



# Media information 2025

**METAL SUPPLY**  
A part of Nordiske Medier A/S

## **Content**

Metal Supply .....	3
Facts about Metal Supply .....	4
Target Audience for Print .....	5
Editorial Content .....	6
Metal Supply's Publications .....	7
Planned Publications .....	8
Automation/Procesteknik .....	9
Section 2 .....	10
MaskinFokus .....	11
Hvem er Hvem .....	12
Industriens Top .....	13
Print formats .....	14
Technical Specifications - Print .....	15



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## Metal Supply

Metal Supply covers the Danish iron and machinery industry – one of Denmark’s largest sectors with nearly 100,000 employees and an annual turnover exceeding 150 billion DKK.

Metal Supply is published both as a print newspaper and on our news site metal-supply.dk. Here, we deliver the industry’s sharpest news and most valuable insights to decision-makers, production managers, and other professionals in the machinery industry who want to stay updated on all the latest developments in metal production.

In addition, Metal Supply also issues a daily newsletter to over 22,000 readers, who regularly use it to stay informed about the latest trends among customers, competitors, and suppliers.

**Contact the Editorial Team**  
Email: redaktionen@metal-supply.dk  
Website: www.metal-supply.dk

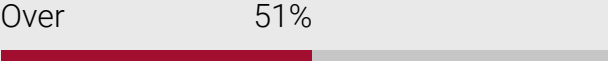
# Facts about Metal Supply



**Total Circulation**  
21.725 \*

**Reader Numbers**  
Per insertion:  
24.000 \*\*

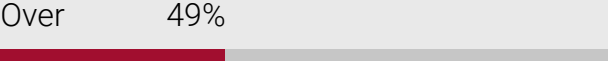
\*Print Circulation and E-Paper \*\*Index Danmark Gallup, Full Year 2023



Over 51% of Metal Supply's print readers are aged 51-61



Over 71% of our readers are very satisfied/satisfied with Metal Supply



Over 49% of our readers are directors/owners or senior executives

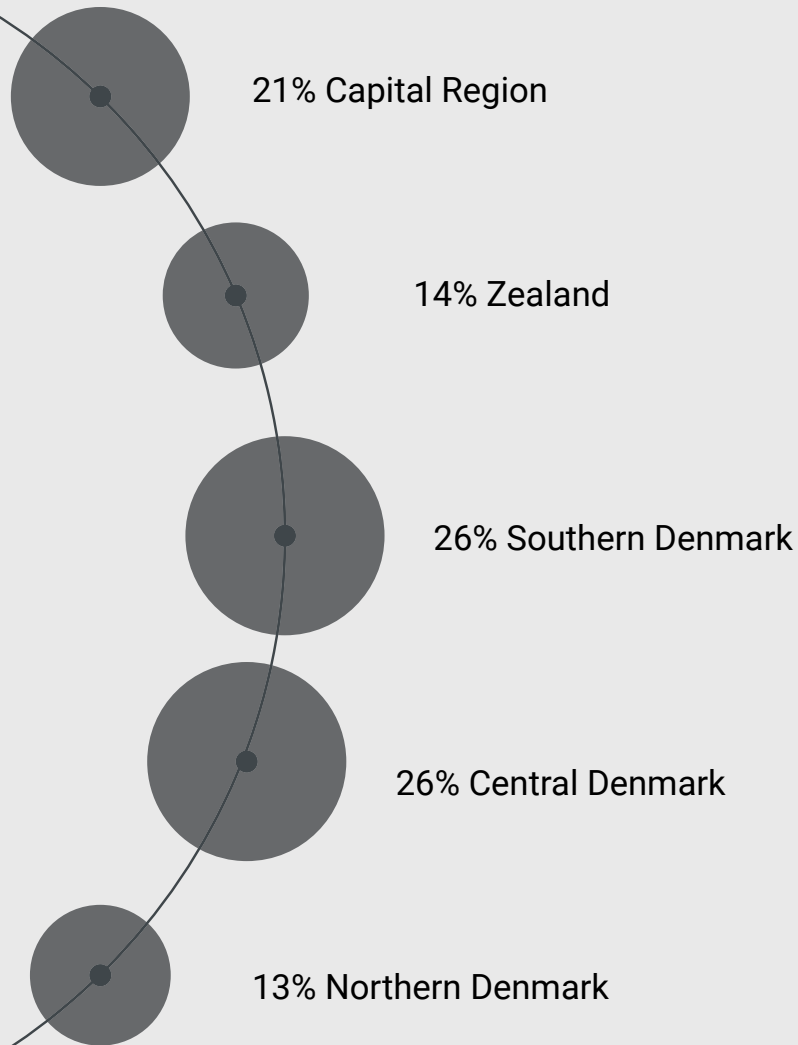


Over 85% of Metal Supply's readers conpages general industry news to be the most important

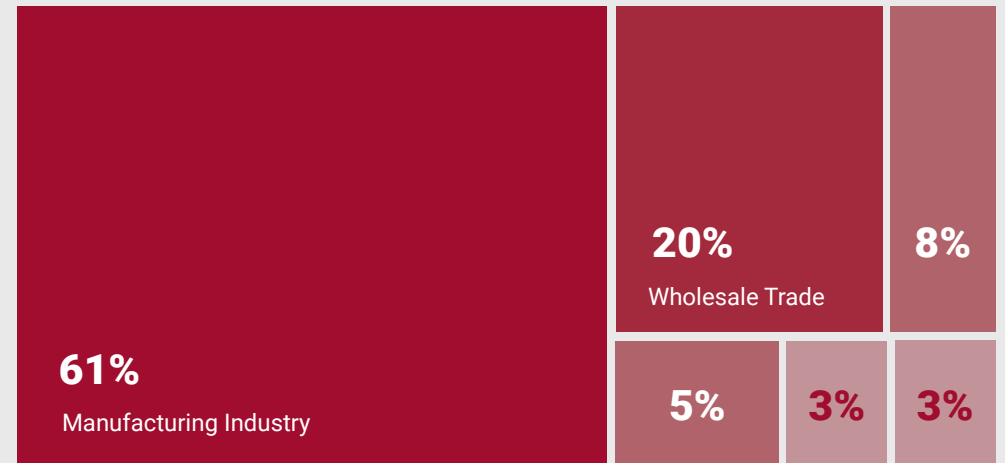
Reader Survey 2024

# Target Audience for Print

## Geographical Distribution

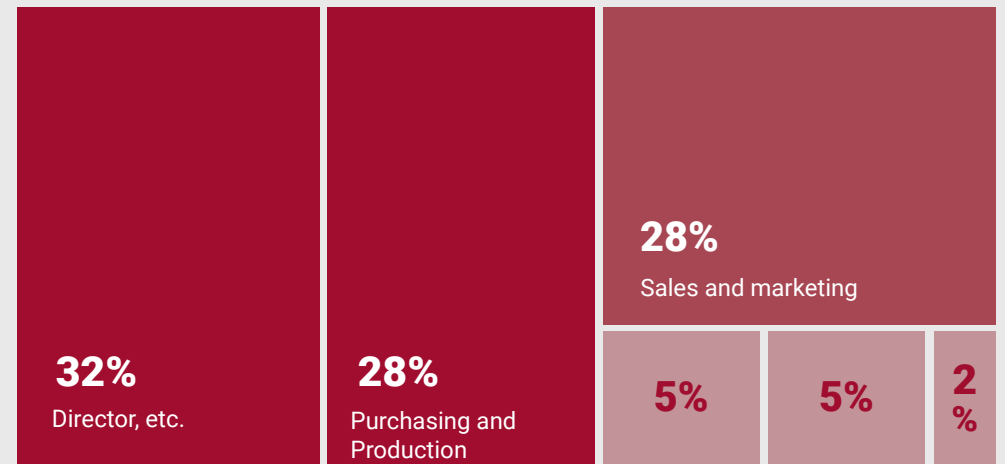


## Distribution by company



Consulting Firms (8%), Commercial Property Rental (5%), Specialized Construction and Civil Engineering (3%), Electricity, Gas, and District Heating Supply (3%)

## Distribution by position



Development and Quality (5%), Finance, HR, etc. (5%), Education (2%)

# Editorial Sections and Content

Metal Supply caters to everyone who seeks a serious insight into the Danish industrial sector and aims to stay ahead in an industry that is constantly evolving.

We write about and for professional actors who all share one common trait: a profound interest in industrial production, whether as a metalworking subcontractor, machine manufacturer, or machine builder.

Metal Supply focuses on new trends, technologies, and opportunities, as well as the challenges the industry faces. We feature interviews with top industry figures and provide inspiration, solutions, knowledge, market insights, and key figures to our readers. Metal Supply also includes a range of special sections and standalone publications.

Among them, you'll find:

- Hvem er Hvem i jern- og metalindustrien
- Industriens Top100
- Dansk Verdensklasse
- Magasinet Overflade
- Den Grønne Industri

### Trade Fair Publications in 2025:

#### Trade fairs

European Robotics Forum:	25-27 March
Hannover Messe:	31 March - 4 April
DIRA/Robotbrag:	8-9 May
EMO Hannover:	22-26 September
HI-Messen:	30 September - 2 October

# Metal Supply Publications



## Metal Supply

The main newspaper is published physically 18 times a year, but you can always follow the industry online at [www.nordiskemediehus.dk/metal-supply](http://www.nordiskemediehus.dk/metal-supply).



Scan the QR code and view the magazine Metal Supply's publications **online**

## 2nd section



MaskinFokus  
Publication: 18 times a year



Automation/Procesteknik  
Publication: 6 times a year

## Magazines



Den Grønne Industri  
Published once a year

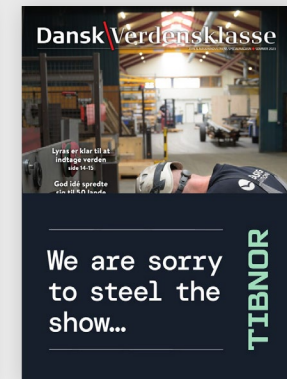


Metalindustriens Top 2025  
Published: 5 December 2025  
Deadline: 21 November 2025

## Supplement



Magasinet Overflade  
Publication Dates: 21 February and 7 November, 2025



Dansk Verdensklasse  
Publication: 20 June 2025  
Deadline: 6 June 2025



HVEM ER HVEM  
Published: 25 April 2025  
Deadline: 28 March 2025

# Planned Publications

	Theme	2nd section	Publication	Deadline
Metal Supply No. 1	Welding		10-01-2025	30-12-2024
Metal Supply No. 2		Automation and Process Engineering	31-01-2025	21-01-2025
Metal Supply No. 3		The Magazine Overflade	21-02-2025	11-02-2025
Metal Supply No. 4			14-03-2025	04-03-2025
Metal Supply No. 5		Automation and Process Engineering	28-03-2025	18-03-2025
Metal Supply No. 6			25-04-2025	15-04-2025
Metal Supply No. 7	Welding		09-05-2025	29-04-2025
Metal Supply No. 8		Automation and Process Engineering	30-05-2025	20-05-2025
Metal Supply No. 9			20-06-2025	10-06-2025
Metal Supply No. 10			15-08-2025	05-08-2025
Metal Supply No. 11		Automation and Process Engineering	29-08-2025	19-08-2025
Metal Supply No. 12	Welding		12-09-2025	02-09-2025
Metal Supply No. 13		HI tech & industry Scandinavia	26-09-2025	16-09-2025
Metal Supply No. 14		Automation and Process Engineering	10-10-2025	30-09-2025
Metal Supply No. 15			24-10-2025	14-10-2025
Metal Supply No. 16		The Magazine Overflade	07-11-2025	28-10-2025
Metal Supply No. 17	Welding	wwAutomation and Process Engineering	21-11-2025	11-11-2025
Metal Supply No. 18			05-12-2025	25-11-2025



# Automation/Procesteknik focuses on the automation industry

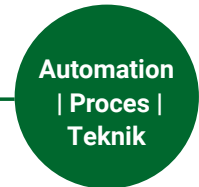
## Automation/Procesteknik

Automation/Procesteknik focuses on the automation industry, machine builders, and the trends shaping the industry and its clients, spanning from process and food industries to the medical and energy sectors.



We target:

- Machine workshops
- Suppliers to the iron and machine industry
- Automation companies
- Process plants
- Machine builders
- Robot manufacturers and robot integrators
- Those responsible for production lines across all industries



	Publication	Deadline
Automation / Procesteknik No. 1	31-01-2025	21-01-2025
Automation / Procesteknik No. 2	28-03-2025	18-03-2025
Automation / Procesteknik No. 3	30-05-2025	20-05-2025
Automation / Procesteknik No. 4	29-08-2025	19-08-2025
Automation / Procesteknik No. 5	10-10-2025	30-09-2025
Automation / Procesteknik No. 6	21-11-2025	11-11-2025

# Focus and emmersionion

Metal Supply provides a special focus on a current theme in each issue, where we delve deeper into that specific topic.

## Machining:

We focus on the latest technologies in metalworking, including turning and milling, with a particular emphasis on developments in CNC machines and cutting tools.

## Sheet Metal Processing:

This section highlights cutting, bending, and joining techniques such as welding and riveting. You will read about advancements in fully automated sheet metal processing, including laser cutting and punching.

## Welding:

We delve into new trends in welding, covering the latest developments in robotic welding, welding stainless steel, and welding thick materials.

## Green Transition:

The green transition is no longer just talk within the metal industry. Action is being taken, with investments in energy optimization, recycling, and other measures to reduce CO<sup>2</sup> emissions. Under the theme of Green Transition, we discuss the latest developments and inspire further steps towards sustainability.



# Focus on Machine Workshops and Machinery Suppliers

MaskinFokus is a part of Metal Supply's main newspaper.

Here, the editorial team focuses on technology:

- Cutting Technology
- Sheet Metal Processing
- 3D Metal Printing
- Software, etc.

MachineFocus is particularly aimed at:

- Machine Workshops
- Machine Suppliers

Published 18 times in 2025.



	Tema	Udgivelse	Deadline
MaskinFokus No. 1	Cutting Technology	10-01-2025	30-12-2024
MaskinFokus No. 2	Sheet Metal Processing	31-01-2025	21-01-2025
MaskinFokus No. 3	Cutting Technology	21-02-2025	11-02-2025
MaskinFokus No. 4	Sheet Metal Processing	14-03-2025	04-03-2025
MaskinFokus No. 5	Cutting Technology	28-03-2025	18-03-2025
MaskinFokus No. 6	Sheet Metal Processing	25-04-2025	15-04-2025
MaskinFokus No. 7	Cutting Technology	09-05-2025	29-04-2025
MaskinFokus No. 8	Sheet Metal Processing	30-05-2025	20-05-2025
MaskinFokus No. 9	Cutting Technology	20-06-2025	10-06-2025
MaskinFokus No. 10	Sheet Metal Processing	15-08-2025	05-08-2025
MaskinFokus No. 11	Cutting Technology	29-08-2025	19-08-2025
MaskinFokus No. 12	Sheet Metal Processing	12-09-2025	02-09-2025
MaskinFokus No. 13	Cutting Technology	26-09-2025	16-09-2025
MaskinFokus No. 14	Sheet Metal Processing	10-10-2025	30-09-2025
MaskinFokus No. 15	Cutting Technology	24-10-2025	14-10-2025
MaskinFokus No. 16	Sheet Metal Processing	07-11-2025	28-10-2025
MaskinFokus No. 17	Cutting Technology	21-11-2025	11-11-2025
MaskinFokus No. 18	Sheet Metal Processing	05-12-2025	25-11-2025

Hvem er Hvem

# Key Figures in the Metal and Machinery Industry

Here you get the complete overview with a directory of key figures, key figures, and contact information for management and decision-makers in the 100 largest companies in the industry.

**Divided into categories:**

Machinery and Metal Companies  
Subcontractors

You can also find HVEM ER HVEM in the metal and machinery industry digitally at [metal-supply.dk/hvem-er-hvem](https://metal-supply.dk/hvem-er-hvem), which is updated continuously. As a subscriber to Metal Supply, you have access throughout the year.

Publication Date: 25 April, 2025

Deadline: 28 March, 2025



Industriens Top

# Key Figures in the Metal and Machinery Industry

In the magazine Metalindustriens Top, we focus on the most essential and significant players in the industry.

Get sharp analyses and in-depth reports that provide unique insights into the leading companies and trends in the sector.

This ensures you always have an overview of the companies that are setting the agenda within the metal and machinery industries.

Published: 5 December 2025

Deadline: 21 November 2025



# Printformater

## A. Double page

Format: W: 546xH: 365 mm  
 Main Newspaper ..... DKK 49,850  
 Special Sections ..... DKK 39,850

## B. 1/1 page

Format: W: 266xH: 365 mm  
 Main Newspaper ..... DKK 29,950  
 Special Sections ..... DKK 23,450

## C. 1000 mm

Format: W: 176xH: 270 mm  
 Main Newspaper ..... DKK 22,450  
 Special Sections ..... DKK 18,450

## D. 1/2 page horizontal format

Format: W: 266xH: 180 mm  
 Main Newspaper ..... DKK 19,450  
 Special Sections ..... DKK 15,450

## D. 1/2 page vertical format

Format: W: 131xH: 365 mm  
 Main Newspaper ..... DKK 19,450  
 Special Sections ..... DKK 15,450

## E. 1/4 page horizontal format

Format: W: 266xH: 90 mm  
 Main Newspaper ..... DKK 11,750  
 Special Sections ..... DKK 9,750

## E. 1/4 page vertical format

Format: W: 131xH: 180 mm  
 Main Newspaper ..... DKK 11,750  
 Special Sections ..... DKK 9,750

## F. 1/8 page horizontal format

Format: W: 131xH: 90mm  
 Main Newspaper ..... DKK 8,150  
 Special Sections ..... DKK 6,150

## G. 1/6 page

Format: W: 86xH: 175 mm  
 Main Newspaper ..... DKK 9,250  
 Special Sections ..... DKK 7,150

## Other formats

Format: W: 86 x H: 100 BLOK  
 Main Newspaper ..... DKK 6,450  
 Special Sections ..... DKK 5,150

## Other formats

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

## Prices for other formats

**Advertisement per mm:**  
 Main Newspaper ..... DKK 22 per ad mm  
 Special Sections ..... DKK 16 per column mm

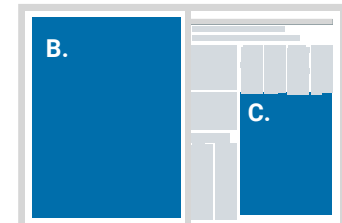
## Discounts

If you wish to place multiple ads, please feel free to contact us for a good deal. Kindly refer to the contact information on the last page.

The formats are material sizes that are slightly scaled down to the newspaper magazine format. All prices are excluding VAT, unless otherwise stated.

We reserve the right to make corrections for printing errors and price adjustments.

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



# Technical Specifications - Print

## Material

Please send your material to:  
materiale@nordiskemedier.dk

## Reimbursement

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

## Reproduction

If Nordiske Medier does not receive fully completed advertising material, the completion of the material will be billed at DKK 0,50 per mm.

## Formats

Newspaper format.....	Tabloid
Columnheight.....	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 (Spread).....	546x365 mm
Paper Quality (Newspaper).....	49 gram
Number of columns.....	6

\*Full bleed.....Not possible

\*For special supplements: 5 mm bleed, but without crop marks.

## Specifications

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

## PDF

PDF file produced with Acrobat Distiller, including all fonts, images, graphics, and colors defined as CMYK (job settings for Acrobat Distiller can be requested).

Additionally, please refer to the Industry Standard for Digital Advertising Material agreed upon by DRRB, DFF, and DDPFF. Various descriptions, settings files, etc., can be found at [www.kankanikke.dk](http://www.kankanikke.dk).

## Images/Illustrations/Graphics

Color: All Photoshop formats at least 200 dpi.

Black & White: All Photoshop formats at least 200 dpi.

Line Art: .eps and .ai.

.tiff, .eps, and .jpg: At least 600 dpi.

The "overprint" function must not be used.

## Colors

CMYK-defined (RGB and Pantone will be converted to CMYK).

## Complaints Regarding Color Ads

For color ads, the newspaper assumes no responsibility for minor deviations from the original material's colors. The newspaper reserves the right to reject complaints about ads where the material was previously noted as less suitable for reproduction or where the submission deadline has been missed.

## Komprimering

Stuffit, Zip.

## Other Conditions

Please refer to our terms and conditions at [www.nordiskemediehus.dk/en/kontakt/handelsbetingelser-og-privatlivspolitik/](http://www.nordiskemediehus.dk/en/kontakt/handelsbetingelser-og-privatlivspolitik/) or consult the email from your representative.

## Deadlines and Material Submission

If materials are submitted later than the agreed deadlines or if technical specifications are not met, Nordiske Medier cannot guarantee that the campaign will run in the agreed period.

## Technical Specifications

Technical specifications can be found at [www.nordiskemediehus.dk/metal-supply/publications2025/](http://www.nordiskemediehus.dk/metal-supply/publications2025/)

It is possible to make changes or cancel ads up to 4 weeks before the campaign date without charge.

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

## General Terms and Conditions

The general terms and conditions can be found at [www.nordiskemediehus.dk/contact/terms-and-conditions-and-privacy-policy-en/](http://www.nordiskemediehus.dk/contact/terms-and-conditions-and-privacy-policy-en/) or via email from 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](mailto: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 [alg@nordiskemedier.dk](mailto:alg@nordiskemedier.dk).

## Addresses

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Mimersgade 47, 5th Floor  
DK-2200 Copenhagen N  
Denmark

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Gunnar Clausens Vej 34  
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Nordiske Medier A/S  
Østre Havnegade 63-65  
DK-9000 Aalborg  
Denmark Nordiske Medier

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[www.nordiskemedier.dk](http://www.nordiskemedier.dk)  
CVR: 10150825

