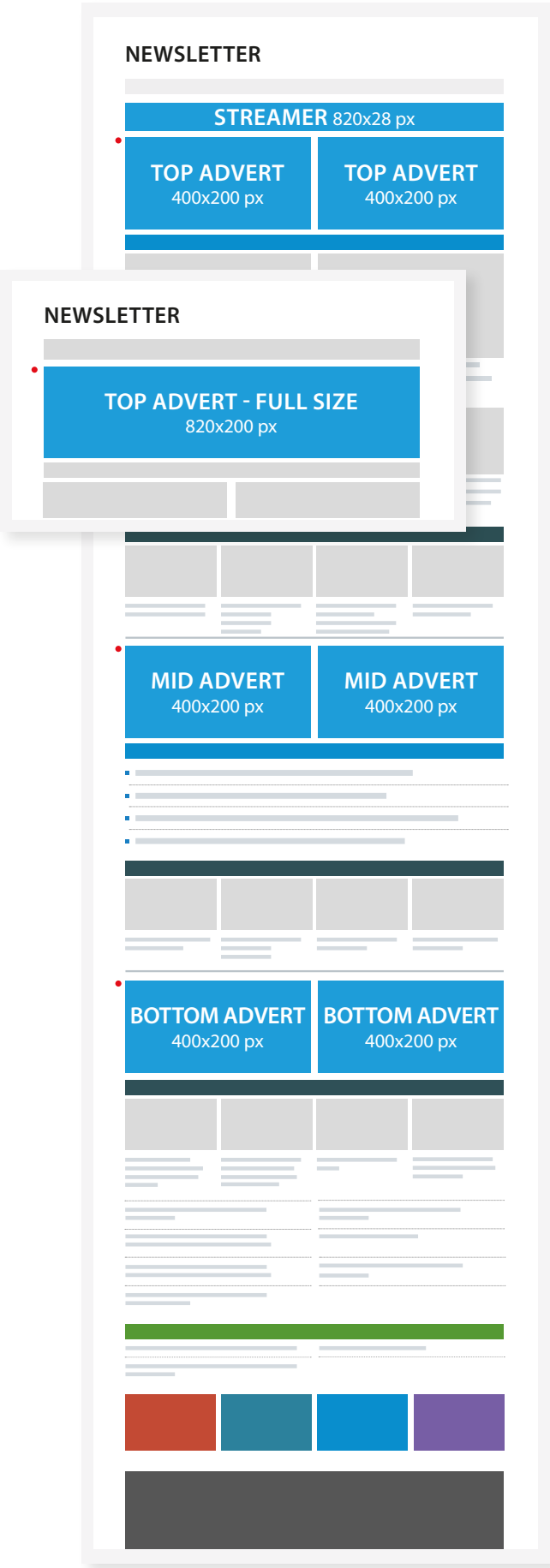
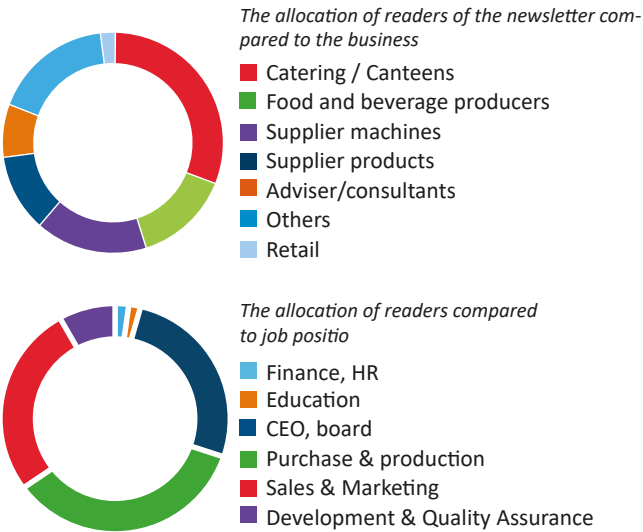
ADVERT – NEWSLETTER
FOOD SUPPLY

The advertisements in the newsletter are so significant that almost every reader notice them.
Food Supply is published once a day, at 11 am.

Streamer (820x28 pixels) Price per week (monday - friday):..... 7,500 kr.	
Top advert – Full Size (820x200 pixels) Price per announcement: 6,000 kr.	
Top advert (400x200 pixels) Price per announcement: 3,000 kr.	
Mid advert Full Size (820x200 pixels) Price per announcement: 4,000 kr.	
Mid advert (400x200 pixels) Price per announcement: 2,000 kr.	
Bottom advert Full Size (820x200 pixels) Price per announcement:..... 3,000 kr.	
Bottom advert (400x200 pixels) Price per announcement: 1,500 kr.	

General specifications for the ads in the newsletter are:
Ads are static.
Finished material is submitted in the file format: jpg, gif or png
Finished will need to max 50 kB.
All prices are member prices per month

Recipients of the newsletter: + **14.900**
The allocation of readers of the newsletter



NORDISKE MEDIER – INDUSTRY MEDIA IN DENMARK

Andelsboligen
Anlæg & Maskiner
Arkbyg
Building Supply
Byggeri & Ejendomme
Electronic Supply
Energy Supply
Foodservice Forum
Food Supply
Food Supply Magazine
Forsyning
Fremtiden Automation
Hvem er Hvem i autobranschen
Hvem er Hvem i byggeriets top
Hvem er Hvem i Metal- og Maskinindustrien
Jern-Maskinindustrien

Leder IDAG
Licitationen
Magasinet Pleje
MaskinFokus
Mester Tidende
Metal Supply
Motor-magasinet
Park & Anlæg
Magasinet Plast
Plast Forum
Retail News
Skoler, Sport og Fritid
Søfart
Transportmagasinet
Wood Supply



Newsletters

On an daily basis we send out approximately

557.877

targeted newsletters for the sectors we

Magazines

Our printed media reaches approximately .

450.105

readers



Our media

We publish more than

54

B2B-titles, which fathoms print publications, websites and targeted newsletters

Events

We arrange more than

55

industry specific events every year.

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