



Media information 2025

Building Supply

A part of Nordiske Medier A/S

Content

Building Supply 3
Facts about Building Supply 4
Target Audience for Print 5
Editorial Content..... 6
Building Supply’s Publications 7
Publications 8
Regular Sections 11
Exhibitions and Events 12
Print formats 14
Technical Specifications - Print 15

Building Supply

Building Supply is one of the leading trade media for the country's largest material producers, builders' merchants, and small to medium-sized trade businesses. We cover the entire value chain in the construction and civil engineering sector, from suppliers of machinery and equipment to dealers and manufacturers, and provide information and news on everything from supplier relationships to regulatory conditions and product news – for example, from builders' merchants.

Building Supply closely follows the largest players in the industry, including the country's biggest material suppliers and leading hardware chains. Additionally, we delve into technological advancements, such as new revolutionary building materials and machinery.

Journalistically, Building Supply focuses on topics relevant to businesses, with particular emphasis on operations, development, challenges, and opportunities. The goal is to provide readers with the knowledge they need to run a more efficient and successful business.

Contact the Editorial Team

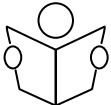
Email: redaktionen@building-supply.dk

www.building-supply.dk

Facts about Building Supply

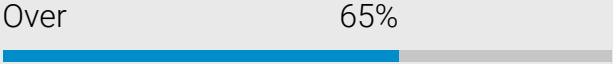


TOTAL CIRCULATION
17,807 *



READERSHIP
Per 1 insertion
24,000 **

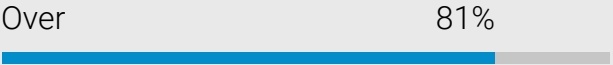
*Print circulation and e-newspaper **Source: readership data from Index Danmark Gallup, full year 2023



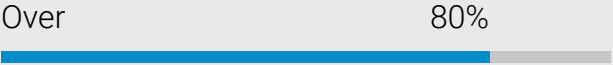
Over 65% of our readers rate Building Supply as a good or very good medium



Over 90% of our readers are directors or owners



Over 81% of our readers prefer to read the Building Supply newspaper

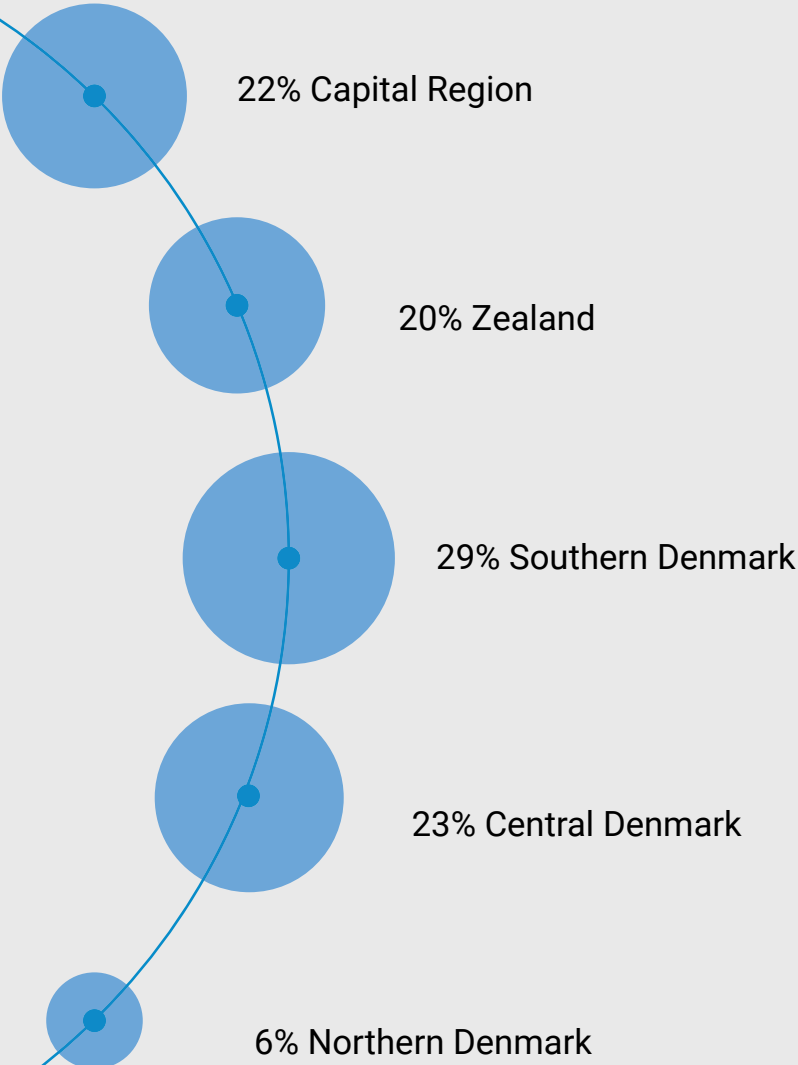


Over 80% of Building Supply's readers believe that the most important content is general industry news

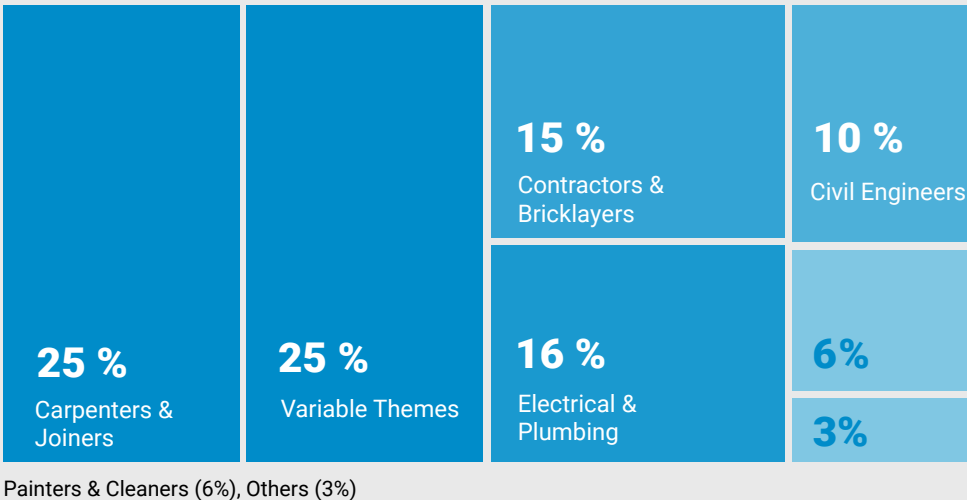
Reader Survey 2024

Target audience for print

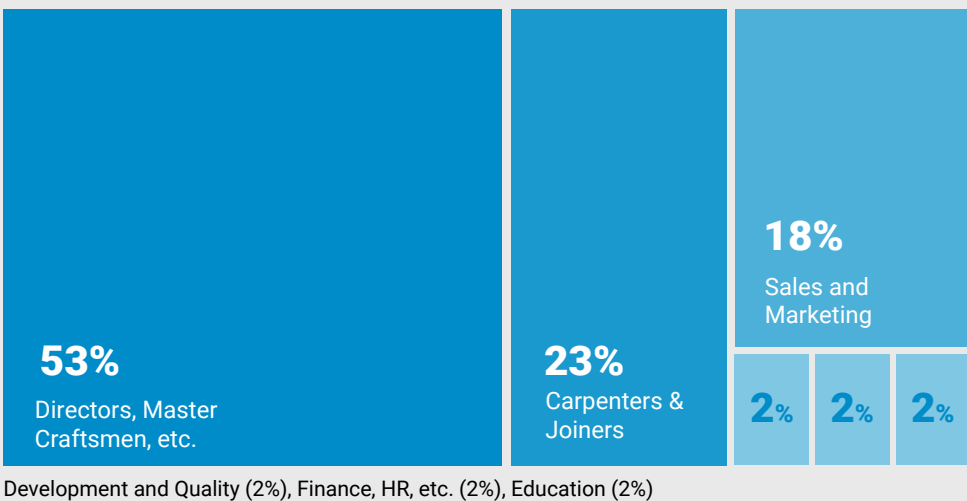
Geographic Distribution



Distribution by Company type



Distribution by Position



Editorial Content

Editorial Content and Sections

Building Supply's core readers are master craftsmen and trusted journeymen (construction managers, procurement officers, etc.), and it is therefore read both in the master's office and on construction sites.

One of the main objectives of Building Supply is to inform masters about new products, work methods, and regulations, enabling them to improve both work processes and the company's bottom line.

Additionally, Building Supply serves suppliers, dealers, and manufacturers in the construction industry by providing knowledge and news about supplier relationships and product offerings, including those from builders' merchants.



Building Supply's Publications



Building Supply

The main newspaper is published in print 16 times a year, but you can always follow the industry online at www.nordiskemediehus.dk/building-supply.



Scan the QR code to view Building Supply's publications online

Regular Sections



Carpenters and Joiners
Published 16 times a year



Master Tips
Published 16 times a year



Electrical & Plumbing
Published 16 times a year



Contractors & Bricklayers
Published 16 times a year



The Civil Engineer
Published 16 times a year



Painters & Cleaners
Published 16 times a year

Publications

	Theme	Publications	Deadline
Building Supply NO. 1		20-01-2025	06-01-2025
Building Supply NO. 2		24-02-2025	10-02-2025
Building Supply NO. 3	Byggeri 2025	10-03-2025	24-02-2025
Building Supply NO. 4	Advertising test	24-04-2025	10-03-2025
Building Supply NO. 5		28-04-2025	14-04-2025
Building Supply NO. 6	VVS-Messen 2025	12-05-2025	28-04-2025
Building Supply NO. 7	Rørcenterdagene 2025	02-06-2025	19-05-2025
Building Supply NO. 8		11-08-2025	28-07-2025
Building Supply NO. 9		25-08-2025	11-08-2025
Building Supply NO. 10		08-09-2025	25-08-2025
Building Supply NO. 11		22-09-2025	08-09-2025
Building Supply NO. 12		06-10-2025	22-09-2025
Building Supply NO. 13	Advertising test	20-10-2025	06-10-2025
Building Supply NO. 14		03-11-2025	20-10-2025
Building Supply NO. 15		17-11-2025	03-11-2025
Building Supply NO. 16		01-12-2025	17-11-2025



Regular Sections

Regular Sections in Building Supply

Contractors & Bricklayers

This section focuses on the bricklaying and contracting industry, with a particular emphasis on the sector's conditions and its unique position in creating quality construction—ranging from single-family homes to major hospitals. Contractors & Bricklayers also covers material choices and effective building methods.

The Civil Engineer

This section focuses on all the tasks undertaken by earthworks and road contractors, landscape gardeners, sewer specialists, and others. It highlights both traffic and underground infrastructure, including water and sewage systems, as well as the casting of foundations and concrete decks, and the creation of gardens and parks.

Painters & Cleaners

The painting and cleaning industry is a finishing trade, demanding great care from both practitioners and from producers and suppliers to deliver high-quality work. This section focuses on methods, product choices, and effective tools that can help industry professionals meet the stringent

demands for flawless finishes.

Master Tips

Focuses on effective IT tools for time and project management, estimation, quality control, and documentation. It also covers new legislation and the handling of employment and termination rules.

Carpenters and Joiners

Focuses on one of the largest trades in the country—the carpentry and joinery industry. This sector is rapidly evolving, which is why we publish a dedicated section that delves into the niche. We feature tool and trades vehicle reviews, coverage of new building methods and products, and news about suppliers and manufacturers in the industry.

Electrical & HVAC

Focuses on technical contractors and electrical and plumbing installers, including the HVAC segment (Heating, Ventilation, Air Conditioning). We address the industry's operating conditions and provide high-level professional information about products and services that can help streamline business processes.



Trade Shows and Events

Additional Visibility through Trade Show Activities

BYGGERI '25

The BYGGERI fair is Denmark's largest construction trade fair, held at MESSE C in Fredericia. The fair is attended by professionals from the construction industry, who gain insights into the latest trends and exchange knowledge and experiences.

VVS-fair

The VVS Fair is Denmark's largest trade fair for the entire HVAC industry. It offers the opportunity to explore the latest trends and developments, as well as gain valuable insights into the industry's progress. The fair also provides a unique chance to network and exchange experiences with other industry professionals.

Rørcenterdagene

Rørcenterdagene is the largest outdoor drainage fair in the Nordic region. It caters to all those interested in water and drainage technology and climate adaptation, including sewer masters, contractors, consultants, manufacturers, as well as individuals employed by utility companies or in public administration, and anyone else with an interest in the field.

Årets Håndværker

Årets Håndværker is the construction industry's equivalent of the Oscars in Hollywood. The event takes place at the Cirkusbygningen in Copenhagen, where Building Supply highlights the many proud craftsmen competing for the title of Årets Håndværker (Craftsman of the Year) across a wide range of traditional construction and engineering disciplines.



Print formats

A. Full page

Format: B: 266xH:365 mm
 Main newspaper..... DKK 29,950
 Special Sections..... DKK 22,950
 Back page DKK 34,950

B. Double Page Spread

Format: B: 546xH:365 mm
 Main newspaper..... DKK 49,850
 Special Sections..... DKK 39,850

C. Half Page Vertical

Format: B: 131xH:365 mm
 Main newspaper..... DKK 19,450
 Special Sections..... DKK 15,450

D. Half Page Horizontal

Format: B: 266xH:180 mm
 Main newspaper..... DKK 19,450
 Special Sections..... DKK 15,450

E. Quarter Page Vertical

Format: B: 131xH:180 mm
 Main newspaper..... DKK 10,950
 Special Sections..... DKK 9,250

F. Quarter Page Horizontal

Format: B: 266xH:90 mm
 Main newspaper..... DKK 10,950
 Special Sections..... DKK 9,250

Prices for other formats

Advertisement, etc.,

in main newspaper DKK 22
 Advertisement, etc.,
 in specialist section DKK 16

Creative Ad Formats

Ad per mm in Main Newspaper:.....
 DKK 26
 Ad per mm in Special Sections: DKK
 21

Special Placements:

Page 3 20%
 Page 5 15%
 Alle priser er ex. moms.

Other formats

Blok 86x100 mm
 Main newspaper..... DKK 6.150
 Special Sections..... DKK 4.650

Front page

86x80 mm DKK 9,950
 176x80 mm DKK 15,450
 41x110 mm DKK 8,150
 41x75 mm DKK 7,150
 63x50 mm DKK 7,150

Other formats

Insertion in Main newspaper
 4 Pages..... DKK 79,850
 8 Pages..... DKK 99,850
 12 Pages DKK 119,850

Insertion in Special Sections

4 Pages..... DKK 69,850
 8 Pages..... DKK 89,850
 12 Pages DKK 99,850

Sample Price for Inserts:

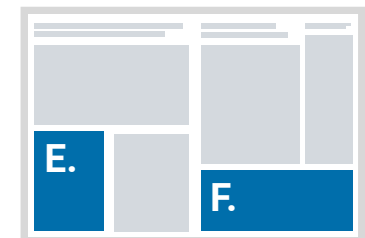
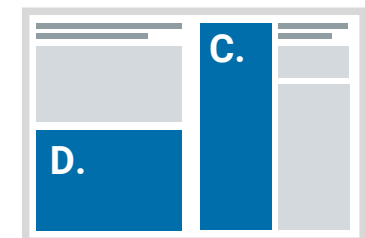
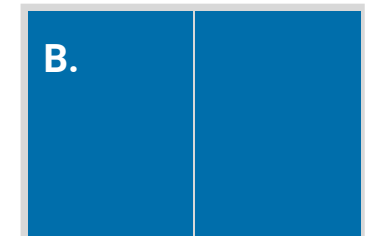
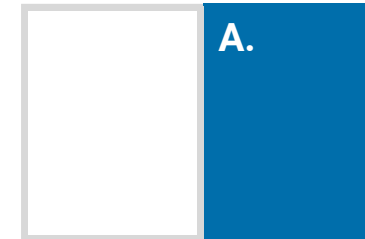
Approximately 18,000 pieces up
 to 25 grams: DKK 49,500, i.e., DKK
 2.75 per piece. Ad production with
 1 proof: DKK 600

Discounts

If you wish to order multiple
 ads, please contact us for a
 favorable agreement. For contact
 information, please see the last
 page.

Formats are magazine sizes
 scaled slightly down for
 newspaper magazine format. All
 prices are excluding VAT, unless
 otherwise stated. We reserve the
 right for typographical errors and
 price adjustments.

For technical specifications and
 terms, see the end of the media
 information.





Technical Specifications - Print

Materials

Send materials to:
materiale@nordiskemedier.dk

Compensation

Material compensation by arrangement, up to a maximum of 5%.

Repro

If Nordiske Medier does not receive fully completed advertisement material, the completion of the material will be invoiced at 50 øre per mm.

Formater

Newspaper format.....	Tabloid
Columns 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
Full page.....	266x365 mm
Double Page Spread:.....	546x365 mm
Paper Quality:.....	49 gram
Number of Columns.....	6

*Full bleed..... Not possible
*Special Supplement: 5 mm bleed allowance, but without crop marks.

Specifications

Layout File: Adobe IDML file InDesign, packaged with all links.

PDF

Produced with Acrobat Distiller, containing all fonts, images, graphics, and colours defined as CMYK (job settings for Acrobat Distiller can be requested).

For further details, please refer to the industry standard for digital advertising material agreed upon by DRRB, DFF, and DDPFF. Various descriptions, setting files, etc., can be downloaded from www.kankanikke.dk.

Images/Illustrations/Graphics

Colour: All Photoshop formats at least 200 dpi.
Black & White: All Photoshop formats at least 200 dpi.
Line Drawings: .eps and .ai.
Tiff, .eps, and .jpg at least 600 dpi.
The "overprint" function must not be used.

Colors

Defined as CMYK (RGB and Pantone colours will be converted to CMYK).

Complaints Regarding Colour Advertisements

For colour advertisements, the newspaper accepts no responsibility for any minor deviations from the original material's colours. The newspaper reserves the right to reject complaints about advertisements where the material was previously flagged as less suitable for reproduction or where the submission deadline has been missed.

Compression

Stuffit, Zip.

Other Terms

Please refer to our terms and conditions at www.nordiskemediehus.dk/kontakt/handelsbetingelser-og-privatlivspolitik/ or email from your consultant.

Deadlines og materialelevering

Ved aflevering af materiale senere end de aftalte deadlines eller ved manglende overholdelse af tekniske specifikationer, kan Nordiske Medier ikke garantere, at kampagnen kan afvikles i den aftalte periode.

Technical Specifications

Technical specifications can be found at www.nordiskemediehus.dk/building-supply. Changes or cancellations of ads can be made up to 4 weeks before the campaign date without charge.

If changes are made to the campaign period or the order is cancelled less than 4 weeks before the campaign start date, 50% of the order amount will be charged. If changes are made or the booking is cancelled 7 days or less before the campaign start date, the full order amount will be charged.

General terms and conditions

General terms and conditions can be found at www.nordiskemediehus.dk/kontakt/handelsbetingelser-og-privatlivspolitik-dk/ or by emailing your consultant.

Nordiske Medier

At Nordiske Medier, we want our customers to be happy and satisfied. Therefore, we are ready to assist you with any questions regarding subscriptions, advertising, memberships, newsletters, invoices, or anything else you may need.

Contact us

Phone: +45 7228 6970

Email: info@nordiskemedier.dk

Phone support

Open weekdays from 8:00 AM to 3:00 PM

Sales department

If you wish to purchase a subscription or are curious about our other products, you can contact our sales department directly at salg@nordiskemedier.dk.

Addresses

Nordiske Medier A/S
Mimersgade 47, 5th Floor
DK-2200 Copenhagen N
Denmark

Nordiske Medier A/S
Gunnar Clausens Vej 34
DK-8260 Viby J
Denmark

Nordiske Medier A/S
Østre Havnegade 63-65
DK-9000 Aalborg
Denmark Nordiske Medier

A/S
Havnegade 29, 2nd Floor
DK-5000 Odense C
Denmark

www.nordiskemedier.dk
CVR: 10150825

