

Media information 2024

# Electronic Supply

Part of Nordiske Medier A/S

 **ELECTRONIC SUPPLY**

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## Electronic Supply

We get close to the Danish electronics industry. The industry media Electronic Supply delivers news, insights, and perspectives to the Danish electronics industry.

We cover everything from the smallest EMS companies to the major players, spanning topics such as drones, sensors, 5G hardware, research, battery systems, and whatever the creative and dedicated industry achieves.

We are there when companies crack the code for successful business, when a CEO signals new times ahead, and when orders and employees pour in. Our focus is on news, but we also delve behind the scenes of the industry, delivering stories about startups or how a great idea turned into a thriving company.

Our mission is to create inspiration and enthusiasm within the industry.

**Contact:** Journalist Morten Hermann  
Direct phone: +45 99 35 39 74  
Email: [mhe@nordiskemedier.dk](mailto:mhe@nordiskemedier.dk)

**Contact the editorial team**  
[redaktionen@electronic-supply.dk](mailto:redaktionen@electronic-supply.dk)  
[www.electronic-supply.dk](http://www.electronic-supply.dk)

# Target Audience & Statistics

Facts about Electronic Supply

Electronic Supply in Numbers

Target Audiences – Online

# Facts about Electronic Supply

Electronic Supply’s newsletter is sent out daily to over 5,700 professionals in the industry, and currently, we have 237 member companies actively using Electronic Supply’s member portal in their everyday operations. These companies are located throughout the country and are evenly distributed in terms of size.

The user profile and recipients of the newsletter

are characterized by being decision-makers. That is primarily directors, procurement managers, production managers, and sales managers. Additionally, it includes sales representatives and buyers in general, as they use the newsletter to stay updated on what is happening with their customers and suppliers.

All recipients of our newsletter are relevant

recipients. We regularly contact all key individuals in the industry by phone to ensure that we reach the right audience with our newsletter. There is a continuous turnover in the recipients of the newsletters due to job changes and similar reasons.

We unsubscribe recipients if the newsletter is returned to us.



**ONLINE VISITORS**  
20,043 visitors \*\*\*



**ONLINE VIEWS**  
31,831 views/month \*\*\*



**NEWSLETTER**  
Sent daily to 5,798 recipients



**NEWSLETTER**  
Open rate (unique opens) 31.53%

\*\*\* electronic-supply.dk – May 2023

# Who reads Electronic Supply?



More than

**80%**

of our readers have rated  
Electronic Supply as a good  
media.



More than

**20%**

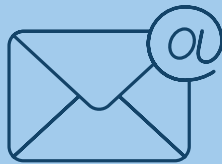
of our readers are employed in  
a company with more than 20  
employees.



More than

**84%**

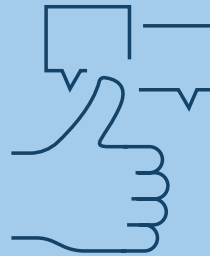
of our readers use Electronic  
Supply as their primary source of  
news for information about the  
electronics industry.



More than

**96%**

of our readers believe that receiving Electronic Supply's newsletter is important.



More than

**80%**

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



More than

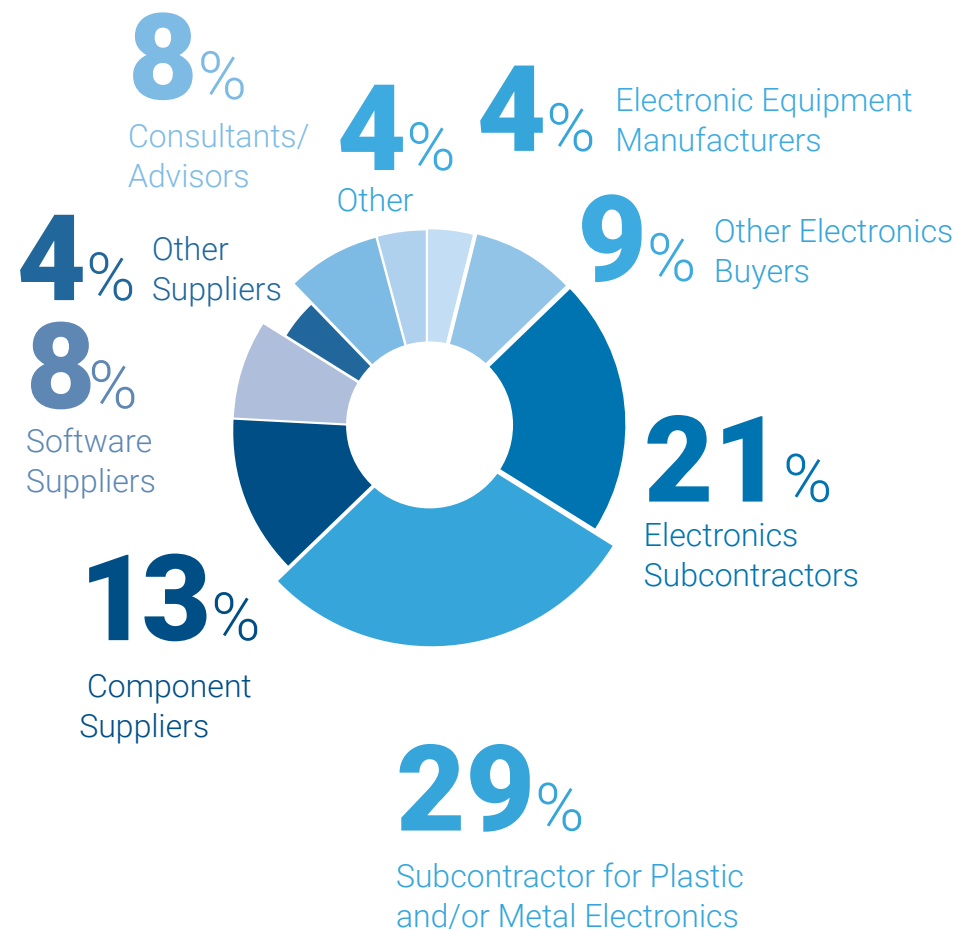
**78%**

of our newsletter subscribers read half or all of the newsletter daily.

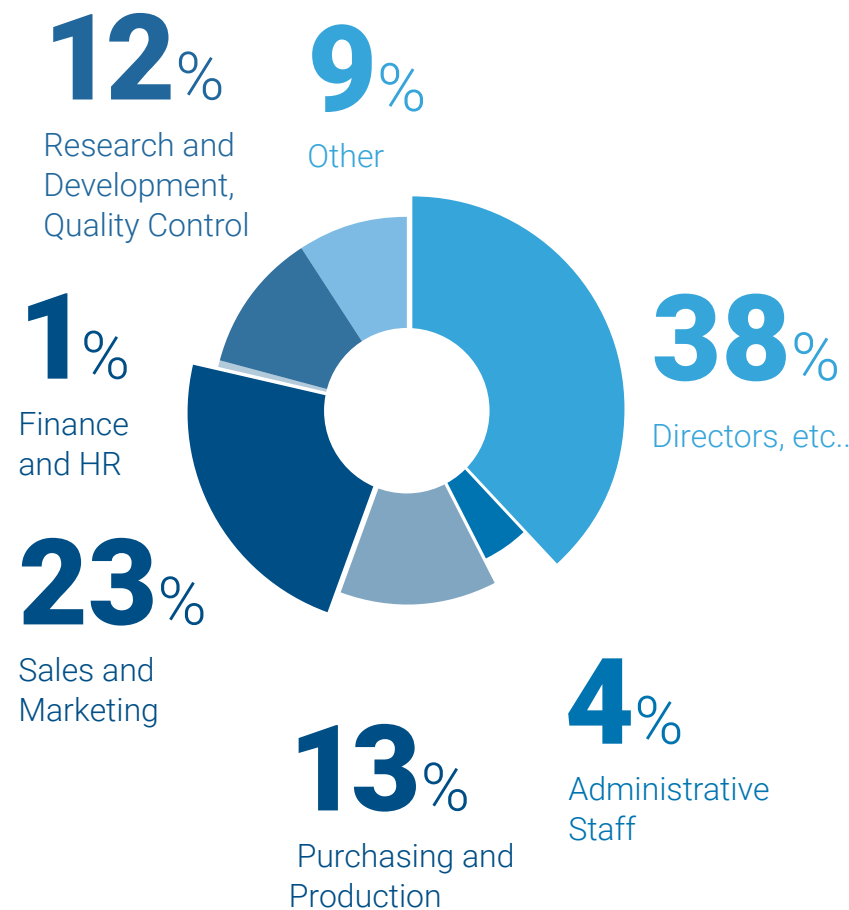
\* Reader survey 2023

# Target audience

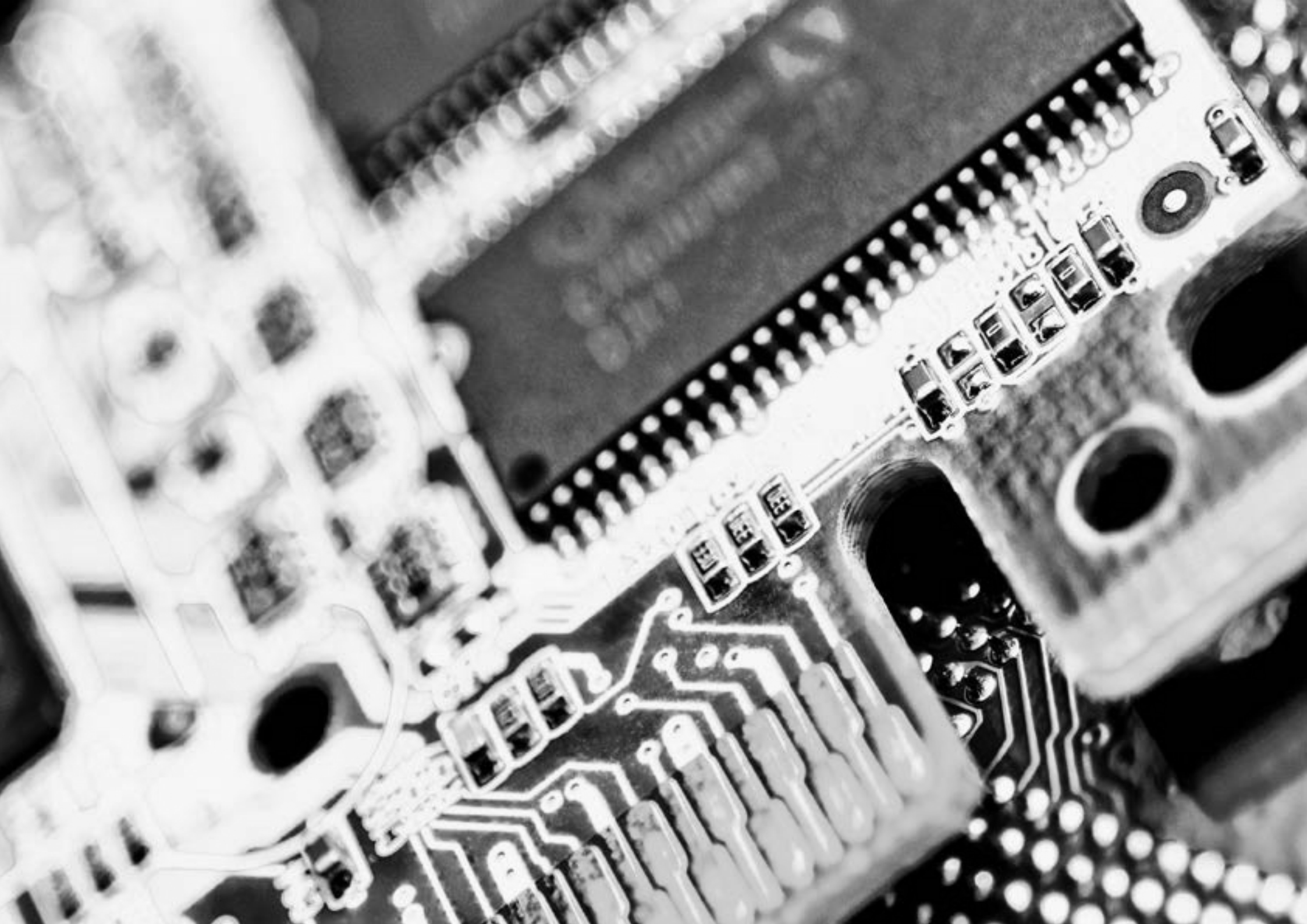
Distribution by Company



Distribution by Job Position







# Online formats and specifications

## Front page banner advertising

Our site is responsive, and the banners adapt to the screen they are displayed on.

The banners share space with up to 3 others. However, title banners are displayed alone, while sticky banners share space with up to 2 others.

The banners rotate on page shifts. All banners can be either static or animated – HTML5, gif, or script – with the exception of the title banner.

Animated banners are provided in the following formats: .jpg, .gif, .png, or HTML5.

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

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

## Front page banner advertising



1) Top Banner  
Format: W: 930 pixels x H: 180 pixels  
Size: max. 70 kB  
Front page + other pages ..... 9,000 DKK



1.2) Billboard  
Format: W: 980 pixels x H: 540 pixels  
Size: max. 150 kB  
Front page + other pages ..... 17,000 DKK



2) Sticky banner\*  
Format: W: 240 pixels x H: 400 pixels  
Size: max. 90 kB  
Front page + other pages ..... 4,500 DKK



3) Corner Banner\*  
Format: W: 200 pixels x H: 300 pixels  
Size: max. 70 kB  
Front page + other pages ..... 3,000 DKK



4) Side banner\*  
Format: W: 200 pixels x H: 175 pixels  
Size: max. 40 kB  
Front page + other pages ..... 2,500 DKK



5) Campaign Banner – Front page  
Format: W: 300 pixels x H: 250 pixels  
Size: max. 70 kB  
Front page pos. 5.1 - 5.3: ..... 5,000 DKK  
Front page pos. 5.2 - 5.4: ..... 3,500 DKK



5) Campaign Banner 1&2 – Other  
Format: W: 300 pixels x H: 250 pixels  
Size: max. 70 kB  
Other positions 5.1 - 5.3: ..... 2,500 DKK  
Other positions 5.2 - 5.4: ..... 2,100 DKK



6) Giga banner 1&2  
Format: W: 980 pixels x H: 250 pixels  
Size: max. 150 kB  
Front page pos. 6.1: ..... 4,000 DKK  
Front page pos. 6.2: ..... 2,500 DKK

## Banner advertising on the article page

Our site is responsive, and the banners adjust to the screen they are displayed on.

The banners share space with up to 3 others. However, title banners appear alone, while sticky banners share space with up to 2 others.

The banners rotate with each page change. All banners can be either static or animated – HTML5, gif, or script – except for the title banner.

Animated banners are provided in the formats: .jpg, .gif, .png, or HTML5.

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

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

## Banner advertising on the article page



1) Top banner  
Format: W: 930 pixels x H: 180 pixels  
Size: max. 70 kB  
Article..... 9,000 DKK



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



2) Sticky banner\*  
Format: W: 240 pixels x H: 400 pixels  
Size: max. 90 kB  
Article..... 4,500 DKK



3) Corner banner\*  
Format: W: 200 pixels x H: 300 pixels  
Size: max. 70 kB  
Article..... 3,000 DKK



4) Side banner\*  
Format: W: 200 pixels x H: 175 pixels  
Size: max. 40 kB  
Article..... 2,500 DKK



7) Article Banner  
Format: W: 660 pixels x H: 200 pixels  
Size: max. 100 kB  
Article..... 4,000 DKK



8) Campaign 1&2 – artikel  
Format: W: 300 pixels x H: 250 pixels  
Size: max. 70 kB  
Article pos. 8.1: ..... 5,000 DKK  
Article pos. 8.2: ..... 3,500 DKK



9) Title Banner  
Format: W: 300 pixels x H: 60 pixels  
Banner is static  
Size: max 20 kB  
Article..... 2,500 DKK

# Advertising in the newsletter

The newsletter is sent to the industry via email and is read by decision-makers, purchasers, and other professionals who wish to stay updated on the industry's most current news.

General specifications for the advertisements in the newsletter are:

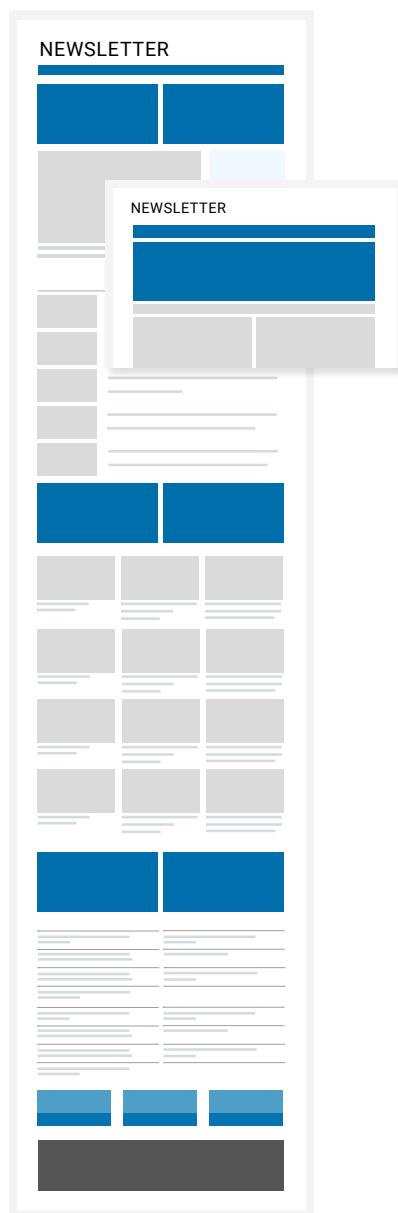
- Advertisements are static.
- Finished material should be submitted in the file formats: .jpg, .gif, or .png.
- The finished graphic file must not exceed 50 kB.

All prices are per week.

For technical specifications and conditions, refer to the end of the media information.



More than  
**96%**  
of our readers receive Electronic Supply's newsletter.



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



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



Streamer  
Format: W: 820 x H: 28 pixels  
Price per week:.....2,500 DKK



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

Mid Ad full size  
Format: W: 820 x H: 200 pixels  
Price per week:..... 3,000 DKK

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

Bottom Ad full size  
Format: W: 820 x H: 200 pixels  
Price per week:..... 2,500 DKK

# Membership

## Membership+

With a Membership+, you will 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 membership
- We set up your membership to ensure you get off to a good start
- Assistance in creating sales ads for your products and sharing your news on our platforms
- Annual consultation and advice regarding target audiences, choice of media, and channels, etc.

## PREFERRED CHOICE

## Basis Membership

### Selected options with a membership

- Plan and share news posts on the member portal
- Post 1 news update per day in the media newsletter
- Unlimited creation of sales ads
- 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
- Ongoing collaboration, where you will be assigned one of Nordiske Medier's professional writers
- The option to lighten 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

Please contact us for prices via email: [salg@nordiskemedier.dk](mailto:salg@nordiskemedier.dk)

# Technical specifications - Online

## Deadline

The deadline is arranged with the graphic designer, who will provide the booked advertising campaign, specifications, and deadline. Delivery of Finished Material If finished material is provided, the deadline is 2 business days before the start.

The advertisement, including the link to the landing page, is sent directly to the email: [online@nordiskemedier.dk](mailto:online@nordiskemedier.dk).

## Graphic Assistance

If you need a graphic designer to assist with your design, the following requirements apply to images, logos, and text.

Images should be at least 80 DPI in the file formats .jpg, .tiff, .eps, .psd, and .png.

Logos and graphic elements are provided as .eps or .ai vector graphics. The text is sent separately in .docx format or in the email with the material. Material for our production should be received no later than 10 days before the

advertising campaign is scheduled to start. Banners are created for free when banners are ordered for a minimum of 2 months; otherwise, the price is 500 DKK per banner.

## Banner Advertising

Our site is responsive, and the banners adapt to the screen they are displayed on. Please note that the banners are legible on different screens.

The banners share space with up to 3 others. However, title banners are displayed alone, while sticky banners share space with up to 2 others.

The banners rotate with each page shift. All banners can be either static or animated – HTML5, gif, or script – except for the title banner. Banners are delivered in the following formats: .jpg, .gif, .png, or HTML5.

## Specific to HTML5 banners

When delivering HTML, we need to receive a zip file with the entire source material. The zip file must not exceed 10 MB. It is advantageous

for the HTML5 file to stay within a 20-second timeframe.

HTML5 files can only be used for banners on the portal, as the file type cannot be handled by email programs. If HTML and script banners are not made responsive, a fallback banner must be provided for use on mobile and tablet screens.

## Guidelines for advertisers

It must be clear to the readers what is an advertisement and what are articles written by the editorial team.

Therefore, advertisements should distinguish themselves from the layout - both on the portal and in the newsletter, so that readers are not misled and do not believe that an advertisement is an article written by the editorial team.

In general, advertisers are requested to use a different font than ours.

On the website, the word "Advertisement" automatically appears just above the banner, but

when advertising in the newsletter, the word "Advertisement" should clearly appear at the top of the advertisement, if there is any doubt that it is an advertisement - so we comply with the legislation in this area.

If we consider the advertisement to be too close to the editorial texts, we will request a change in font and/or the addition of the company's logo, so that it is clear that it is an advertisement.

This is done to comply with the rules set out by the Consumer Ombudsman.

Furthermore, only advertising for one's own company and products is allowed - meaning no misleading or negative mention of competitors - in order to also comply with the Marketing Act.





# Nordiske Mediers industry media in Denmark

Nordiske Medier is the largest media house in the Nordic region for industry-specific media. With our industry media, we cover all branches of the Nordic business community and reach many professional readers in various industries every day.



**Learn more** about all our industry media at [nordiskemedier.dk](http://nordiskemedier.dk)

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