

Transportmagasinet

MEDIEINFORMATION 2022



A part of Nordiske Medier A/S

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Nordiske Medier

Nordiske Medier is the largest Nordic company within professional media, with roots reaching back 250 years.

With more than 50 regular titles in Denmark and Sweden - both in print and online - and over 100 different speciality magazines and newsletters, we are covering the Nordic business community through constructive, credible and independent news.

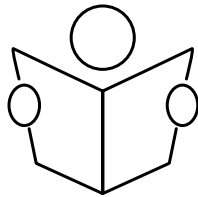
We cover the overall technological, political, and economic conditions of great significance on the industry. Furthermore, we provide news about colleagues, customers, and suppliers in the industry and in-depth industry analyses and portraits of the industry’s key players.

We are always focused on connecting our readers and advertisers in the industries we cover while inspiring both big and small businesses we write about and for. We contribute to better business for the Nordic business community by creating contact between professionals actors and acting as the Nordic region’s largest and strongest professional media business in everything we do.

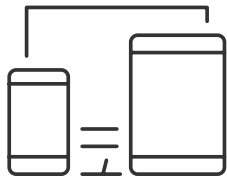
Nordiske Medier is part of DET NORDJYSKE MEDIEHUS.



Facts about Nordiske Medier



Over 450.000
print readers



Over 1.000.000
page views a week



Over 500.000
newsletters a week



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Jesper B. Nielsen

Direct telephone: +45 23 42 12 22
Email:
jbn@transportmagasinet.dk

Contact the editors
redaktionen@transportmagasinet.dk

www.transportmagasinet.dk

Transportmagasinet

Focus on editorial content

Our editorial focus is on freight transport - by land, sea and air. We have a special focus on road transport, as more than 90 percent of the goods in Denmark are transported by truck.

We look at transport from the haulier's point of view. We test trucks, do interviews with industry professionals and portraits of hauliers.

Our journalist at Christiansborg follows the political events that can have an impact on the industry up close.

Audience

Transportmagasinet is an industry newspaper for decision-makers in the Danish haulage and transport industry. Most of our readers have their own haulage business, and they use Transportmagasinet to stay informed about the industry, competitors and new equipment.





TARGET GROUP AND STATISTICS

Target group and statistics

Transportmagasinet in numbers

Transportmagasinet’s newsletter is sent out daily to more than 9,200 people in the industry and has more than 167 member companies that actively use the portal in their everyday lives.

The companies are located throughout the country and are evenly distributed by company size.


The user profile and recipients of the newsletter are characterized by being decision makers - ie. primarily directors, purchasing managers, production managers, sales managers. In addition, sellers and buyers in general, as they use the newsletter to stay up to date on what is happening with their customers and suppliers.

Our newsletter recipients are all

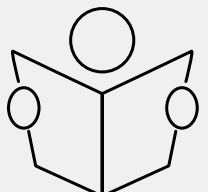
relevant recipients. We regularly contact all key people in the industry by phone, to make sure we reach the right target group with our newsletter. The recipients of the newsletters are regularly replaced in connection with job changes and the like.

We regularly unsubscribe recipients if we receive the newsletter returned.

24.000 readers
– anyone with an interest in your subject-specific industry




TOTAL CIRCULATION
16.128*




READERSHIP
V / 1 indentation
24,000 **

* Print run and e-newspaper
** Source: Index Denmark Gallup, Full year 2020


Over 53,000 online visitors



ONLINE VISITORS
53,775 visitors / month ***



ONLINE VIEWS
99,676 views / month ***

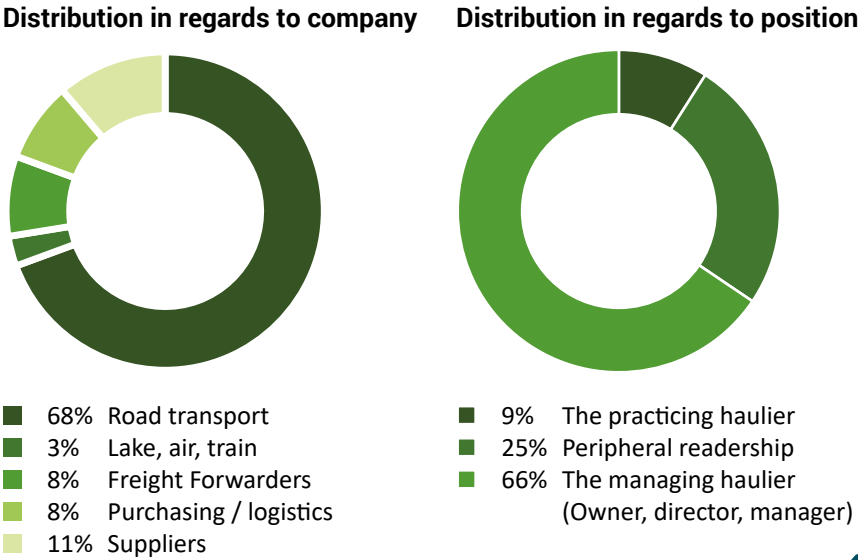


NEWSLETTER
Dispatched daily to 8,455 recipients
Opening rate: 22.59%

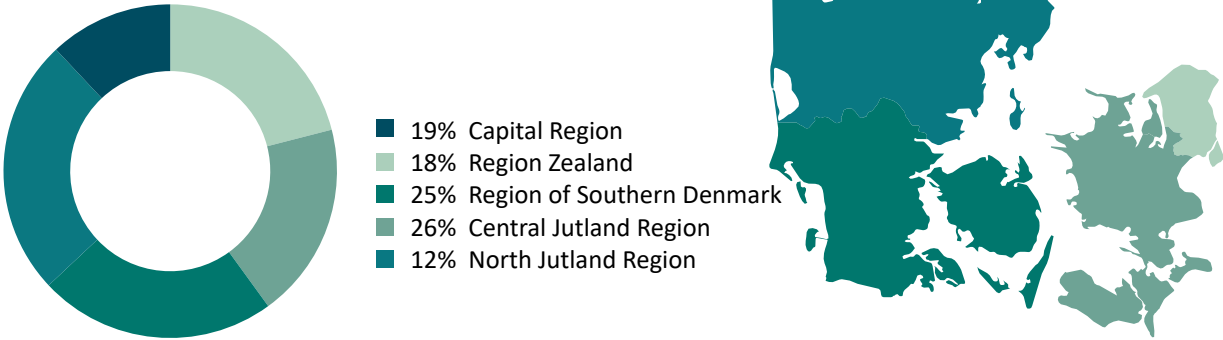
*** transportmagasinet.dk - May 2021

Statistics for online and print

Who are our readers




Geographical distribution of recipients of Transportmagasinet




Who are our subscribers


8 out of 10 subscribers read at least half of all newspapers




5 out of 10 subscribers read more than half of the newspaper



8 out of 10 subscribers have an influence on readers’ purchases



9 out of 10 subscribers read the ads in the newspaper



SUBSCRIPTION ADVERTISING PRINT

Subscription

Become a subscriber and stay oriented in your industry

As a subscriber to Transport-magazine, you can easily stay up to date with what's happening in your industry. With us you get the quick overview and the latest news on our website, app or through our newsletter. In addition, in our print newspaper you can get the deep insight through constructive and credible interviews, portraits and industry analyzes.

As a subscriber you get:

- A personal login for use across devices

- Unlimited access to all locked and unlocked items
- The newspaper delivered on optional address in Denmark
- Specialty magazines delivered to any address in Denmark
- Full access to the e-newspaper and previous issues
- Unlimited access to article archive, previous publications and specialty magazines
- Business subscription
- If you are a larger group of employees in the same com-

pany who want to read our content, we can offer several tailor-made solutions with e.g. a multi-user agreement with automatic login via an IP setup or a large customer agreement with personal logins.

Contact us for a quote
Telephone number: 72 28 69 70
subscription@nordiskemedier.dk

Read more and order your subscription now at
transportmagasinet.dk



Advertising – Print

Eksponer din virksomhed i den rette kontekst

Target your marketing and be seen in the right context. Nordiske Medier's newspapers have more readers than other professional media, where many of our readers are important decision-makers. The print newspapers tune into relevant focus areas in the respective industries, where your company has the opportunity to make itself visible in specific themes and magazines through various ad formats.

The selection of ad formats is many. Some classic examples of formats can be seen on the next page. We also offer crea-

tive formats to increase the possibility of greater attention - text and images do not always do it alone.

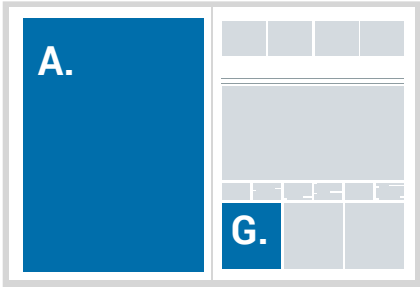
It is possible to place the ad in connection with relevant, editorial content e.g. in sections and themes that help give your marketing increased credibility and ensure that it is read and not just seen.

Print ads have long-lasting effects and great branding value So even though there has been a significant development in online advertising, we still see print ads as an effective means

of visibility for many years to come. The print ads are also in the electronic iPaper and in the PDF edition.

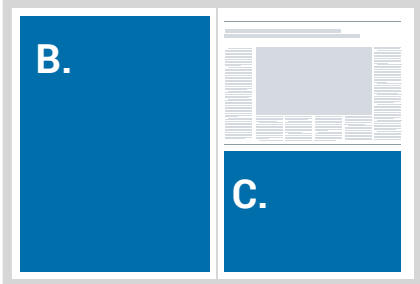
The iPaper and PDF editions are used from both computers or tablets and are at the same time the newspaper readers' newspaper archive. We are constantly working to optimize the circulation so that we hit the target groups even deeper and more precisely than other media can offer. Of course, we do this to always be able to offer targeted advertising opportunities.

Formats – Print



A. Back 1/1 side
Format: W: 266xH: 365 mm
4 colors:DKK 26,500

Prices other formats
Text page ads
pr. mm DKK 12
Job and Profile
- pr. mm DKK 10
The second-hand market
incl. 4f - pr. mm.....DKK 3



C. 1/2 page cross format
Format: W: 266xH: 180 mm
4 colors:DKK 13,900

Special location + 15%
Material allowance by agree-
ment, however max. 5%
All prices are ex. VAT.



D. 1/2 page high format
Format: W: 131xH: 365 mm
4 colors:DKK 13,900

Advertisement produced with
1 correction from NOK 600



E. 1/2 page A4
Format: W: 176xH: 270 mm
4 colors:DKK 14,900

Color surcharge
<300 mm pr. mm.DKK 4
> 300 mm.....DKK 1,200



F. 1/4 page
Format: W: 131xH: 180 mm
4 colors:DKK 8,300

Appendix
A great complement to your
marketing.



G. Front module
Format: W: 86xH: 180 mm
4 colors:DKK 7,500

Please call for details.



H. Text page
Format: W: 266xH: 100 mm
4 colors:DKK 8,400

Discounts
If you want to order more ads,
you are welcome to contact
us for a good deal. Please see
contact information on last
page.

I. Job advertisement
Format: W: 86xH: 135 mm
4 colors:DKK 2,900

All prices are ex. VAT, unless
otherwise stated. Reservations
are made for printing errors
and price regulation.

Other formats 4 colors
Indent
4 pagesDKK 49,000
8 pagesDKK 69,000
12 pagesDKK 89,000

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



Transportens top 2022

På gule plader

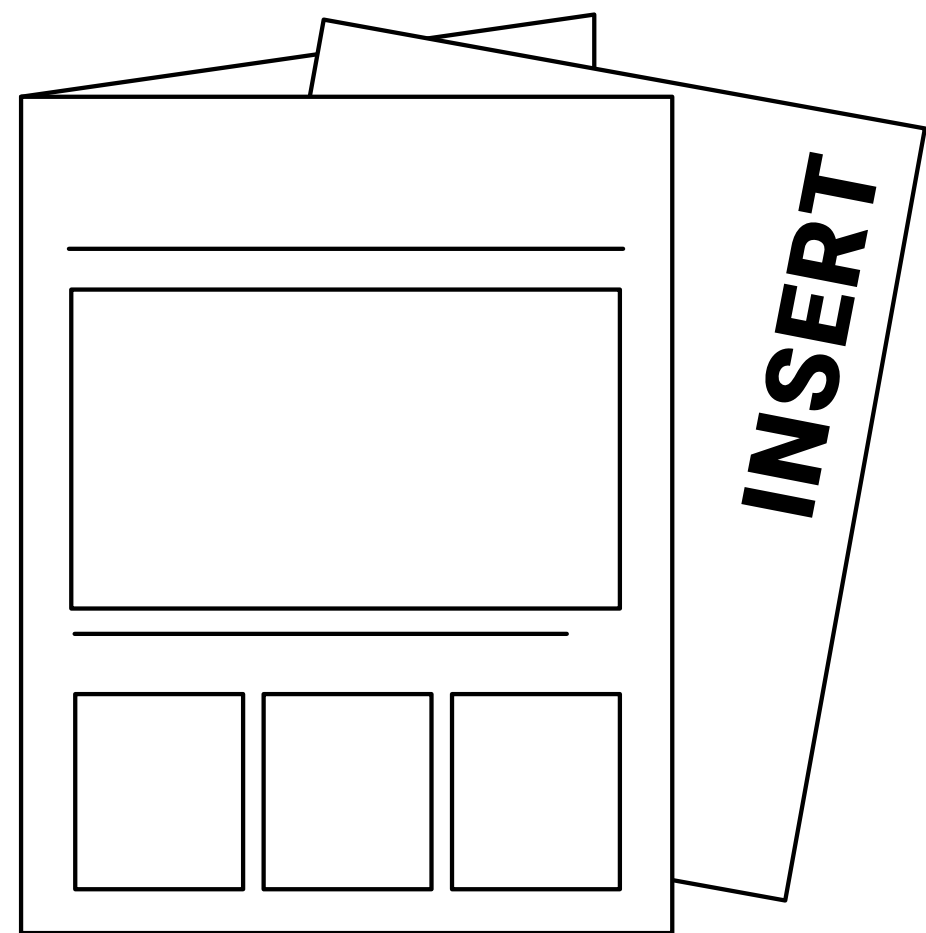
Theme plan – The main newspaper

Transportmagasinet	release	Deadline	Theme 1	Tema 2
Transportmagasinet nr. 1	14-01-22	07-01-22	Cranes & Loading Equipment	Internal Transport & Warehouse
Transportmagasinet nr. 2	04-02-22	28-01-22	Trailers	Batteries
Transportmagasinet nr. 3	25-02-22	18-02-22	Fuel & Lubricants	Wash & Maintenance
Transportmagasinet nr. 4	18-03-22	11-03-22	Tire	Car painting
Transportmagasinet nr. 5	08-04-22	01-04-22	Lifting equipment	Education
Transportmagasinet nr. 6	29-04-22	22-04-22	Internal Transport & Warehouse	Structures
Transportmagasinet nr. 7	20-05-22	12-05-22	Cranes & Loading Equipment	Equipment & Furnishings
Transportmagasinet nr. 8	10-06-22	03-06-22	Refrigerate / Freeze Transport	Special transport
Transportmagasinet nr. 9	24-06-22	17-06-22	Fuel & Lubricants	Leasing & Financing
Transportmagasinet nr. 10	05-08-22	29-07-22	Car Inspection & Test Equipment	Structures
Transportmagasinet nr. 11	19-08-22	12-08-22	Cranes & Loading Equipment	Car painting
Transportmagasinet nr. 12	09-09-22	02-09-22	Trailers	Internal Transport & Warehouse
Transportmagasinet nr. 13	30-09-22	23-09-22	Wash & Maintenance	Lights, Mirrors & Camera
Transportmagasinet nr. 14	21-10-22	14-10-22	Fuel & Lubricants	Cranes & Loading Equipment
Transportmagasinet nr. 15	11-11-22	04-11-22	Batteries	Internal Transport & Warehouse
Transportmagasinet nr. 16	02-12-22	25-11-22	Trailers	Lifting equipment
Transportmagasinet nr. 17	16-12-22	09-12-22	Tire	Education



Insert

Achieve higher visibility with an insert



Get your printed brochure material distributed alongside one of our publications, and get your business noticed throughout the industry or by selected professional groups.

Brochure material is one of the many types of inserts posted or attached to the magazine when distributed.
An insert makes it possible to

reach recipients and decision-makers in small and medium-sized enterprises while giving you high visibility with the reader who opens the newspaper.

Contact us for an offer on telephone: +45 72 28 69 70 or mail: salg@nordiskemedier.dk



Advertising – Banner

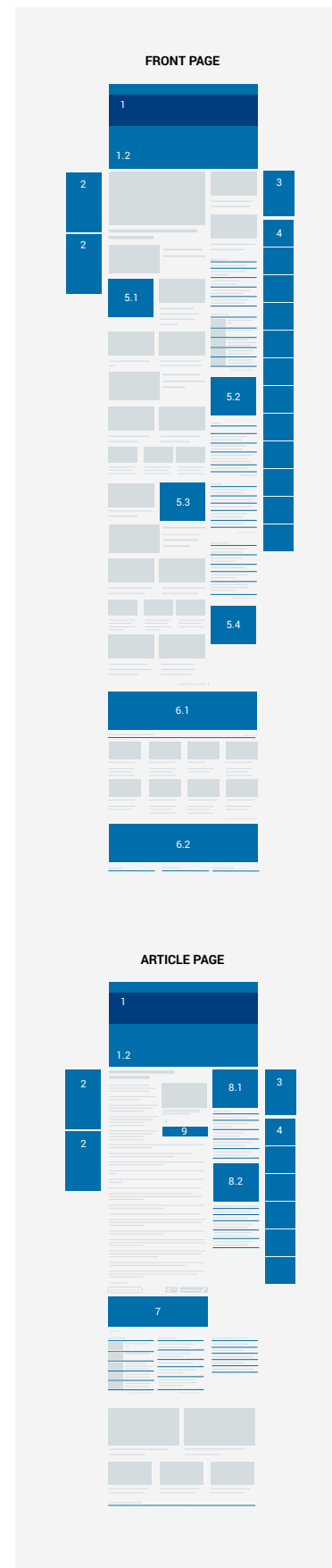
Our site is responsive, and the banners adapt depending on the screen they are displayed. Note that banners for mobile are readable on the various screens. The banners share space with up to 3 others. However, title banners are placed alone, while sticky banners share space with up to 2 others. The banners rotate at page breaks.

All banners can be either static or animated - HTML5, gif or script - with the exception of title banners. Deliver animated banners in the formats: .jpg, .gif, .png or HTML5.

FRONT PAGE	ARTICLE PAGE
1) Top banner Format: W: 930 pixels x H: 180 pixels Size: max. 70 kB Front page + the other pages ... DKK9.000	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 Front page + the other pages DKK 17.000	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 Front page + the other pages .. DKK 7.500	2) Sticky banner * 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 Front page + the other pages .. DKK 4.750	3) Corner banner * Format: W: 200 pixels x H: 300 pixels Size: max. 70 kB Article..... DKK 4.750
4) Page banner * Format: W: 200 pixels x H: 175 pixels Size: max. 40 kB Front page + the other pages .. DKK 1.400	4) Page banner * Format: W: 200 pixels x H: 175 pixels Size: max. 40 kB Article..... DKK 1.400
5) Campaign banner - frontpage 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	7) Article banner Format: W: 660 pixels x H: 200 pixels Size: max. 100 kB Article:..... DKK 5.000
5) Campaign banner 1 & 2 - others Format: W: 300 pixels x H: 250 pixels Size: max. 70 kB Other pos. 1: DKK 2.850 Other pos. 2: DKK 2.250	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
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	9) Title banner Format: W: 300 pixels x H: 60 pixels Banner is static Size: max 20 kB Article:..... DKK 9.500

* Sticky banners, corner side banners and side banners are only displayed on desktop.

All prices are monthly membership prices. For technical specifications and conditions see the back of the media information.



Advertising – Newsletter

The newsletter is broadcasted to the industry per email and contains relevant industry news.

General specifications for ads in the newsletter are:

- The ads are static
- Finished material is to be delivered in the file formats: .jpg, .gif or .png
- Finished graphic files must not exceed 50 kB.

Streamer

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

Top ad full size
Format: W: 820 x H: 200 pixels
Price per. publication:DKK 4,000

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

Mid-ad full size
Format: W: 820 x H: 200 pixels
Price per. publication:.....DKK 3,000

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

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

Bottom ad
Format: W: 400 x H: 200 pixels
Price per. publication:.....DKK 1,000



The prices presuppose that you are a member on the magazine.
For technical specifications and conditions see the end of media information.



Search engine optimization

Get to the top on Google

Make customers discover you when they are searching for what your company has to offer.

With an SEO package from Nordiske Medier, we help you optimize your website using several parameters so that customers easily find you.

- We optimize on:**
- Technical performance
 - Text constitution
 - Ease of use
 - Linkbuilding

In addition, we offer Google Ads, where we cooperate with you as a customer to identify keywords and optimise campaigns.

Fill out the SEO formular and receive a free SEO report. [CLICK HERE](#)

GET STARTED



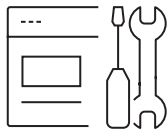
ANALYSIS



RUN-THROUGH

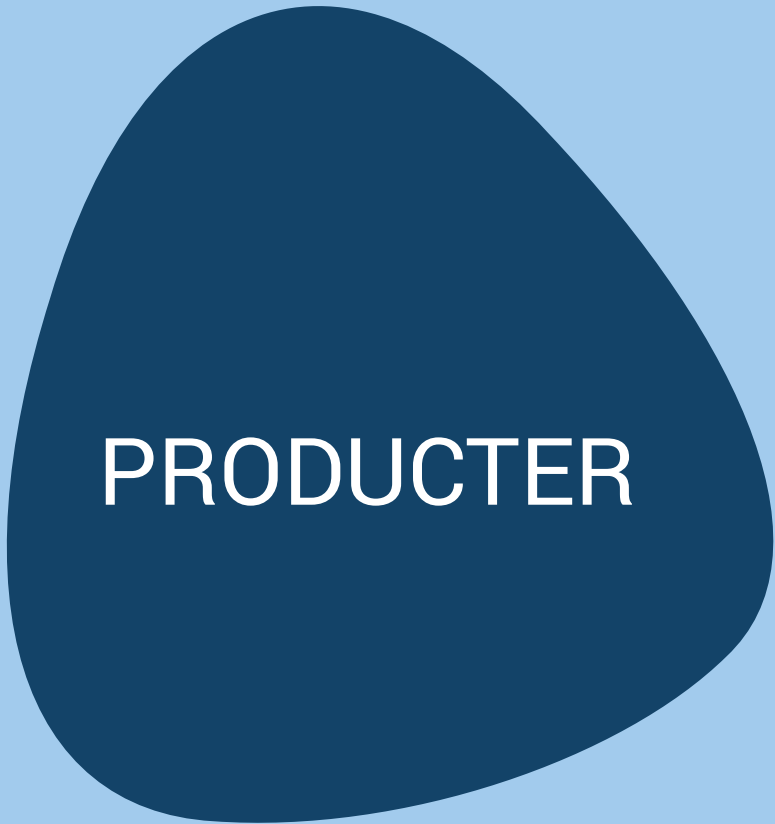


OFFER



READY

Contact
Do you have any questions concerning SEO, please contact us on telephone +45 72 28 69 70



Advertorial

Tell your story and have it read by the right audience

Take advantage of a unique opportunity by enlightening potential collaborators or new customers about the projects that illuminate the core competencies of your business.

An advertorial is an advertisement designed as an article. Your company can work together with Nordiske Medier's

commercial copywriters to create an ad with a journalistic expression. We can prepare the advertorial for all our media - both print and online.

Our online advertorials have a maximum length of 2.000 keystrokes (incl. spaces). It is possible to prop up the ad with pictures and a link to a video.

With an advertorial we offer

- Effective marketing
- Commercial copywriters
- Relevant and value-creating content for targeted readers
- Ranking among other articles
- High SEO value

If finished material is to be delivered, the deadline is two weeks before indentation.

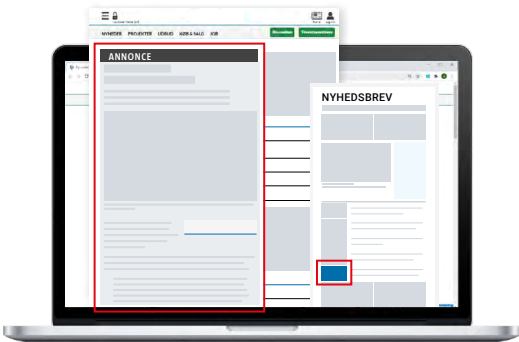
ADVERTORIAL PRINT PACKAGE



29,950 DKK.

- Indrykning i en eller flere af vores fagrelevante medier
- Placering blandt de øvrige artikler i avisen
- Eksponering i e-avis med link
- Udarbejdelse af tekst og grafisk opsætning direkte målrettet det relevante medies læsere

ADVERTORIAL ONLINE PACKAGE



15,000 DKK.

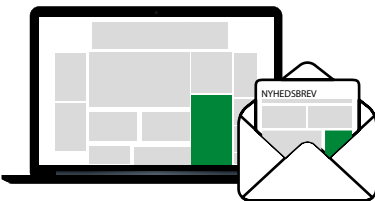
- Runs for the duration of one week - from Monday to Sunday incl. setup
- Placement on the front page of the news flow among other articles
- Placement in the newsletter under regular articles on Monday
- Final report on total number of views

Job-in-Focus

Easy and quick access to your future employee

With Job-In-Focus, your employee search is made visible on the desired portals' front page and among articles. Thereby, you reach more than a thousand qualified candidates who are constantly keeping updated within your industry.

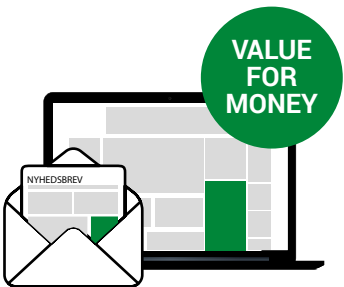
JOB-IN-FOCUS SOLO



3,850 DKK.

- 30 days on website under "Job-In-Focus"
- 30 days in the newsletter under "Job-In-Focus"

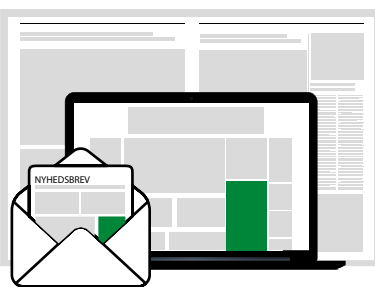
ONLINE PAKKE



6,950 DKK.

- Job-In-Focus SOLO 30 days advertising on the home page as a side banner
- 1 view in the newsletter (middle or bottom ad)
- Production of ads
- **RESULT GUARANTEE ***

COMBI



10,950 DKK.

- Job-In-Focus SOLO 30 days advertising on the home page as a side banner
- 2 views in the newsletter (middle or bottom ad)
- 1 teaser ad (86x100 mm) in the print edition
- Production of ads
- **RESULT GUARANTEE ***

*Free re-posting as "JOB-IN-FOCUS" if the right candidate is not found.

Purchases

Robotscanning / Crawling

Automatic scanning, so all your job ads automatically comes to the portal.

Print advertising

- Teaser advertisement (86x100 mm): DKK 3,000
- Job posting (131 x 180 mm): DKK 5,000
- Full storage (full page): DKK 10,000 (Prices only apply to purchases).

For price, contact your regular job consultant. **Contact:** tel .: +45 72 28 69 70 or jobannoncer@nordiskemedier.dk

Membership

Targeted marketing

– 365 days a year

With a membership, you gain direct access to the Nordic region's largest niche portal, marketing tool and portal that showcases your company news, competencies and sales towards a relevant target group - all year round. Having a membership means that your company gets an efficient, tailor-made marketing tool, making your marketing visible to a relevant and sharply defined target group.

Membership or Membership+
We offer two variants of our membership.

Membership allows your business to use the features of the members' panel.

With a Membership+, you receive support to post news, machines, skills, jobs, courses and fairs via your member profile. Through dialogue between you and our customer support, we help you to use the marketing tool and become more visible in the industry.

Read more about the features below the section "Indentations".

Tool

- Visibility in the industry
- Market insights
- Professional advice
- Induction of jobs
- Easy indentation of news and products
- Half price online advertising
- User-friendly marketing tool

Become a member

	MEMBERSHIP	MEMBERSHIP+
Company profile	●	●
Login to membership panel	●	●
50% on online advertising	●	●
Professional advice 2-4 times a year	●	●
Marketing tool for inserting news, products and competencies on media website and newsletter	●	●
News indent support		●
Support for indentation of products and competencies		●
SEO optimized indentations		●
Support for registration in Market overview		●

Indentations

Become visible in

the industry

Company profile
When your company signs up for a membership, we create a company profile for you, thereby granting you access to the Nordic region's largest niche marketing tools. You become a part of an extensive network of relevant professional groups and contacts with a company profile. The company profile is searchable and links directly to your website.

Login
With a login to the member pro-

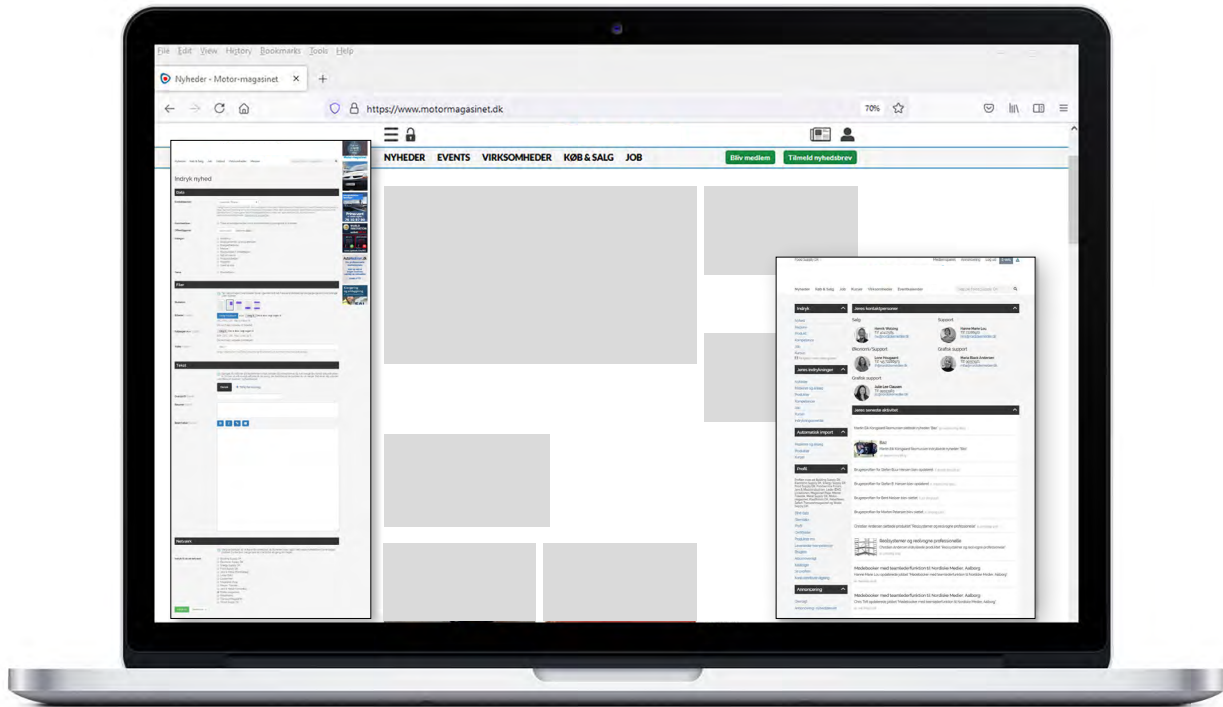
file, you gain access to a string of benefits.

Insertion of news
Once a day, your company has the opportunity to write one news story out to the industry - e.g. in connection with an anniversary, a new order, a new product.

Indentation can also be
Your company can present your products, machines or competencies directly to the target group.

Courses and fairs
When organising or participating in courses or fairs, you can easily make the course or participation visible at the fair through your membership.

Discount on advertising
With a membership, you get 50% on advertising purchased on the website and in the newsletter.



Technical specifications – Print

Material

Material is sent to:
materiale@transportmagasinet.dk

Reimbursement

Material allowance after an agreement, however, max. 5%.

Cancellation policy

Cancellation and date changes must be in writing no later than 14 days before the release date. If changes in the indentation plan discard discount conditions, the paid out discount will be debited.

Repro

If Nordiske Medier does not receive completed advertising material, the completion is invoiced with 50 øre pr. mm.

Formats

Newspaper format	Tabloid
Slit 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 (storage)	546x365mm

Paper quality

newspaper	49 grams
Number of columns	6
* To edge.....	Not possible

Color ads complaints

The newspaper assumes no responsibility for any minor deviations from the colours of the original material when printing colour ads. The newspaper

reserves the right to reject complaints about ads where the material, in advance, is deemed less suitable for reproduction or where the submission has exceeded the deadline.

Specifications

LAYOUT FILE: Adobe IDML file InDesign. Packed with all links.

PDF

PDF file produced with Acrobat Distiller containing all fonts, images, graphics and colours defined as CMYK. (Job setting for Acrobat Distiller can be requisitioned). Incidentally, reference is made to Industry Standard for digital advertising material agreed between DRRB, DFF and DDPFF. Various descriptions, settings files mv. can be picked up at MAIL@MAIL.DK

Pictures / illustrations / graphics

Color: All Photoshop formats for at least 200 dpi.
B / W: All Photoshop formats in at least 200 dpi.
Line drawing: EPS and Ai. TIFF, EPS and JPG at least 600 dpi.
The "overprint" function must not be used.

Colors

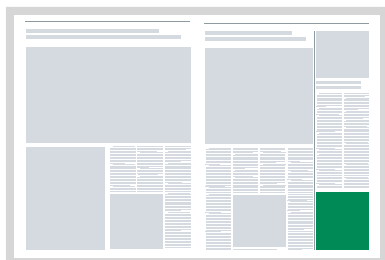
CMYK-defined (RGB and Pantone we separate to CMYK).

Compression:

Stuffit, Zip.

Other conditions

Please refer to our trading conditions on
www.nordiskemedier.dk or mail from your consultant.



Technical specifications – Online

Deadline

The deadline is agreed upon with the graphic designer, who submits the booked ad campaign, specifications and deadline.

Delivery of finished material

The deadline for delivery of finished material is two weeks before starting.

The advertisement incl. link to the landing page is sent directly to the email: online@nordiskemedier.dk

Graphic assistance

If you need a graphic designer to help with your design, these 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.
• Deliver logo and graphic elements as .eps or .ai vector graphics
• The text is sent separately in a .docx format or the mail with the material.

We need to receive your material no later than ten days before the ad campaign starts.

Banners are free of charge

when ordered a minimum of two months before; otherwise, the price is 500 DKK per banner.

Banner advertising

Our site is responsive, and the banners adapt to the screen they are shown on. Be aware that banners are legible on vari-

ous screens.

The banners share space with up to 3 others. However, title banners are placed alone, while sticky banners share space with up to 2 others. The banners rotate at page breaks.

All banners can be both static or animated - HTML5, gif or script - with exception of the title banner. Deliver banners in the formats: .jpg, .gif, .png or HTML5.

For HTML5 banners specifically

When delivering HTML, all source material must be collected and sent in a zip file. The zip file must max fill ten MB.

It will be an advantage that The HTML5 file stays inside a frame of 20 seconds.

HTML5 files can only be used

for banners on the portal because mail programs cannot handle the file type.

Forward fallback banners

for use on mobile and tablet screens if HTML and script banners are not made responsive.

Advertisement guidelines

The difference between advertisement and editorial content must be clear to the readers. Therefore, ads must differ from the editorial layout - both on the portal and in the newsletter, so readers are not misled and think that an ad is an article written by the editorial staff.

Generally, advertisers are asked to use a different font than ours. The word "Advertisement" appears on the website automatically just above the banner. However, the term "Advertisement" should be stated clearly at the top of the ad when advertising in the newsletter, so there is no doubt that it is an ad - in doing so, we follow the legislation in this area.

If we consider the ad too close to the editorial texts, we will request the change font and/or add the company logo so that it is clear that it is an advertisement. We do this to live up to the rules laid down by the Consumer Ombudsman.

Furthermore, all advertisements should only concern own business and own products - i.e. none misleading or bad publicity of the competitors - in doing so, we follow the Marketing Act.



Nordiske Medier industry media in Denmark

CONSTRUCTION

📡 BUILDING SUPPLY

📡 KOMMUNEFOKUS

Licitationen

Mester Tidende

INDUSTRY

📡 METAL SUPPLY

Jern-Maskinindustrien

📡 FOOD SUPPLY

📡 PLAST FORUM

📡 ELECTRONIC SUPPLY

📡 WOOD SUPPLY

THE TRANSPORT SECTOR

Transportmagasinet

FREMTIDENS LOGISTIK

Søfart

AUTO INDUSTRIES

Motor-magasinet

THE SUPPLY SECTOR

📡 ENERGY SUPPLY

RETAIL INDUSTRY

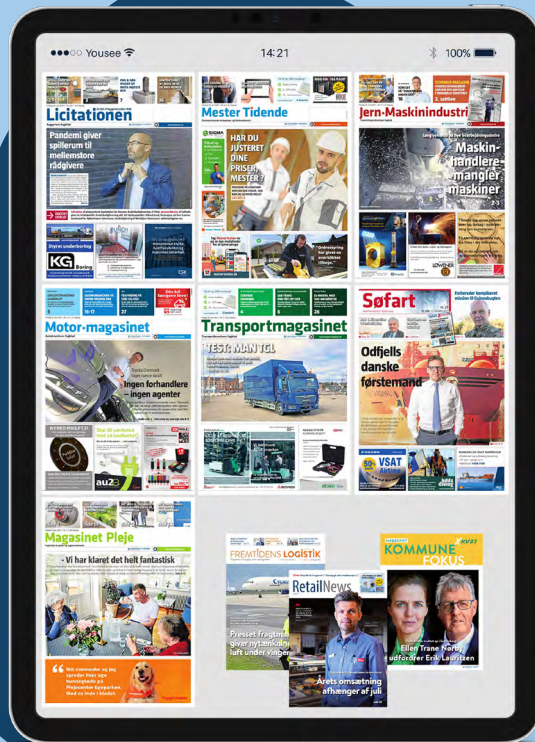
RetailNews

THE CARE SECTOR

Magasinet Pleje

HR & MANAGEMENT

LEDER IDAG.DK



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