



Media information 2023

# Food Supply

A part of Nordiske Medier A/S

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## Food Supply

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Food Supply DK is part of Nordiske Medier A/S. We are an online media that covers the Danish food industry, which employs more than 50.000 employees in more than 3.000 companies. Of these, well over 800 companies employ more than ten people. Added to this is agriculture but not included in these figures since Food Supply focuses on the industry and the industrial companies with more than ten employees and their suppliers.

**Contact the editors**  
[redaktionen@food-supply.dk](mailto:redaktionen@food-supply.dk)  
[www.food-supply.dk](http://www.food-supply.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, curves down and to the left, then loops back towards the center. These lines create a sense of movement and depth, framing the central text.



# Facts about Food Supply

Food Supply's newsletter is sent out daily to over 16.000 people within the industry and has around 560 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 newsletter. 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**  
21,956 \*



**ONLINE VISITORS**  
91,586 visitors/month. \*\*



**ONLINE VIEWS**  
146,244 views/month. \*\*



**NEWSLETTER**  
Sent out daily to  
16,107 recipients



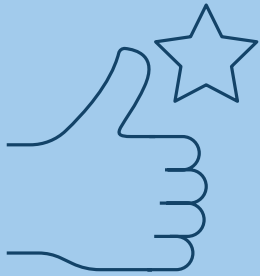
**NEWSLETTER**  
Open rate: 33,84%

\* Print circulation and e-newspaper \*\* food-supply.dk – June 2022

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About Food Supply

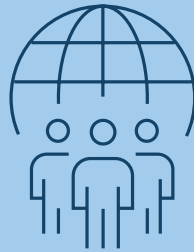
# Who reads Food Supply?



More than

84%

of our readers rate Food Supply as a  
good media



More than

45%

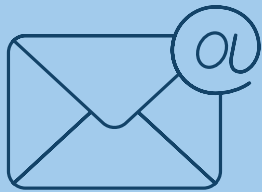
of our readers work at a company with  
more than a 100 employees

RetailNews

More than

23%

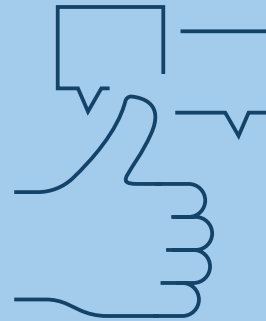
of our readers read RetailNews



More than

69%

of our readers think it is important to  
receive Food Supply's newsletter



More than

82%

of our readers prefer to stay updated  
via Food Supply's newsletter



More than

61%

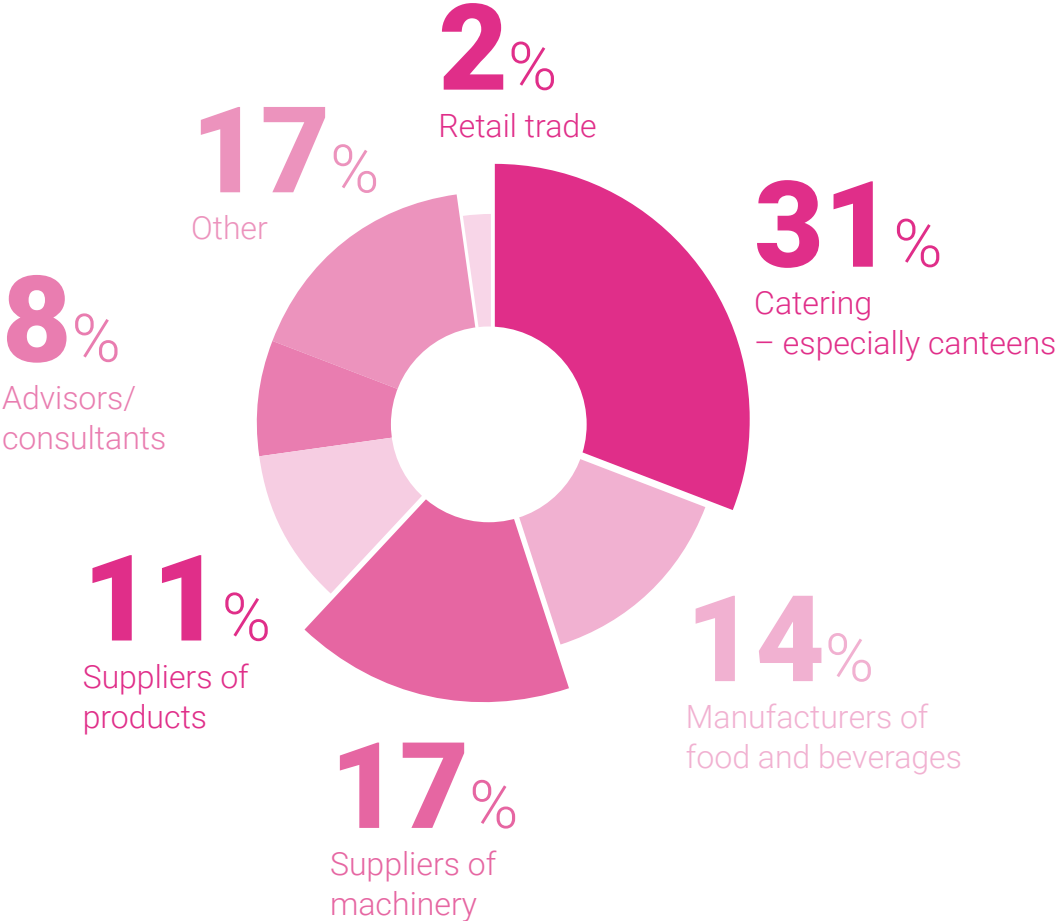
read all or more than half of the  
newsletter daily

\* Reader survey 2021

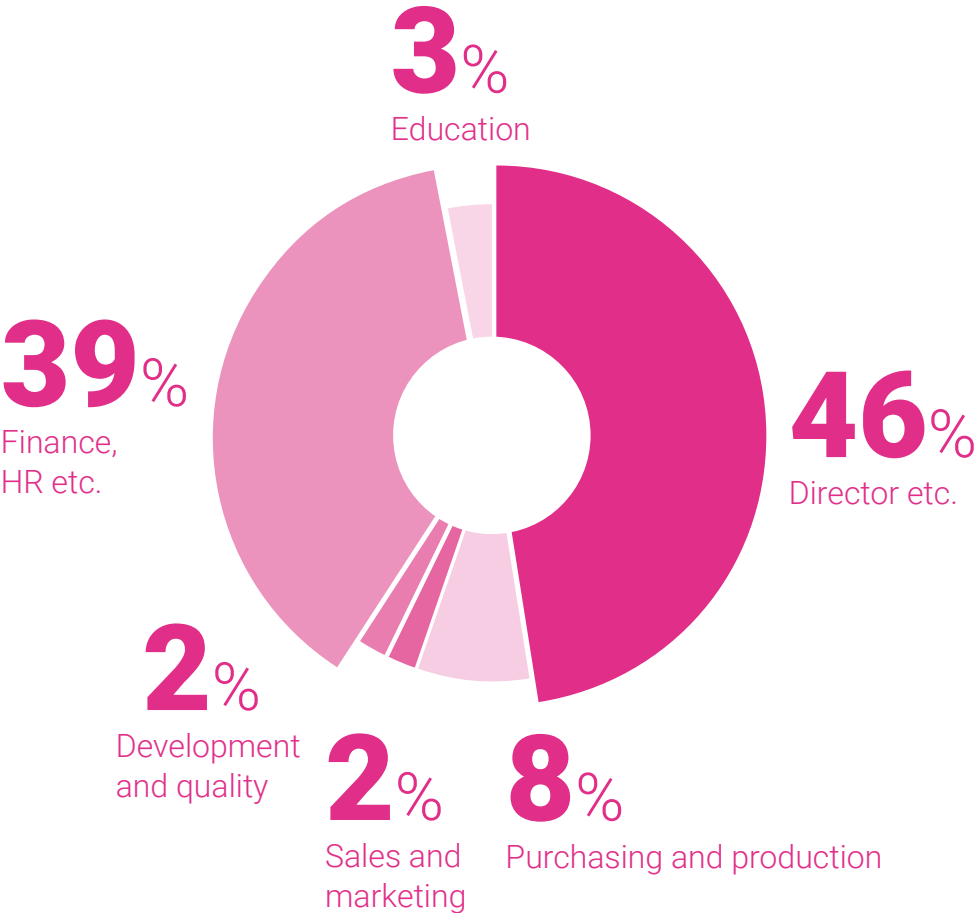


Target group

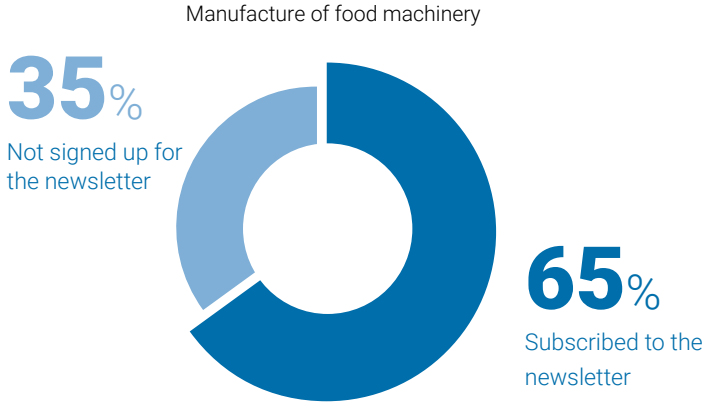
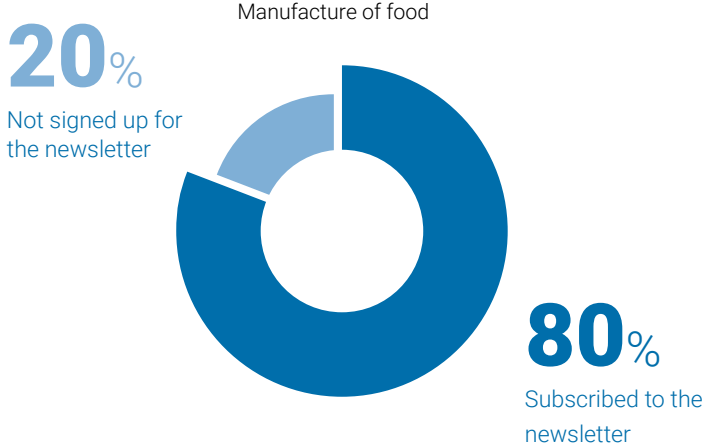
The distribution in relation to company



The distribution in relation to position



# Specifying the target group





Release schedule

# The food industry's platform

Food Supply Magazine is published four times annually (February, May, September, and November). The magazine focuses on the Danish food industry.

Food Supply Magazine offers a variety of print advertising options.

Contact us at 72 28 69 70 and learn more about your opportunities.

Edition	Publication	Deadline
Food Supply Magazine nr. 1	10-02-23	27-01-23
Food Supply Magazine nr. 2	12-05-23	28-04-23
Food Supply Magazine nr. 3	08-09-23	25-08-23
Food Supply Magazine nr. 4	17-11-23	03-11-23

Trade fairs

The food workshop  
Published on February 10th

Interpack in Düsseldorf  
Published on May 12

HI - Food technology  
Published on September 8th

Anuga in Cologne Germany  
Published November 17

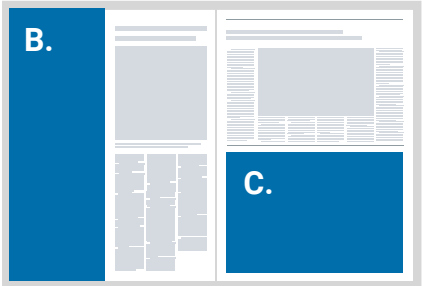




# Print formats

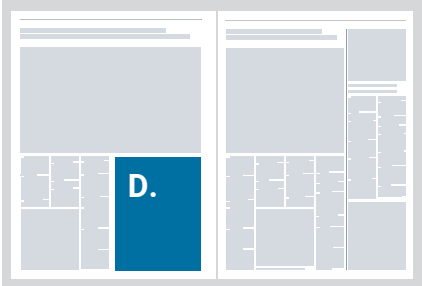


**A. 1/1 page**  
Formats: W: 260 x H: 360 mm. . . . .DKK 21,500



**B. 1/2 page portrait format**  
Formats: W: 118 x H: 330 mm. . . . .DKK 16,250

**C. 1/2 page landscape format**  
Formats: W: 240 x H: 163 mm. . . . .DKK 16,250



**D. 1/4 page**  
Formats: W: 118 x H: 163 mm. . . . .DKK 11,000

Material: The format can go to the borders and must have a 5 mm. bleed without screen marks.

For technical specifications and conditions, see the back 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 12,000



1.2) Billboard  
Format: W: 980 pixels x H: 540 pixels  
Size: max. 150 KB  
Cover + the other pages ..... DKK 25,500



2) Sticky banner\*  
Format: W: 240 pixels x H: 400 pixels  
Size: max. 90 KB  
Cover + the other pages ..... DKK 10,000



3) Corner banner\*  
Format: W: 200 pixels x H: 300 pixels  
Size: max. 70 KB  
Front page+ the other sides.....DKK 6,500



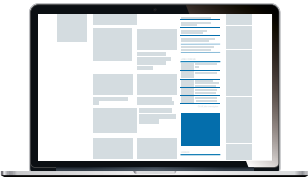
4) Side banner\*  
Format: W: 200 pixels x H: 175 pixels  
Size: max. 40 KB  
Front page + the other pages.....DKK 2,000



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 7,750  
Front page pos. 5.2 - 5.4: .....DKK 5,000



5) Campaign banner 1&2 – other  
Format: W: 300 pixels x H: 250 pixels  
Size: max. 70 KB  
Other pos. 1: .....DKK 3,900  
Other pos. 2: .....DKK 3,000



6) Gigabanner 1&2  
Format: W: 980 pixels x H: 250 pixels  
Size: max. 150 KB  
Front page pos. 6.1: .....DKK 4,850  
Front page pos. 6.2: .....DKK 2,500



# 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 12,000



1.2) Billboard  
Format: W: 980 pixels x H: 540 pixels  
Size: max. 150 KB  
Article ..... DKK 25,500



2) Sticky banner\*  
Format: W: 240 pixels x H: 400 pixels  
Size: max. 90 KB  
Article .....DKK 10,000



3) Corner banner\*  
Format: W: 200 pixels x H: 300 pixels  
Size: max. 70 KB  
Article ..... DKK 6,500



4) Side banner\*  
Format: W: 200 pixels x H: 175 pixels  
Size: max. 40 KB  
Article ..... DKK 2,000



7) Article banner  
Format: W: 660 pixels x H: 200 pixels  
Size: max. 100 KB  
Article: .....DKK 7,500



8) Campaign banners 1&2 – article  
Format: W: 300 pixels x H: 250 pixels  
Size: max. 70 KB  
Article pos. 8.1: .....DKK 7,750  
Article pos. 8.2: .....DKK 5,000



9) Title banner  
Format: W: 300 pixels x H: 60 pixels  
Banner is static Size: max 20 kB  
Article: .....DKK 13,000

# 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.

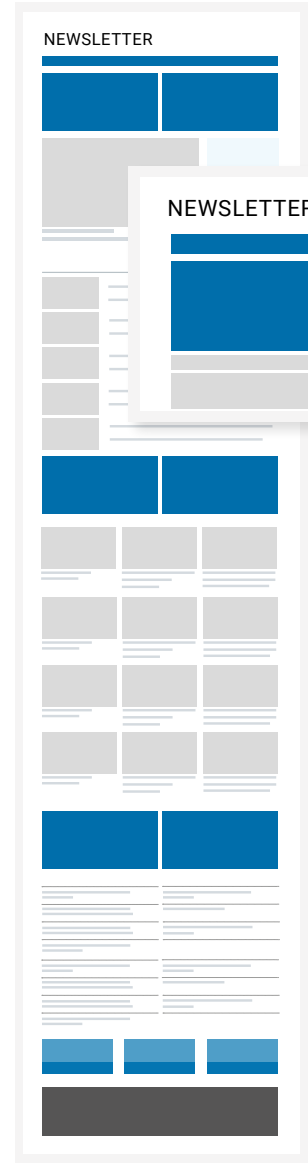
The newsletter is sent out to the industry per e-mail and contains relevant industry news.

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 7,500



Top ad  
Format: W: 400 x H: 200 pixels  
Price per publication: ..... DKK 3,000



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



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

Top ad  
Full Size Format: W: 820 x H: 200 pixels  
Price per publication: .....DKK 6,000

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

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

## 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.

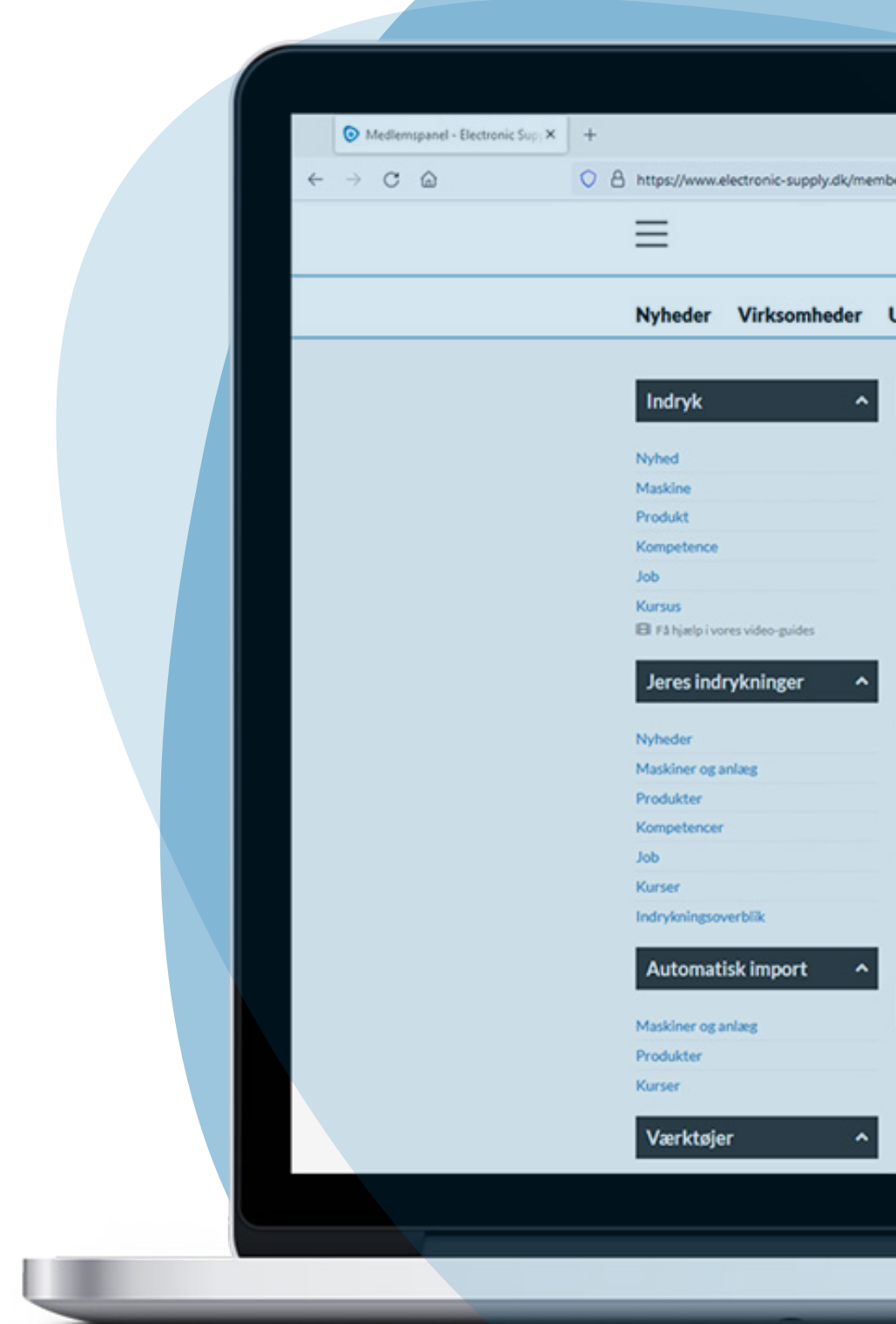
### MEMBERSHIP+

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.





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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

### 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 pro-

grams. 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. Further-

more, 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

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**

**Jern-Maskinindustrien**

 **METAL** SUPPLY

 **ENERGY** SUPPLY

 **FOOD** SUPPLY

**PLASTFORUM**

**Magasinet Pleje**

 **ELECTRONIC** SUPPLY

**Motor-magasinet**

**Transportmagasinet**

 **Lastbil Magasinet**

**SCM**News

**Søfart**

 **WOOD** SUPPLY

**Retail**News

**Energy**IslandNews

**Femern**News

**Lynetteholm**News

 Nordiske Medier

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