

Media information 2024

Mester Tidende

A part of Nordiske Medier A/S

Mester Tidende

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Mester Tidende

Mester Tidende helps master craftsmen turn their businesses into successful ventures. We do this by focusing on both the tools and materials master craftsmen and their apprentices use in their daily work. This is particularly important in this time, where we see a rapid development of cordless tools and new, sustainable building materials.

Some of our regular content features include:

Master Tips

Focus on efficient IT tools for tasks like time and project management, estimation, quality control, and documentation. Also, emphasis on new legislation and handling employment and dismissal rules.

Tool Tests

Reviews of the latest tools, enabling master craftsmen to make informed choices.

Van Tests

Evaluation of the newest cargo and box vans, trailers, and interior solutions, helping master craftsmen gain insights into the market.

Updates from Wholesalers and Building Centers

We stay updated and inform widely about the latest initiatives and products from wholesalers and building centers.

Contact: Responsible editor-in-chief
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Direct telephone: +45 28570911
E-mail: aja@nordiskemedier.dk

Contact the editors

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

Target group & statistics



Facts about Mester Tidende

Mester Tidende i tal

Target audiences - Print

Target audiences - Online

Facts about Mester Tidende

Mester Tidende is an industry publication with **27,000**** print readers and a total circulation of **7,696***.

Mester Tidende’s newsletter is sent out daily to over **7,900** individuals in the industry, and we currently have **509** member companies actively using Mester Tidende’s member portal in their daily operations. These companies are located throughout the country and are evenly distributed in terms of company size.

The user profile and recipients of the newsletter are characterized as decision-makers, primarily directors, procurement managers, production managers, and sales managers. Additionally, there are general sales representatives and buyers who use the newsletter to stay updated on what’s happening with their customers and suppliers.

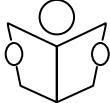
All our newsletter recipients are relevant recipients. We regularly contact all key individuals in the industry by phone to ensure that we reach

the right target audience with our newsletter. There is a continuous turnover in the recipients of the newsletters due to job changes and similar circumstances.

We unsubscribe recipients continuously if we receive the newsletter back. This ensures that our newsletter reaches the most relevant decision-makers in the industry.



TOTAL CIRCULATION
17.696 *



READERSHIP
V/1 inserts
27.000 **



ONLINE VISITORS
39.649 visitors/month ***



ONLINE VIEWS
53.570 views/month ***



NEWSLETTER
Sent out daily to 7.963 recipients



NEWSLETTER
Open rate: 36.14 %

* Print circulation and e-newspaper ** Source: Index Denmark Gallup, Full year 2023 *** mestertidende.dk – May 2023

Who reads Mester Tidende?



More than

74%

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



More than

65%

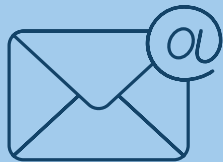
of our readers are either directors, owners, or contractors.

Licitationen

More than

38%

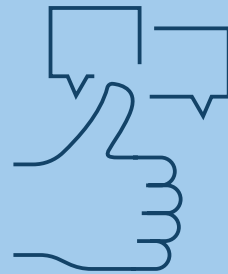
of those who read Mester Tidende also read Licitationen



More than

41 %

of our readers believe that receiving Mester Tidende's newsletter is important.



More than

41 %

of our readers prefer to stay updated through Mester Tidende's newsletter



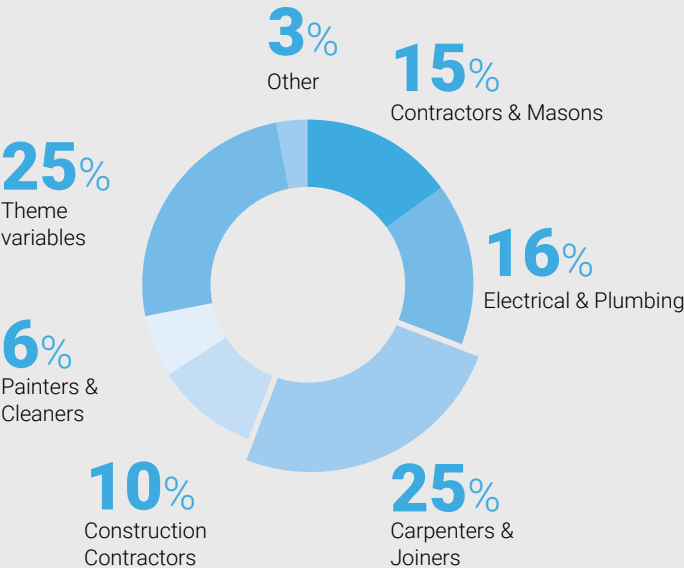
More than

76 %

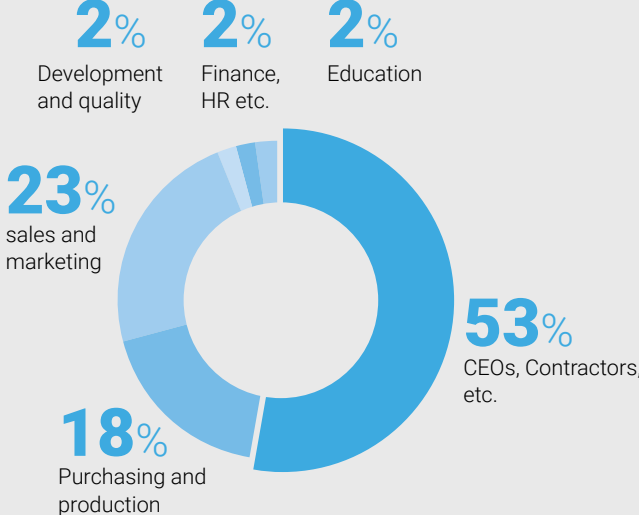
of our newsletter recipients read the entire or half of the newsletter daily.

Target audience- Print

Distribution in relation to companies.



Distribution by Position

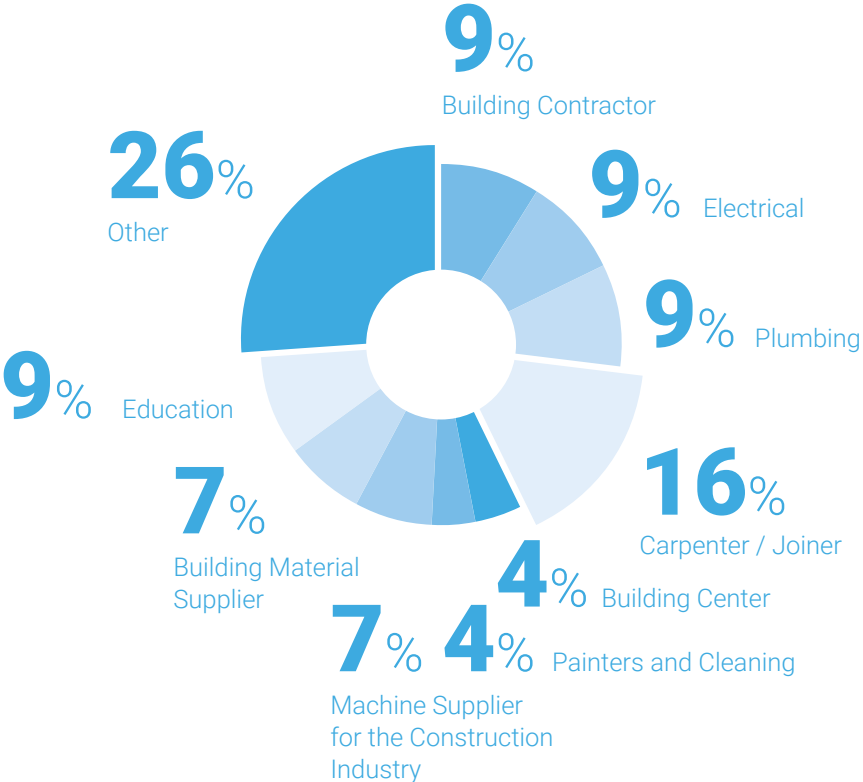


More than
50%
of Mester Tidende's readers believe that the most important aspect of being a subscriber is being able to read the physical newspaper and the e-newspaper online

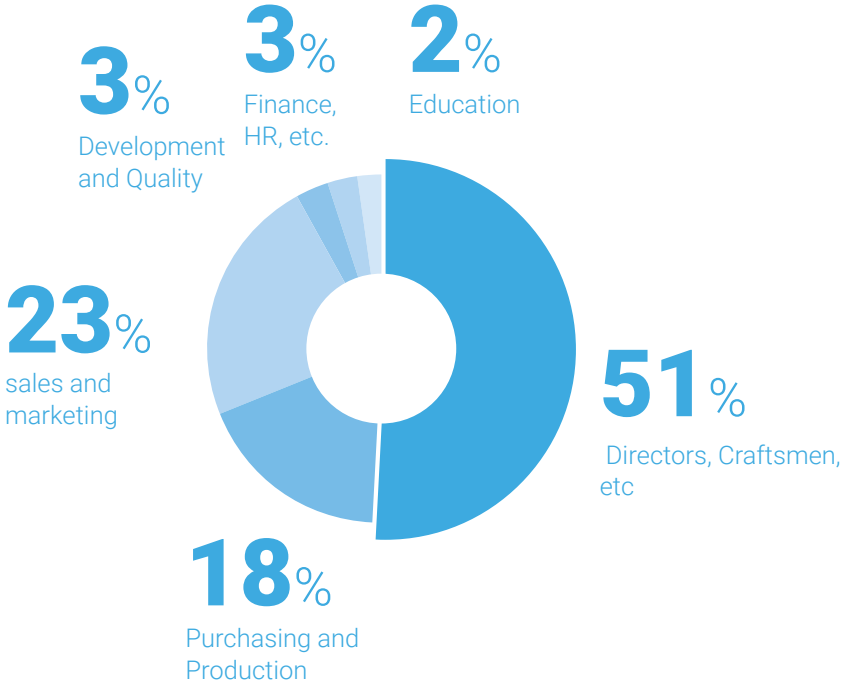
More than
41%
of Mester Tidende's readers prefer to stay updated through Mester Tidende's e-newspaper.

Target audience - Online

Distribution by Company



Distribution by Position



Print Newspaper Releases

Editorial Content and Sections

Mester Tidende's core readership consists of craftsmen and trusted apprentices (such as construction managers and procurement personnel), and as such, it is read both in the craftsmen's office and on construction sites. One of the primary objectives of Mester Tidende is to inform the master about new products, working methods, and regulations that enable the master to improve both work processes and the company's bottom line.

Additionally, Mester Tidende encompasses suppliers, distributors, and manufacturers in the construction industry by providing knowledge and news about supplier relationships and product offerings from sources such as building centers.

Mester Tidende

The main newspaper is published in physical form 16 times a year, but the e-newspaper can be read online a day prior to its official release.

[View](#) the release schedule online.



Mester Tidende Releases

2. section



Paskram
Published 6 times a year



På Gule Plader
Published 4 times a year

Trade Fair Magazines



Kloakmessen
Release: January 22, 2024

Regular Content Pages



Carpenters and Joiners
Published 16 times



Master Tips
Published 16 times



Electrical & Plumbing
Published 16 times



Construction Contractor
Published 16 times



Contractor & Mason
Published 16 times



Painter & Cleaning
Published 16 times

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.

Advertising in the Newspaper

Advertisements often catch the contractor's eye - especially those with specific offers are perceived as interesting and relevant.

	Publications	Deadline
Paskram no. 1	22-01-2024	08-01-2024
Paskram no. 2	18-03-2024	04-03-2024
Paskram no. 3	04-06-2024	20-05-2024
Paskram no. 4	09-09-2024	26-08-2024
Paskram no. 5	21-10-2024	07-10-2024
Paskram no. 6	09-12-2024	25-11-2024



På Gule Plader

Motor Magazine, Transport Magazine, and Mester Tidende publish 'På Gule Plader,' which is released as a supplement to all three magazines simultaneously. The same yellow plate articles are published in all three media, and we also feature the same advertisements in the three media, all targeting the same readership: decision-makers at importers, dealers, workshops, suppliers, and, importantly, buyers.

'På Gule Plader' is published 4 times a year. Recipients of 'På Gule Plader' include craftsmen, hauliers, dealers, workshop managers, suppliers, etc.

You can view the releases online.

Readership Numbers

Reader figures for 1 insertion: 111,000*

Circulation: 59,659

*Index Denmark/Gallup, 1st half of 2022/2023



Regular Sections

Contractor & Mason

This section focuses on the contractor and masonry industry, with a special emphasis on the industry's framework and its unique position in creating quality construction - from single-family homes to superhospitals. Contractor & Mason also revolves around material selection and efficient construction methods.

Construction Contractor

Here, the focus is on all the tasks that earth and road contractors, landscapers, and sewer masters, among others, take care of. There is a focus on both the traffic-related and underground infrastructure, especially water and sewerage, as well as the casting of foundations and concrete decks, and the establishment of gardens and parks.

Painter & Cleaning

The painting and cleaning industry is a finishing trade, and it requires great care from both the craftsmen and the manufacturers and suppliers to deliver quality work. In this section, we focus on methods, product selection, and efficient tools that can help industry professionals meet the high demands for flawless finishes. You can view the releases online.

Master Craftsman Tips

Focus on effective IT tools for tasks such as time and case management, estimation, quality

control, and documentation. Also, emphasis on new legislation and handling of employment and dismissal regulations.

Carpenters & Joiners:

Focus on one of the largest craftsmanship sectors in the country - the carpentry and joinery industry. This sector is rapidly evolving, and therefore, we are now publishing a dedicated section that delves deep into the niche. We feature tool and tradesman vehicle tests, information about new construction methods and products, as well as news about suppliers and manufacturers for the industry.

Electrical & Plumbing:

Focus on technical contractors and electrical and plumbing installers, including the segment of the industry that concentrates on the HVAC sector (Heating, Ventilation, Air Conditioning). We base our content on the industry's framework and provide high-level professional information about products and services that can help optimize the efficiency of businesses' work processes. See publications online.

You can view the releases online.





Themes and fairs

Enhanced Visibility Through Themes and Fair Activities

Kloakmessen 2024

More than 160 exhibitors representing the industry's leading suppliers are present at Kloakmessen every year. They are ready to demonstrate solutions and the latest in technology and services for the entire sewerage industry at Kloakmessen '24. The professional pride in delivering high-quality craftsmanship is crucial for the future of the trade and attracting apprentices to the next generation of plumbers and sewer masters. As a central and integral part of the exhibition, you can also experience the competition to become the best in sewerage in Denmark up close. Generous prizes are at stake when apprentices, plumbers, and masters compete in the discipline of the trade.

Building Renovation

With the theme of Building Renovation, Mester Tidende delves into one of the most materials-intensive areas in construction. This is done with a focus on the wide range of products and services naturally associated with all forms of

building renovation. In this theme, we follow the entire value chain with particular attention to the products and services that can ensure the master can complete tasks efficiently and profitably

Craftsman of the Year

Craftsman of the Year is nothing short of the building industry's equivalent of the Oscars in Hollywood. The Circus Building in Copenhagen sets the stage for the award ceremony, and Mester Tidende tells the stories of the many proud master craftsmen who vie for the title of Craftsman of the Year in a wide range of traditional construction and civil engineering fields.

EL & Teknik Exhibition

EL & Teknik Exhibition is Denmark's largest trade fair for the entire industry and will be held at the Odense Congress Center from May 14th to 16th, 2024. Tomorrow's technology is presented here - today.

Environmental Remediation

With the renovations of existing buildings, there is increasing emphasis on removing environmentally and health-hazardous building materials. In this theme, we share the latest experiences in the field, while also highlighting the most effective and safe methods for environmental remediation.

E&H - Contractor and Craftsman

E&H - Contractor and Craftsman - is Denmark's largest trade fair for the contractor and construction industry. This fair is organized in collaboration between the Machine Suppliers and MCH Messecenter Herning. At the fair, you can experience presentations of the latest machinery and technology for digging, crushing, and earthmoving on the extensive exhibition area. The fair also features excavators, loaders, crushers, and sorting systems, cranes, construction site equipment, road materials, tools, laser equipment, accessories, and much more.

Online formats and specifications

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.

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
orside + the other sides..... DKK 4,750



4) Side banner*
Format: W: 200 pixels x H: 175 pixels
Size: max. 40 KB
Front page + 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. 1:DKK 2,850
Other pos. 2: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.

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
ArticleDKK 9,000



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



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



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



2) Stickybanner*
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



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



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

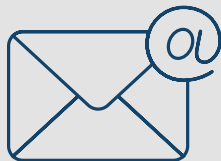
Advertising in the newsletter

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:

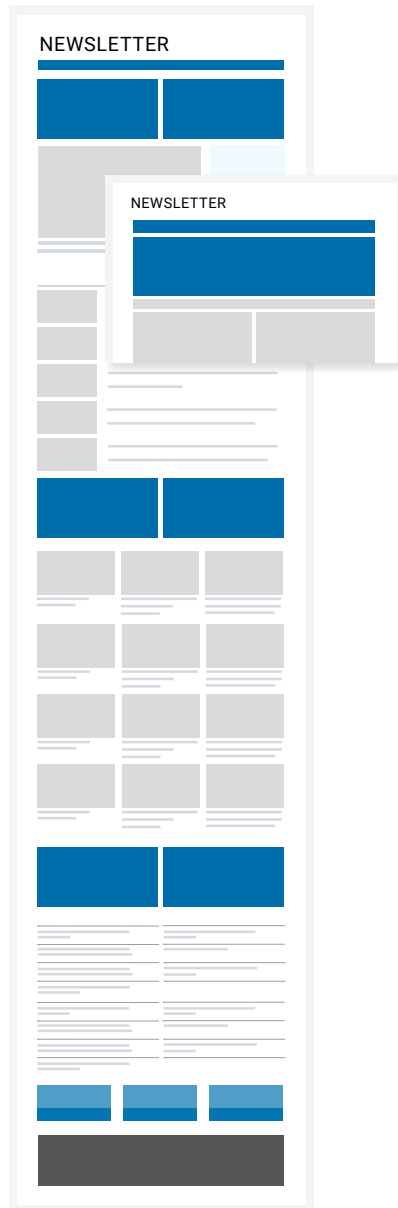
- The advertisements are static
- Deliver finished in the file format: .jpg, .gif, or .png
- Finished graphic file must be a maximum of 50 kB.

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



More than
94%

of Mester Tidende's readers receive Mester Tidende's newsletter



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



Streamers
Format: W: 820 x H: 28 pixels
Price per week:DKK 5,000



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

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

Membership

Membership+

With a Membership+, you'll be assigned a media consultant who will assist you in getting started and provide professional media advice, ensuring you get the most out of your membership.

Benefits of Membership+:

- Access to all the benefits of a regular membership.
- We set up your membership to help you get started.
- Assistance in creating sales advertisements for your products and sharing your news on our media platforms.
- Annual guidance and advice on target audiences, media selection, and channels, and more.

PREFERRED CHOICE

Basic Membership

Selected options with a membership:

- Plan and share news posts on the member portal.
- Post 1 news update per day in the media's newsletter.
- Unlimited creation of sales advertisements.
- Access to Market Overview: a tool that keeps you updated on the competitors you want to follow.
- Easy collaboration with multiple users associated with the same profile.

NewsBooster

Purchase NewsBooster for your membership and receive:

- Assistance in building and promoting your brand on the member portal.
- A dedicated collaboration where you are connected with one of Nordic Media's professional writers.
- The opportunity to ease your workload as we write and publish up to two stories per month about your company.
- Engaging and search engine-optimized content that enhances your visibility to potential customers and partners.

Contact us for pricing via e-mail: salg@nordiskemedier.dk

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. 4 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

Material should be sent to:
materiale@nordiskemedier.dk

Compensation

Material compensation by agreement, but maximum 5%.

Cancellation Terms

Cancellation and date changes must be made in writing at least 14 days before the publication date. If changes in the insertion plan result in the conditions for obtaining discounts not being met, the improperly paid discount will be charged retroactively.

Reproduction

If Nordiske Medier does not receive full finished advertising material, the completion of the material will be invoiced at 50 øre per millimeter.

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
Newspaper paper quality.....	49 grams
Number of columns.....	6
*To the edge.....	Not possible
*For supplements: 5 mm for trimming, but without crop marks.	

Complaints Regarding Color Advertisements

For color advertisements, the newspaper assumes no responsibility for any minor deviations from the original material's colors. The newspaper reserves the right to reject complaints about advertisements where the material has been previously identified as less suitable for reproduction or where the submission deadline has been exceeded.

Specifications

Layout file: Adobe IDML file in InDesign, packaged 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). For further information, please refer to the Industry Standard for Digital Advertising Materials agreed upon by DRRB, DFF, and DDPFF. Various descriptions, setting files, etc., can be found at www.kankanikke.dk.

Images/Illustrations/Graphics

Color: All Photoshop formats at a minimum of 200 dpi.

B&W: All Photoshop formats at a minimum of 200 dpi.

Line drawings: EPS and Ai. TIFF, EPS, and JPG at a minimum of 600 dpi. The "overprint" function should not be used.

Colors

CMYK-defined (RGB and Pantone will be converted to CMYK).

Compression: Stuffit, Zip.

Other Matters

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

Nordiske Medier industry media in Denmark

Nordiske Medier is the largest media company in the Nordic region specializing in industry-specific media. With our industry-specific media, we cover all sectors of Nordic business and reach a broad audience of professionals in various industries every day.



Get to know all our industry-specific media on nordiskemedier.dk and expand your knowledge.

Nordiske Medier
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CVR: 10150825

 Nordiske Medier