

Media information 2023

Søfart

A part of Nordiske Medier A/S



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Søfart

” Søfart is the only maritime media that covers the depth and breadth of Blue Denmark.

We have our finger on the pulse regarding developments within the following niches in the industry: Shipping companies, ports, shipyards, equipment manufacturers, service companies, freight forwarders, and port companies.

Our mission is to create inspiration and enthusiasm among all players in these sectors.

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Contact the editors
E-mail: red@sofart.dk
www.soefart.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 from the left edge, curves upwards and to the right, then loops back down towards the bottom center. Another line starts from the top left, curves towards the right, and then loops back down towards the bottom right. A third line starts from the top right and curves towards the bottom right. These lines create a sense of movement and flow.

Facts about Søfart

Søfart’s newsletter is sent out daily to over **8.900** people within the industry and has around **230** 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.

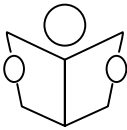
Our newsletter recipients are all relevant recipients. We regularly contact all key people in the industry by phone, to ensure we hit the right target audience with our newsletter. There is an ongoing change in the recipients of the

newsletters in connection with job changes and the like.

We regularly unsubscribe recipients if the newsletter bounces back.



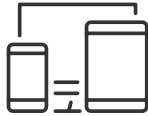
TOTAL CIRCULATION
12,067 *



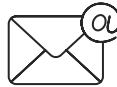
READERSHIP
V/1 inserts
17,000**



ONLINE VISITORS
110,941 visitors/month.***



ONLINE VIEWS
217,629 views/month.***



NEWSLETTER
Sent out daily to 8,950 recipients



NEWSLETTER
Open rate: 37,49%

* Print circulation and e-newspaper ** Reader survey, 2020 *** soefart.dk – june 2022

About Søfart

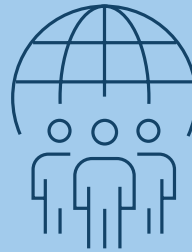
Who reads Søfart?



More than

89%

of our readers rate Søfart as
a good media



More than

35%

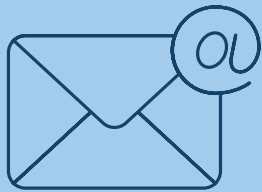
of our readers work at a company with
more than a 100 employees

Søfart

More than

82%

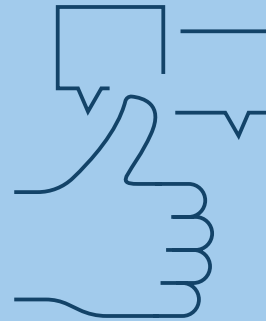
view Søfart as their primary source
of information



More than

47%

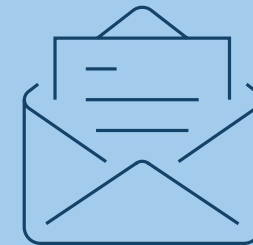
of our readers think it is important to
receive Søfart's newsletter



More than

26%

of our readers prefer to stay updated
via Søfarts newsletter



More than

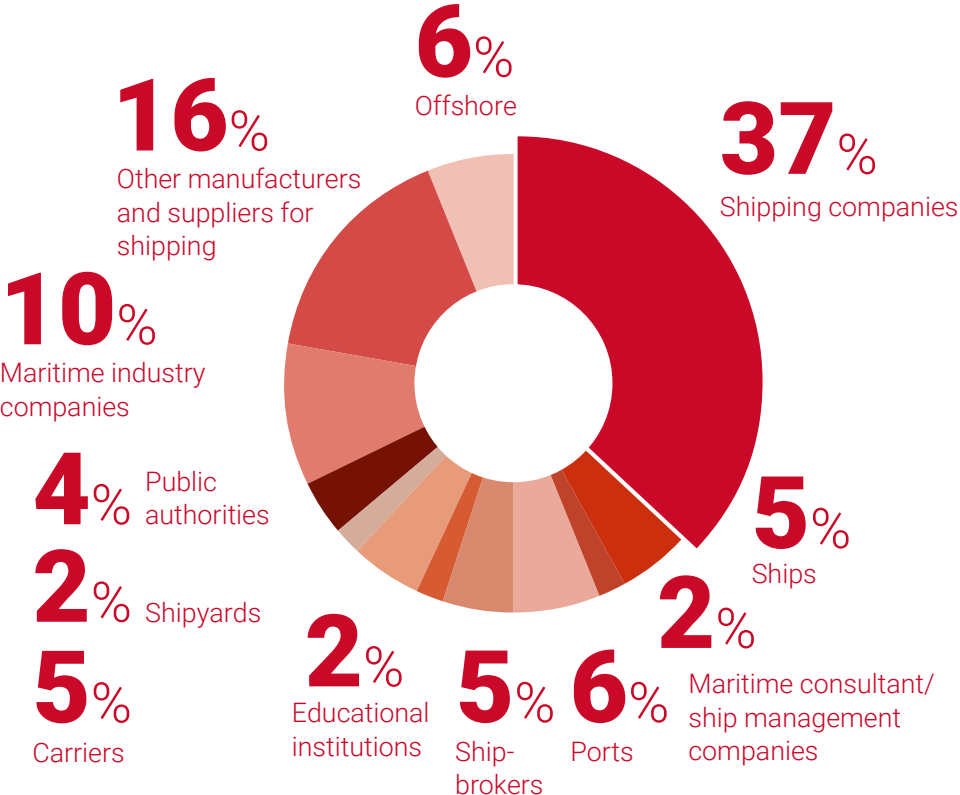
64%

read all or more than half of the
newsletter daily

* Reader survey 2021

Print target group

The distribution in relation to company



More than
60%
of Søfart's readers,
thinks the most important thing as a
subscriber is the possibility to read the
physical newspaper and
e-newspaper online

More than
82%
of Søfart's readers
uses the magazine to keep up to
date on the general
information in the maritime industry

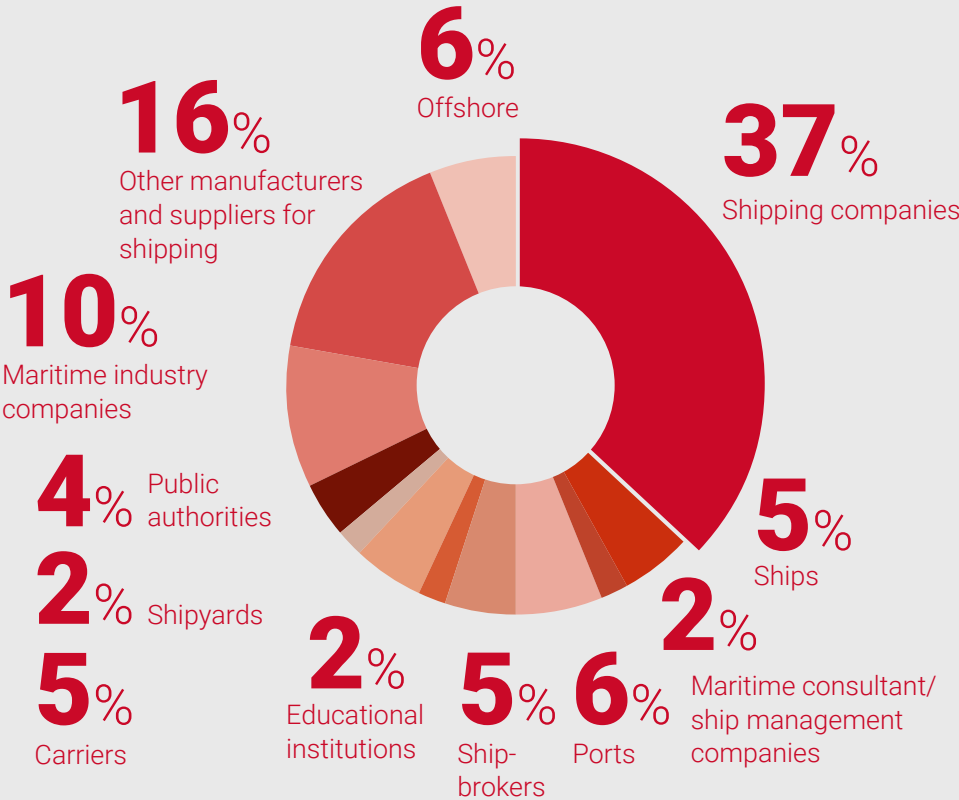
Geographical distribution of recipients of Søfart



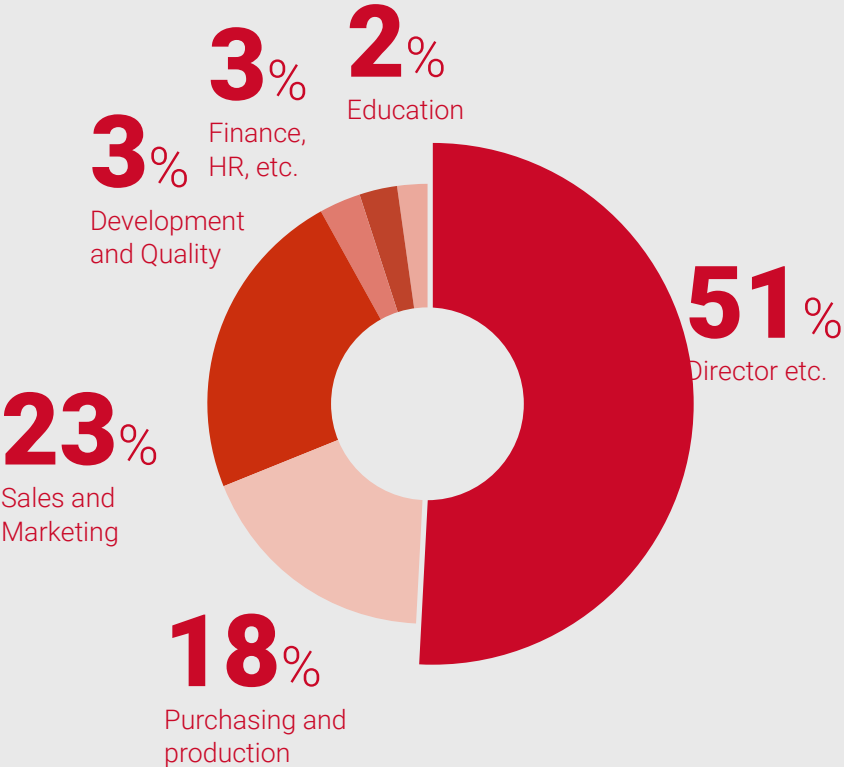
- 14 % Capital Region
- 35 % Region Zealand
- 25 % South Denmark
- 13 % Central Jutland
- 13 % Northern Jutland

Online target group

The distribution in relation to company



The distribution in relation to position



Print publications

Editorial content and sections

Søfart provides an overview, perspective, and knowledge.

The industry media Søfart provides news, insight, and perspective on the Danish maritime industry. Søfart delivers a continuous overview of developments in all branches of Blue Denmark and inspires new thinking and further development by sharing best practices.

Søfart prioritizes news coverage but is equally focused on going behind the news flow and providing perspective and insight into the long-term trends that drive development in Blue Denmark within business economics, technology, and political framework conditions.

Søfart is the only maritime media covering the depth and breadth of Blue Denmark. We have our finger on the pulse regarding developments within: Shipping companies, ports, shipyards, equipment manufacturers, service companies, freight forwarders, and port companies. Our mission is to inspire and create enthusiasm among all actors in these sectors.

Read more about some journalistic themes that we focus on during 2023.

The industry's family-owned companies

Overview of which Danish family-owned maritime companies

still exist, how they see the future, and what advantages and disadvantages the owners see in family management.

Director portraits

The directors of the large and medium-sized shipping companies tell how they assess the long-term consequences of the crisis and how the shipping companies can use it for something positive.

The Port sector in the development

The Danish ports are undergoing large-scale consolidation. The volumes of goods in the ports are on the way down, and ports struggle to find their place in the future port structure. But how do they approach the challenge?

Technology and innovation among the maritime manufacturers The many technology manufacturers in Blue Denmark face an important task: They must help the shipping companies send the first CO²-neutral ships to sea during the coming decade. What do they have in the pipeline and what strategy are the manufacturers pursuing?

Here is an overview of planned releases in 2023:

Magazines:

Maritime Mega Trends
Danske Færger
Dansk Maritim Verdensklasse
Søfartens historie

2. section:

Marinaer i udvikling
Service, maintenance, oil, and lubrication technology
Ports in North Jutland
Marinas, engines, and gear
Green transition Blue Future
Nonshipping (Oslo)
Maritime Safety and Security Law
Danish shipyards
The port's Power to X
Marine, engines, and gears

Trade fairs:

See our trade fair overview for 2023 [here](#)

Main newspaper

	Publication	Deadline	Søfart 2. section	Magazines
Søfart nr. 1	09-01-23	02-01-23		
Søfart nr. 2	16-01-23	09-01-23		
Søfart nr. 3	23-01-23	16-01-23	Service, maintenance, oil, and lubrication technology	
Søfart nr. 4	30-01-23	23-01-23		
Søfart nr. 5	06-02-23	30-01-23		
Søfart nr. 6	13-02-23	06-02-23		
Søfart nr. 7	20-02-23	13-02-23	Ports in North Jutland	
Søfart nr. 8	27-02-23	20-02-23		
Søfart nr. 9	06-03-23	27-02-23		
Søfart nr. 10	13-03-23	06-03-23		
Søfart nr. 11	20-03-23	13-03-23	Marinas, engines, and gear	
Søfart nr. 12	27-03-23	20-03-23	The innovative ports	Who is who in the maritime industry
Søfart nr. 13	03-04-23	27-03-23		
Søfart nr. 14	17-04-23	10-04-23	Green transition	
Søfart nr. 15	24-04-23	13-04-23		
Søfart nr. 16	01-05-23	24-04-23		
Søfart nr. 17	08-05-23	28-04-23		
Søfart nr. 18	15-05-23	09-05-23	Ports in Southern Denmark	
Søfart nr. 19	22-05-23	12-05-23	Service, maintenance, oil, and lubrication technology	
Søfart nr. 20	30-05-23	22-05-23	Norshipping (Oslo) Maritime Safety and Security Law	Maritime Megatrends

	Publication	Deadline	Søfart 2. section	Magazines
Søfart nr. 21	14-08-23	07-08-23	Ports in the Central Jutland	
Søfart nr. 22	21-08-23	14-08-23		
Søfart nr. 23	28-08-23	21-08-23		World-class Danish Maritime
Søfart nr. 24	04-09-23	28-08-23		
Søfart nr. 25	11-09-23	04-09-23	Danish shipyards	
Søfart nr. 26	18-09-23	11-09-23		
Søfart nr. 27	25-09-23	18-09-23	The ports' Power to X	
Søfart nr. 28	02-10-23	25-09-23		
Søfart nr. 29	09-10-23	02-10-23	Marinas in development	
Søfart nr. 30	16-10-23	09-10-23	Marinas, engines, and gear	
Søfart nr. 31	23-10-23	16-10-23		
Søfart nr. 32	30-10-23	23-10-23	Ports in Zealand	
Søfart nr. 33	06-11-23	30-10-23		
Søfart nr. 34	13-11-23	06-11-23	Blue future - education	
Søfart nr. 35	20-11-23	13-11-23		
Søfart nr. 36	27-11-23	20-11-23		
Søfart nr. 37	04-12-23	27-11-23	Ports in the Capital Region	

2. sections and magazines

Blue Future/Education

"Blue Future/education" gives young people a complete overview of the educational opportunities in the maritime industry via interviews and portraits of young people who inspire and guide them.

Service and maintenance, oil and lubrication technology

How do the Danish suppliers work with the service and maintenance of the Danish ships and oil/lubrication technology?

Marinas, Engines, and Gear

Status report from Danish suppliers of marine engines and gears.

Green transition

What products do the Danish maritime companies offer the shipping companies to solve their challenges with the green transition?

Norshipping (Oslo)

"NorShipping 2023"

(the fair takes place the 6th to 9th June 2023)

The Norwegian fair is a natural center of new trends in the maritime sector. What is on the agenda during the global maritime industry's leading fair, how are Danish companies positioned, and which new technologies and projects will they present?

Danish Shipyards

News and trends concerning services that Danish shipyards provide to customers.

2. section



2. section
In the monthly 2. section Technology, we delve into technical niches and inspire actors and technology suppliers with new trends.



Blue Future gives young people a complete overview of the educational opportunities in the maritime industry via interviews and portraits of inspirational young people.

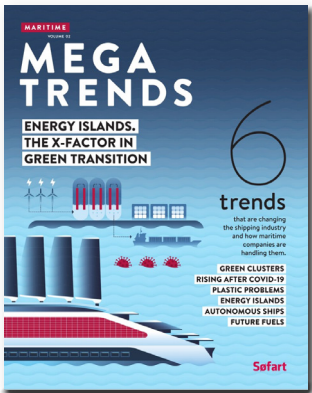


"Ports in development". How are the Danish ports developing their business, which new technologies are they working with, and which global mega-trends are affecting the industry?



Theme: Service & maintenance.
How do the Danish suppliers work with the service and maintenance of the Danish ships and oil/lubrication technology?

Magazines



Print formats

A. Double page

Format: B:546xH:365 mm
Main newspaper.....DKK 9,850
2. section.....DKK 39,850

B. 1/1 page

Format: B:266xH:365 mm
Main newspaper.....DKK 29,950
2. section.....DKK 23,450

C. 1000 mm

Format: B: 176xH:250 mm
Main newspaper.....DKK 22,450
2. section.....DKK 18,450

D. 1/2 page portrait format

Format: B:266xH:180mm

D. 1/2 cross format

Format: B:131xH:365mm
Main newspaper.....DKK 19,450
2. section.....DKK 15,450

E. 1/4 page portrait format

Format: B: 131xH:180mm
E. 1/4 cross format
Format: B: 266xH:90mm
Main newspaper.....DKK 11,750
2. section.....DKK 9,750

F. 1/8 page

Format: B: 131x100mm
Main newspaper.....DKK 8,150
2. section.....DKK 6,150

G. 1/6 page

Format: B: 86xH:175mm
Main newspaper.....DKK 9,250
2. section.....DKK 7,150

Other formats

86 x 77 BLOK
Main newspaper.....DKK 6,450
2. section.....DKK 5,150

Other formats

Indent in the main newspaper
4 pages.....DKK 69,850
8 pages.....DKK 89,850
12 pages.....DKK 99,850

Prices other formats

Ad in the main newspaper
DKK 22
Advertisement in engineering
section DKK 16

Special location

Front page.....100%
Page 330%
Page 520%
Backside.....50%
All prices are ex. VAT.

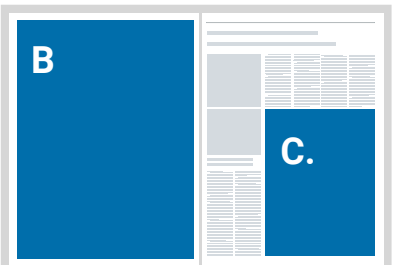
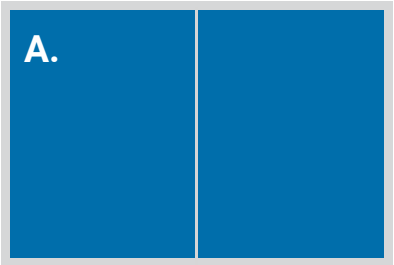
Discounts

Contact us for a good deal if you wish to order more ads. Please see the contact information on the last page.

The material formats are scaled down slightly to the magazine format.

All prices are ex. VAT, unless otherwise stated. We reserve the right to printing errors and price adjustments.

See in the back for technical specifications and conditions.



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

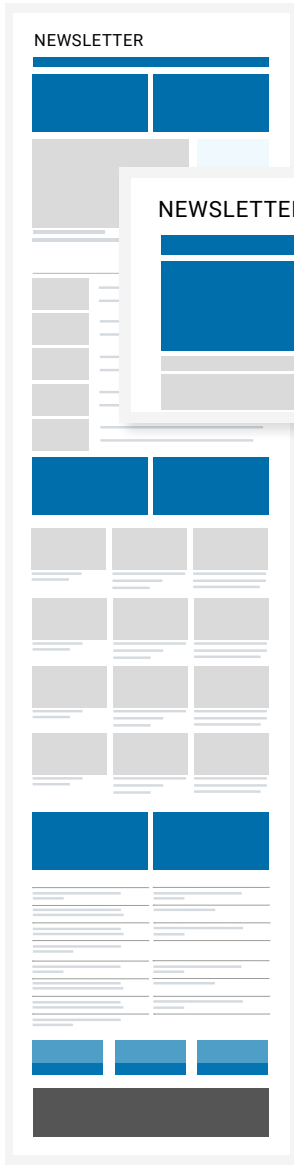
Advertising in the newsletter

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.

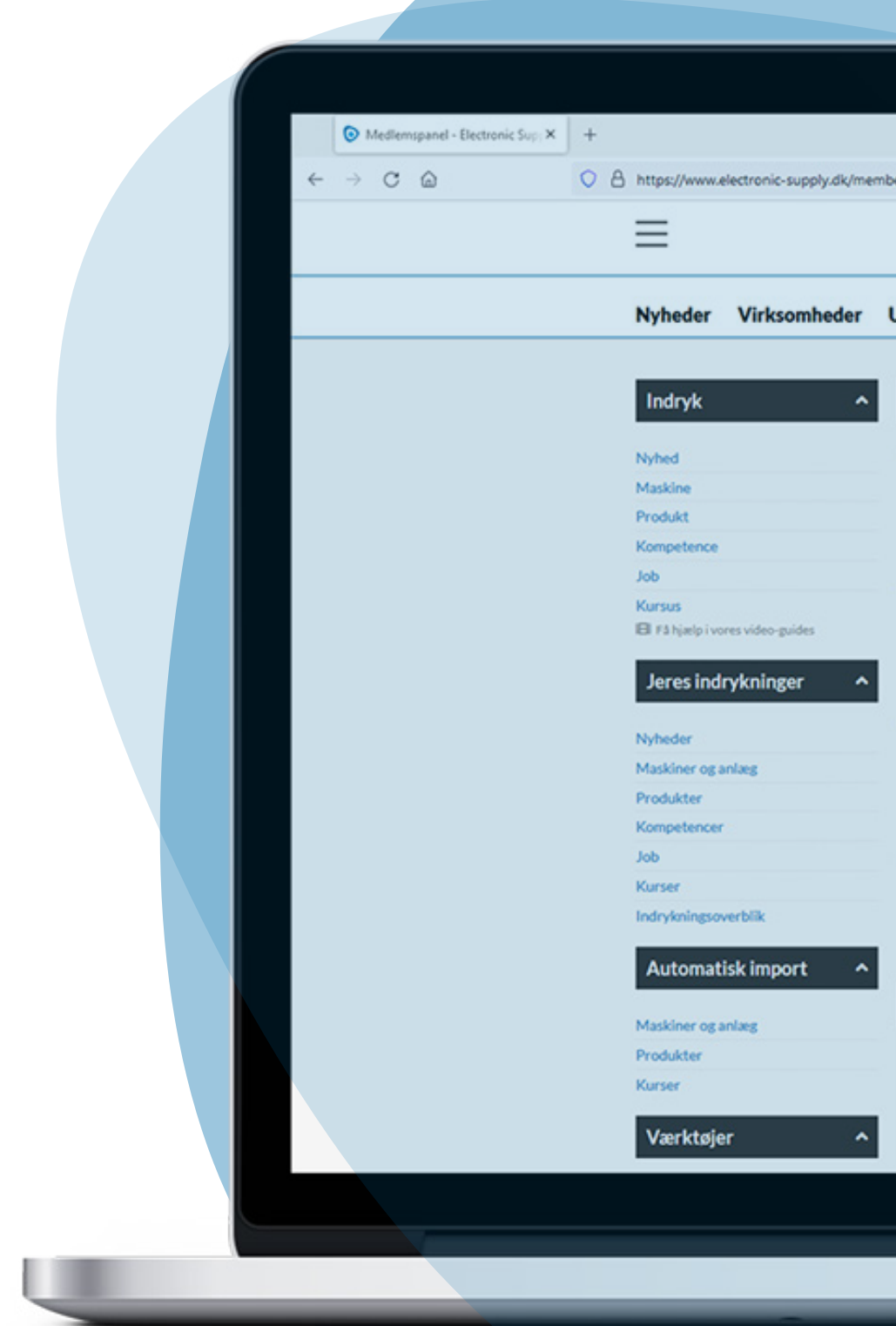
MEMBERSHIP+

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

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

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.

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 or an email from your consultant.

Nordiske Medier industry media in Denmark

Licitationen

 BUILDING SUPPLY

Mester Tidende

 PLAST FORUM

 METAL SUPPLY

Jern-Maskinindustrien

 FOOD SUPPLY

 WOOD SUPPLY

 ELECTRONIC SUPPLY

Motor-magasinet

 ENERGY SUPPLY

Magasinet Pleje

RetailNews

Søfart

Transportmagasinet

FREMTIDENS LOGISTIK

 Lastbil Magasinet

 TRANSPORTODAY

EnergyIslandNews

LynetteholmNews

FemernNews

 Nordiske Medier

Phone: +45 72 28 69 70
info@nordiskemedier.dk

www.nordiskemedier.dk

CVR: 10150825