

A photograph of several bunches of bright red radishes with green leaves, being washed under high-pressure water sprays from metal nozzles. The water is creating a misty spray around the radishes, which are glistening with water droplets.

MEDIA INFORMATION 2022

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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.

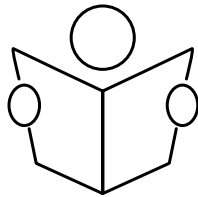
We cover the overall technological, political, and economic conditions of great significance on the industry. Furthermore, we provide news about colleagues, customers, and suppliers in the industry and in-depth industry analyses and portraits of the industry's key players.

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.

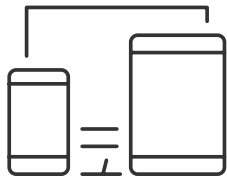
Nordiske Medier is part of DET NORDJYSKE MEDIEHUS.



Facts about Nordiske Medier



Over 450.000
print readers



Over 1.000.000
page views a week



Over 500.000
newsletters a week



Food Supply

Food Supply DK is a part of Nordiske Medier A / S. We are a online media covering the food industry, which employs more than 50.000 employees across more than 3.000 companies.

Of these, well over 800 companies employ more than 10 employees.

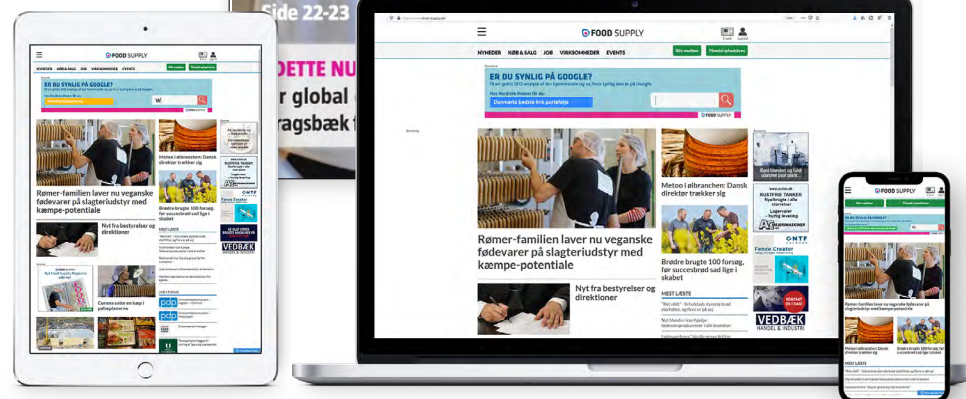
Agriculture is not included in these figures, as Food Supply focuses on the industry itself , not least, industrial enterprises with more than 10 employees, and their suppliers.

Contact: Journalist
Henrik Kongsgaard

Direct telephone: +45 99 35 39 79
E-mail: hk@nordiskemedier.dk

Contact the editors
redaktionen@food-supply.dk

www.food-supply.dk



TARGET
GROUP AND
STATISTICS

Target group and statistics

Food Supply in numbers

Food Supply’s newsletter is broadcasted daily to over 16.000 people within the industry and has about 590 membership companies that actively use the portal every day.

These companies are placed all over the country and are evenly distributed by company size.

Our newsletter recipients are characterised by being decision-makers, primarily directors, purchasing managers, production managers, and sales managers. Sellers and buyers are also found in our audience, and they use the newsletter to stay updated on their customers and suppliers.

Our newsletter recipients are all relevant recipients. We continuously contact all key people in the industry to ensure that our newsletters are hitting the right audience. Moreover, we are making ongoing replacements in the newsletter audiences connected with recipients potential job change or other.

We are continuously removing recipients whenever newsletters bounce.

20.975 issues

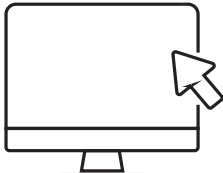
- All with an interest in your specialised industry.




TOTAL ISSUES
20.975 *

*Print issue and e-newsletter


67.000 online visitors



ONLINE VISITORS
67.315 visitors/monthly**



ONLINE VIEWS
126.384 views/monthly**

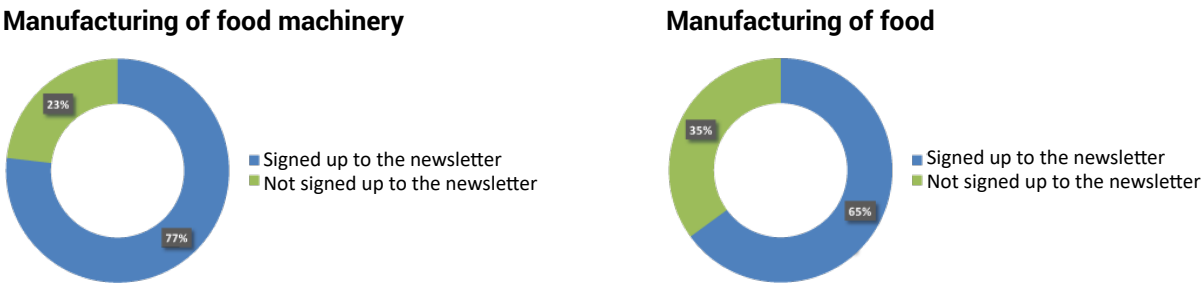
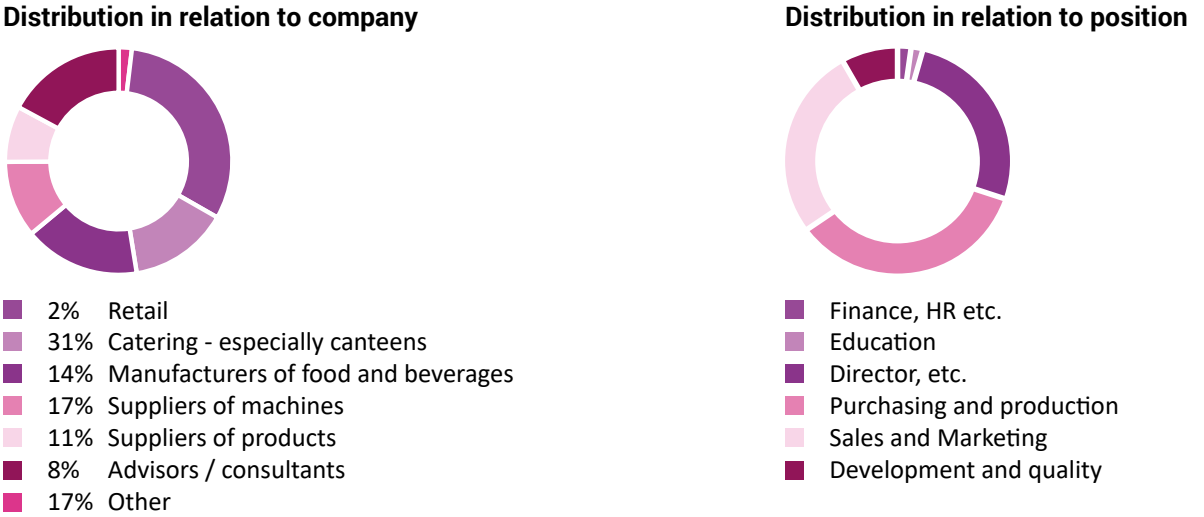


NEWSLETTER
Distributed daily to 16.000 recipients
Opening rate: 17,35%

**food-supply.dk - May 2021


Online and print statistics

Who are our readers




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




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



5 out of 10 subscribers have contacted suppliers based on the content



9 out of 10 subscribers read the ads in the newspaper



ADVERTISEMENT PRINT

Theme plan – Main newspaper

Issue	Release	Deadline
Food Supply Magazine nr. 1	11.02	28.01
Food Supply Magazine nr. 2	20.05	06.05
Food Supply Magazine nr. 3	09.09	26.08
Food Supply Magazine nr. 4	18.11	04.11

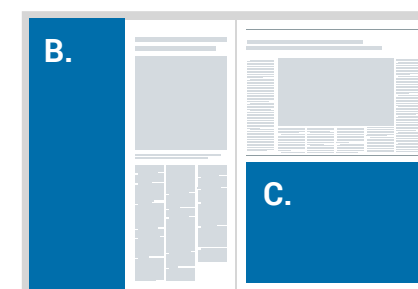
Formats – Print



A. 1/1 page

Sizes: W266x365 mm

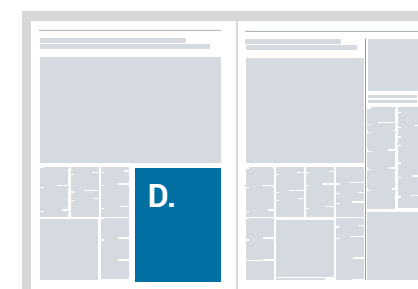
4 colors: DKK 21,500



B. 1/2 page high format

Sizes: W131x365 mm

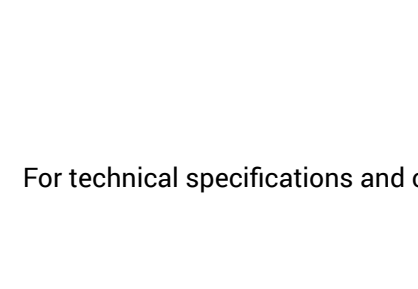
4 colors: DKK 16,250



C. 1/2 page cross format

Sizes: W266x180 mm

4 colors: DKK 16,250



D. 1/4 page

Sizes: W131x180 mm

4 colors: DKK 11,000

Material

The format can go to edge and must be received with 5 mm. bleed and cutting marks.

For technical specifications and conditions, look in the back of the media information.



ONLINE
ADVERTISEMENT

Advertisement – 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

1) Top banner

Format: W: 930 pixels x H: 180 pixels
Size: max. 70 kB
Front page + the other pages
Price: DKK 12,000

1.2) Billboard

Format: W: 980 pixels x H: 540 pixels
Size: max. 150 kB
Front page + the other pages
Price: DKK 25,500

2) Sticky banner *

Format: W: 240 pixels x H: 400 pixels
Size: max. 90 kB
Front page + the other pages
Price: DKK 10,000

3) Corner banner *

Format: W: 200 pixels x H: 300 pixels
Size: max. 70 kB
Front page + the other pages
Price: DKK 6,500

4) Page banner *

Format: W: 200 pixels x H: 175 pixels
Size: max. 40 kB
Front page + the other pages
Price: DKK 2,000

5) Campaign banner - frontpage

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 - others

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 8,850
Front page pos. 6.2: DKK 2,500

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) Page 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

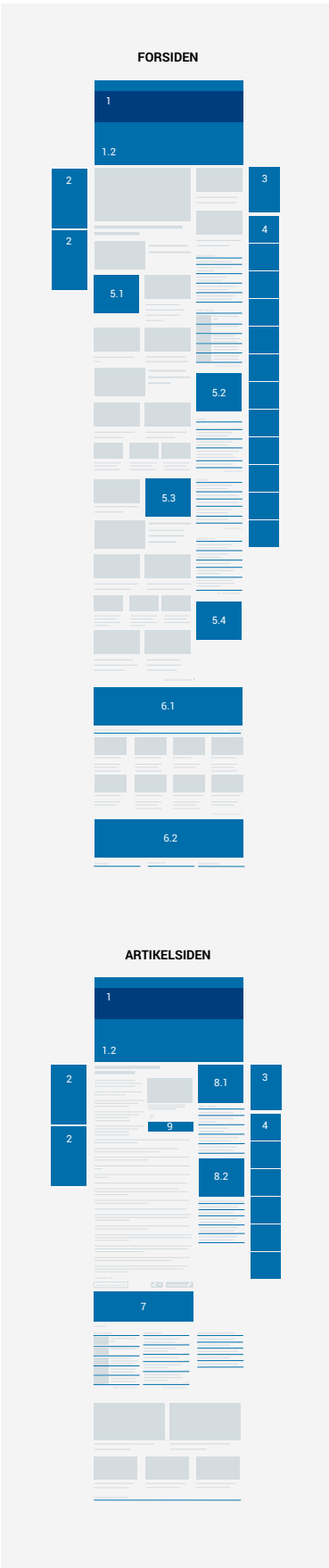
8) Campaign Banner 1 & 2 - Article

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

* Sticky banners, corner side banners and side banners are only displayed on desktop. All prices are member prices per month. For technical specifications and conditions see the back of the media information.



Advertisement – Newsletter

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

General specifications for the ads in the newsletter are:

- The ads are static
- Finished material to be delivered in 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 7,500

Top ad full size

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

Top Ad

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

Middle ad 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 2,000

Bottom Ad 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 1,500

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





Advertisement – Fremtidens Automation

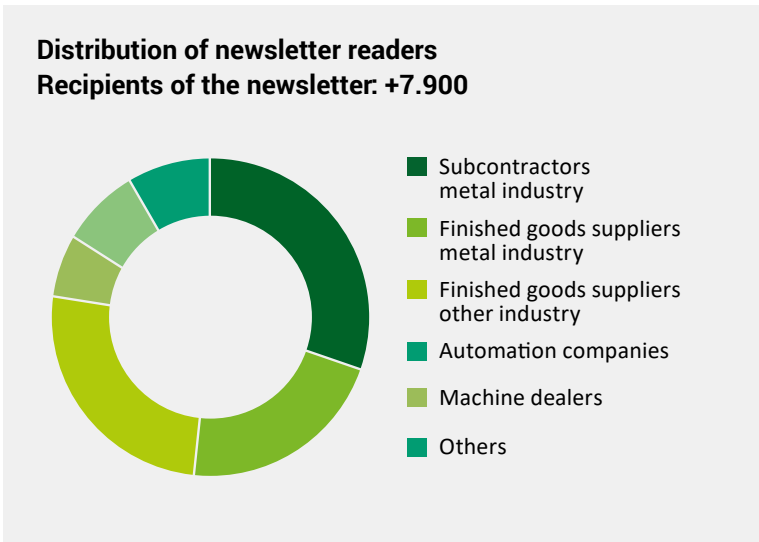
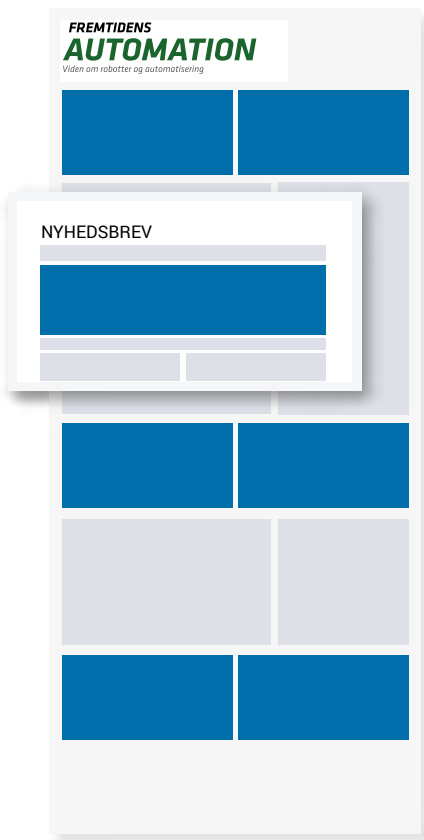
The newsletter is broadcasted to decision-makers, primarily in the metal industry, but also the wood industry, the food industry and to the energy sector.

Production managers, factory managers, directors, and others who influence the decision-making process are among our recipients.

Furthermore, it is sent to machine manufacturers who use automation equipment in their machines.

Published 20 times in 2022
Published on Fridays; odd weeks

Fremtidens Automation	Udgivelse
Fremtidens Automation	21-01-2022
Fremtidens Automation	04-02-2022
Fremtidens Automation	18-02-2022
Fremtidens Automation	04-03-2022
Fremtidens Automation	18-03-2022
Fremtidens Automation	01-04-2022
Fremtidens Automation	29-04-2022
Fremtidens Automation	12-05-2022Torsdag pga. Bededag
Fremtidens Automation	25-05-2022Onsdag pga. Kr. Himmelfart
Fremtidens Automation	10-06-2022
Fremtidens Automation	24-06-2022
Fremtidens Automation	19-08-2022
Fremtidens Automation	02-09-2022
Fremtidens Automation	16-09-2022
Fremtidens Automation	30-09-2022
Fremtidens Automation	14-10-2022
Fremtidens Automation	28-10-2022
Fremtidens Automation	11-11-2022
Fremtidens Automation	25-11-2022
Fremtidens Automation	09-12-2022



Prices per newsletter

Full Size Top Ad	DKK 8,000
Top advertisement	DKK 4,000
Full Size Middel Ad	DKK 6,000
Middle Ad	DKK 3,000
Full Size Bottom Ad	DKK 4,000
Bottom Ad	DKK 2,000



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



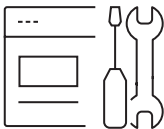
ANALYSIS



RUN-THROUGH

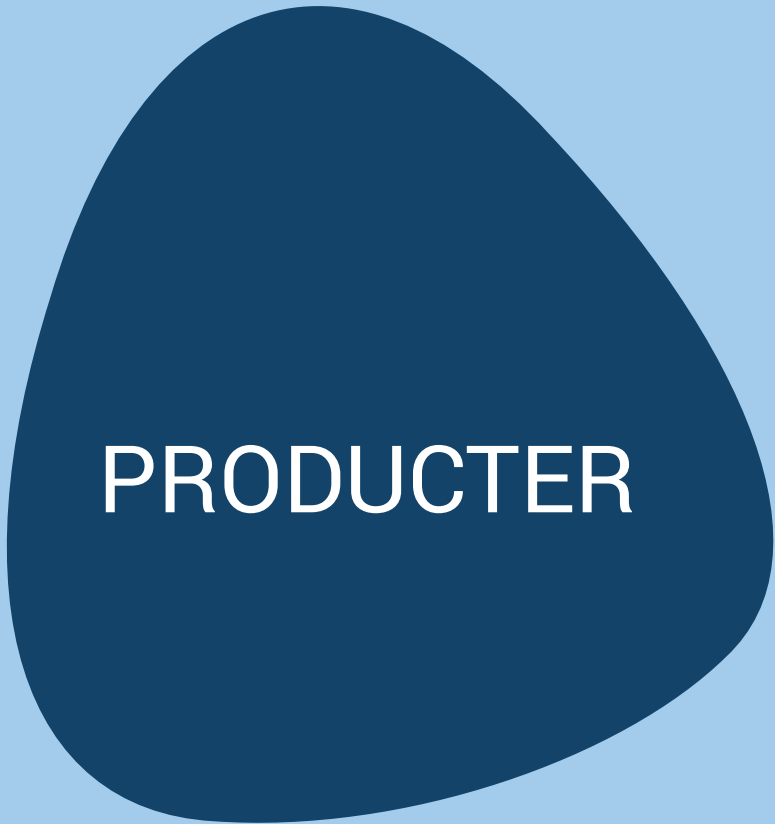


OFFER



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.

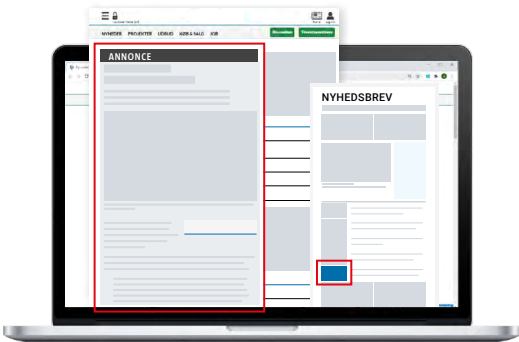
ADVERTORIAL PRINT PACKAGE



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"

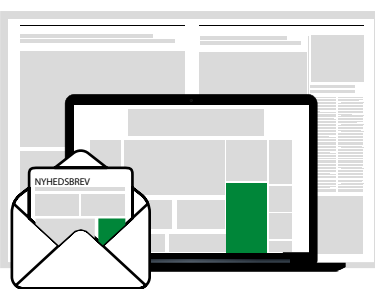
ONLINE PAKKE



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 68 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-

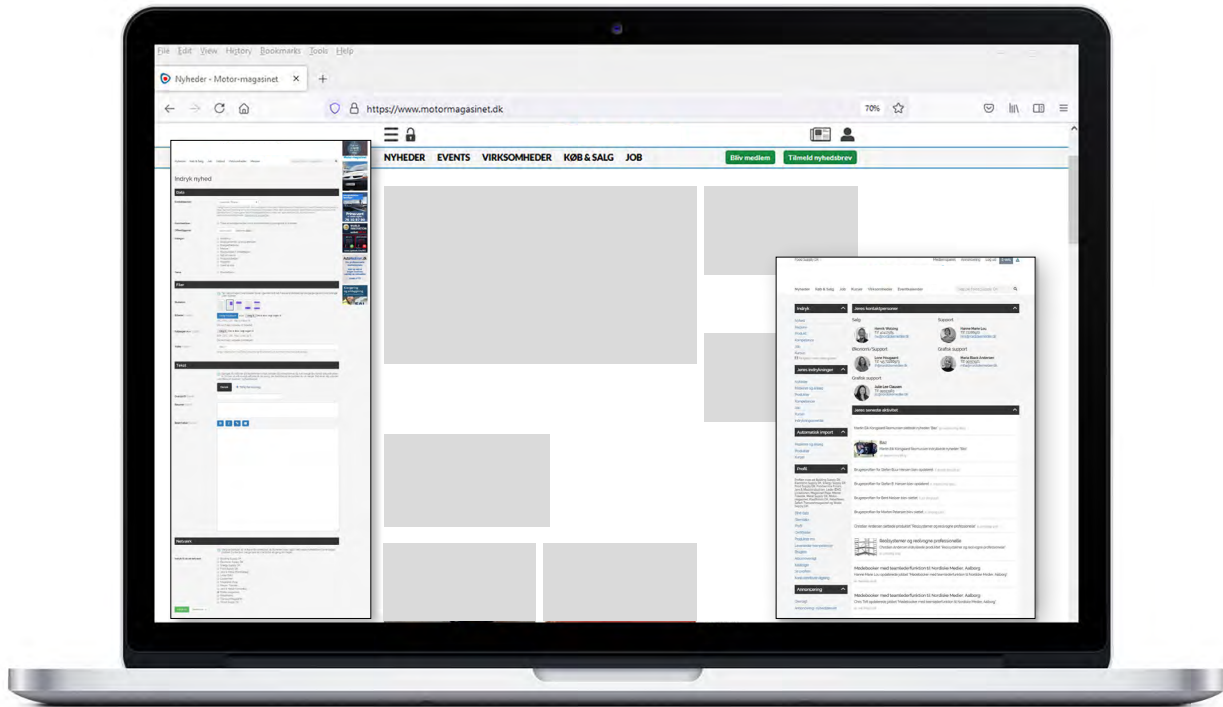
file, you gain access to a string of benefits.

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@nordiskemedier.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

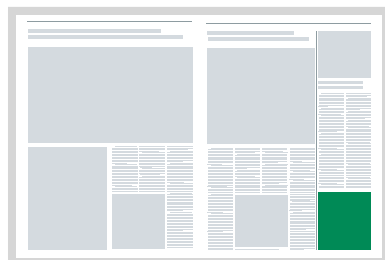
CMYK-defined (RGB and Panto-ne we separate to CMYK).

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 week-days before starting.

The advertisement incl. link to the landing page is sent directly to the email: online@nordiske-medier.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

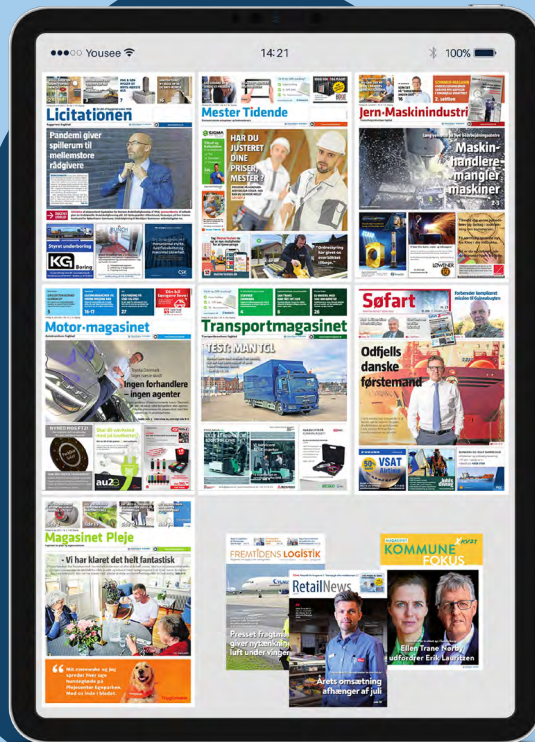
RetailNews

THE CARE SECTOR

Magasinet Pleje

HR & MANAGEMENT

LEDER IDAG.DK



📺 Nordiske Medier

Phone: +45 72 28 69 70

info@nordiskemedier.dk

www.nordiskemedier.dk