

The background of the entire page is a close-up photograph of a person's hands wearing work gloves, working with wood. A large, semi-transparent circular graphic is overlaid on the left side of the image, containing the title text. The lighting is dramatic, with strong highlights and shadows, emphasizing the textures of the wood and the gloves.

# Wood Supply

## Media information 2021



# Nordiske Medier

Nordiske Medier is the largest industry-specific media in the Nordics.

With more than 50 regular publications in Denmark and Sweden - both on print and online - and over 100 different special magazines and newsletters, Nordiske Medier offers constructive, credible, and interdependent coverage on Nordic business - both big and small.

Our media covers the general technological, political, and cyclical conditions that affect the industries. Among others, what happens at the businesses in the industry concerning colleagues, customers and suppliers, enriched with in-depth industry analysis' and portraits of industry leaders.

We inform, inspire, and help our customers to do better business. We create contact among professional actors, and we act as the biggest and strongest industry-specific media company of the Nordics in everything that we do.

Nordiske Medier is a part of NORDJYSKE MEDIER that with its roots reaching 250 years back is one of the central actors in the Danish media industry.

We hope that you want to utilize us as your media partner.

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Wood Supply

Wood Supply is part of Nordiske Medier A/S. We are an online medium that covers the wood and furniture industry - one of Denmark's largest industries with an employment of almost 25,000 employees, spread over the industry's more than 3,000 companies. Of these, approx. 800 more than 10 employees.

The annual turnover is more than 25 billion. DKK, of which more than 75% is exported.

The majority of companies with more than 10 employees today receive the daily newsletter from Wood Supply.



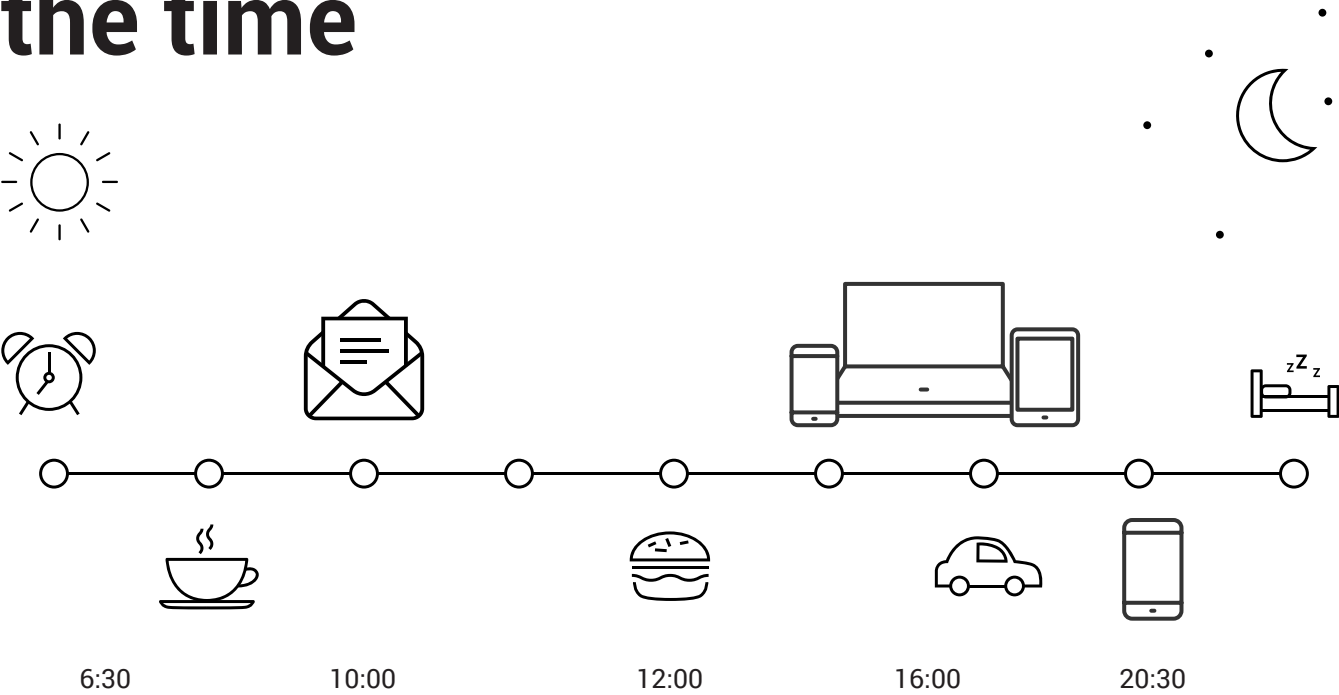
Contact Journalist

Tine Bielefeldt  
Direct telephone: +45 72 28 69 73  
Email: tib@nordiskemedier.dk

Contact the editors

E-mail, the editorial staff: redaktionen@wood-supply.dk  
www.wood-supply.dk

Relevant and goal-oriented  
News, background, and food  
for thought - when you have  
the time



At Wood Supply, you can stay up to date around the clock on what's happening in the industry.

You can keep up to date through the daily newsletter that provides a quick overview, or visit wood-supply.dk which is updated continuously.

Happy reading.

## Marketing channels

# Tailor-made marketing creates value

The newsletter is sent out daily to more than 12,800 people and the portal is visited every day by an average of over 4,000 unique users, who have an average of 2 page views.

By combining insertions in the newsletter and on the portal, advertising in newsletters and banner advertising, a number of marketing advantages are achieved over traditional marketing.

- Advertising typically takes place over a long period of time, which fits well with most companies' continuous marketing needs.

- Next, the marketing is targeted at the right target group and decision makers. 50 views for the right people is far worth more than 50,000 views for a completely random group of people.

The people we methodically associate with our newsletter, as recipients, are predominantly directors, purchasing managers, production managers and development managers.

- Marketing via the internet is much cheaper in relation to the benefits than marketing via traditional media, direct mails and the like. We give-is quite simply extremely many exposures compared to just about all other media types.

- Building awareness can be done through frequent impressions of both indents and ads. In a world where customers themselves are looking for information, new competencies and new subcontractors on the Internet, marketing is very much about building awareness.

- Immediate path from Attention to Response. In addition to informing the number of exposures and thereby increasing the level of awareness, the number of direct clicks from the ads and to the website is also stated.

- Your indentations are available when the customer has a current need and search is for a solution - this applies regardless of whether the customer searches on the portal or via the search engines.

- Direct access to you via associated telephone numbers or email - the customer can proceed immediately.

- Search engine optimization as a not insignificant additional benefit.

Therefore, advertising on the Internet is increasing in recent years, while traditional advertising and marketing is declining (Source: Danish Circulation Control - Advertising revenue on the Danish Advertising Market).

These synergies between portal, newsletters and advertising are also the reason why any advertiser is advised to be a member.

All the ads on the portal and in the newsletter are industry relevant. You will not find ads for telephone companies and the like on our portals. It seemed 80% of our readers are important too.

### Contact

If you have questions regarding marketing in our media, please contact us by e-mail: salg@nordiskemedier.dk or phone: +45 7228 6970 to hear about the possibilities.



## Web and Newsletters

# Industry news on all platforms



### Website

Wood Supply is an online medium that covers the wood and furniture industry.

Our site is responsive and the banners adapt to the screen they are displayed on. Be aware that the banners for mobility are readable on the various screens.

wood-supply.dk has over **114,947 visitors** and **199,235 views** per month.

### Newsletters

The newsletter is sent daily to over 12,852 people and the portal is visited daily on average by over 4,000 unique users who have an average of 2 page views.

### Contact

If you have questions regarding marketing in our media, please contact us by e-mail: salg@nordiskemedier.dk or phone: +45 7228 6970 to hear about the possibilities.



Target group and statistics

Wood Supply in numbers

**Audience**  
Wood Supply uses so-called permission marketing, which is extremely effective in internet marketing.

We contact all key people in the industry per. phone to get their acceptance prior to signing up for the newsletter. The vast majority say yes to this. In addition, we have a number of people daily who sign up for the newsletter on their own initiative.

**Contact**  
If you have questions regarding marketing in our media, please contact us by e-mail: salg@nordiskemedier.dk or phone: +45 7228 6970 to hear about the possibilities.

The recipients of the newsletters are regularly replaced in connection with job changes and the like. Every month, we unsubscribe from a number of recipients if we receive the newsletter return - (bounce back). The number of recipients thus reflects the majority of the industry key personnel. Email address is not passed on to 3rd party when subscribing to newsletter.

The newsletter is sent daily to over 12,100 people in the industry. Wood Supply has over 420 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, salespeople and buyers in general, as they use the newsletter to stay up to date on what is happening with their customers, respectively. supplier.



**ONLINE VISITORS**  
114,947 visitors \*\*\*



**ONLINE VIEWS**  
199,235 views / month \*\*\*



**NEWSLETTER**  
Sent daily to  
12,852 recipients \*\*\*

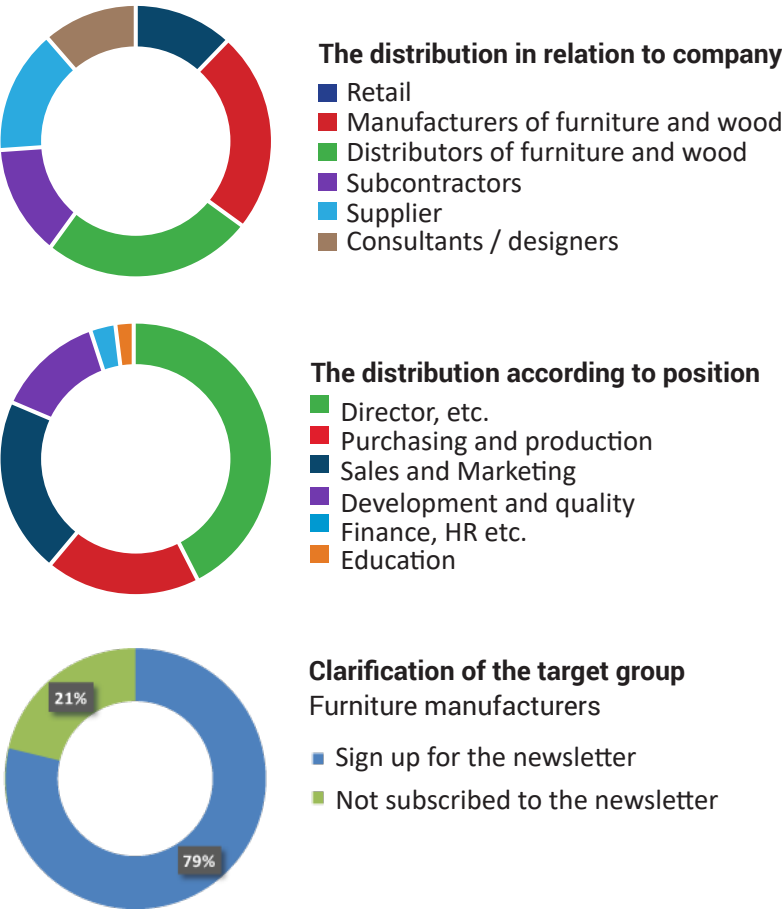


**NEWSLETTER**  
The opening rate  
27.17% \*\*\*

\*\*\* wood-supply.dk

Reader survey

Our readers



**Who are our subscribers**

6 out of 10 visit our website at least once per. week

8 out of 10 read at least half of all content in the newsletter

9 out of 10 readers have an influence on purchasing

8 out of 10 read the ads



Advertisement - Online

# Make your business noticed on our digital platforms

Through a wide range of different advertising opportunities, we can offer you the change of being exposed to selected target groups on our online media.

All of Nordiske Medier's publications have its own online industry portal that weekly deliver great performance numbers in traffic and readership. You are thereby securing greater online visibility through our competitive offer.

## Contact

If you have questions regarding marketing in our media, please contact us by e-mail: [salg@nordiskemedier.dk](mailto:salg@nordiskemedier.dk) or phone: +45 7228 6970 to hear about the possibilities.



Membership

Our readers your customers

With a log-in, you get all the opportunities to profile yourself directly into the heart of your target group and create the relevant contacts. A membership at Wood Supply gives your company effective and targeted marketing to your industry - you are exposed and made visible online. With your membership, you can post your own news directly to your target group under "News from members".

Your company can present your products, machines or competencies directly to the target group and thereby keep in touch with the industry. When you are a member, you get half price for advertising on the website and in the newsletter.

If your company is faced with having to hire a new employee, you can recruit through your membership. If you hold a course, you can easily make the course visible through your membership.

**Contact**  
If you have questions regarding marketing in our media, please contact us by e-mail: salg@nordiskemedier.dk or phone: +45 7228 6970 to hear about the possibilities.

**"Do-it-yourself"- membership**

- Login to the member panel, from where you can create visibility about your company.
- Company profile, keywords and link to Homepage.
- Insertion of own news in the newsletter under "News from members".
- Induction of trade fair participation.
- Insertion of job postings that at the same time indented on Jobindex and Jobnet.
- Indentation of courses.
- Advertising at member prices.
- Indentations can be supplemented with pictures, catalog and video.
- Insertion of ads on "Machines", "Products" and "Competencies"
- SEO (backlinks)
- Competitor monitoring

**Membership "Do-it-yousef"**  
**14,800 DKK./year**

**Membership+ benefits**

Same benefits as a "Do-it-yourself" membership.

In dialogue with you, we take the ball and take on part of the marketing function.

- We make indentations of your products, machines, competencies or jobs
- We help to insert your news
- We make sure that indents are SEO optimized (backlinks)
- We make registration in competitor monitoring

**Membership+**  
**21,800 DKK./year**

Adv – newsletter

The advertisements in the newsletter are so significant that almost every reader notice them.

**Streamer**  
Format: W: 820 x H:28 pixels  
Price per announcement: 5,000 DKK

**Top advert Full Size**  
Format: W: 820 x H: 200 pixels  
Price per announcement: 4,000 DKK

**Top advert**  
Format: W: 400 x H: 200 pixels  
Price per announcement: 2,000 DKK

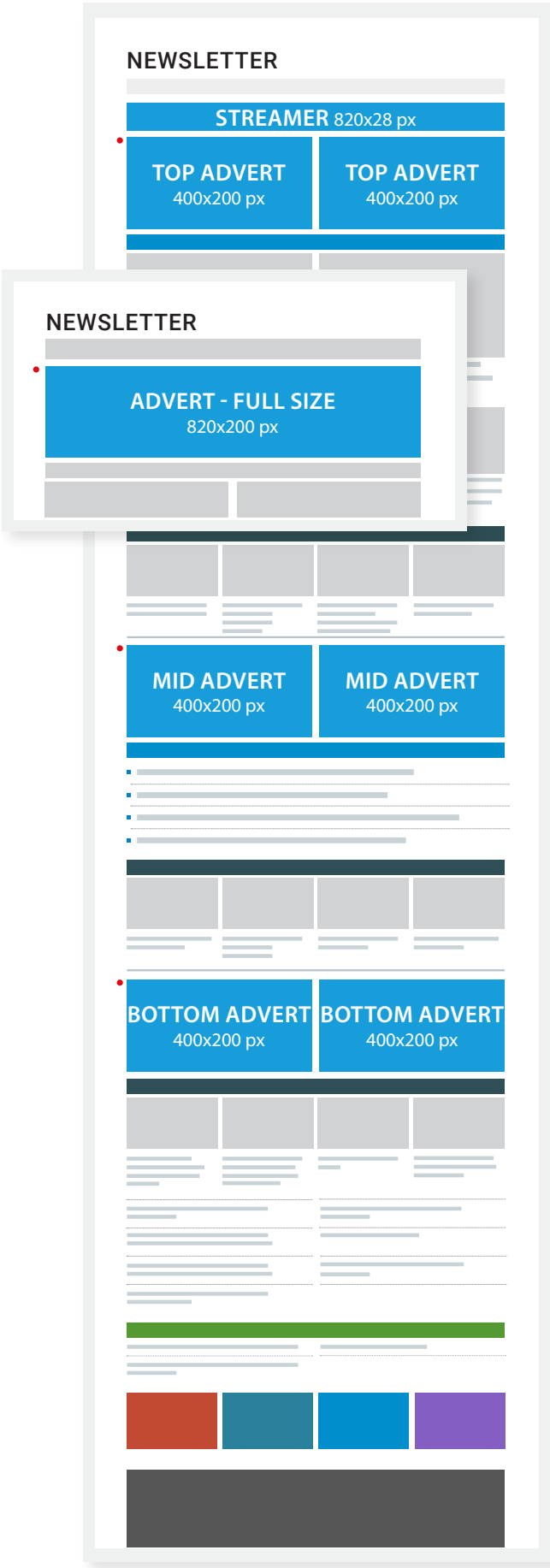
**Mid advert Full Size**  
Format: W: 820 x H: 200 pixels)  
Price per announcement: 3,000 DKK

**Mid advert**  
Format: W: 400 x H: 200 pixels)  
Price per announcement: 1,500 DKK

**Bottom advert Full Size**  
Format: W: 820 x H: 200 pixels)  
Price per announcement: 2,000 DKK

**Bottom advert**  
Format: W: 400 x H: 200 pixels)  
Price per announcement: 1,000 DKK

**General specifications for the ads in the newsletter are:**  
Ads are static.  
Finished material is submitted in the file format: jpg, gif or png  
  
Finished will need to max 50 kB.  
All prices are member prices per month



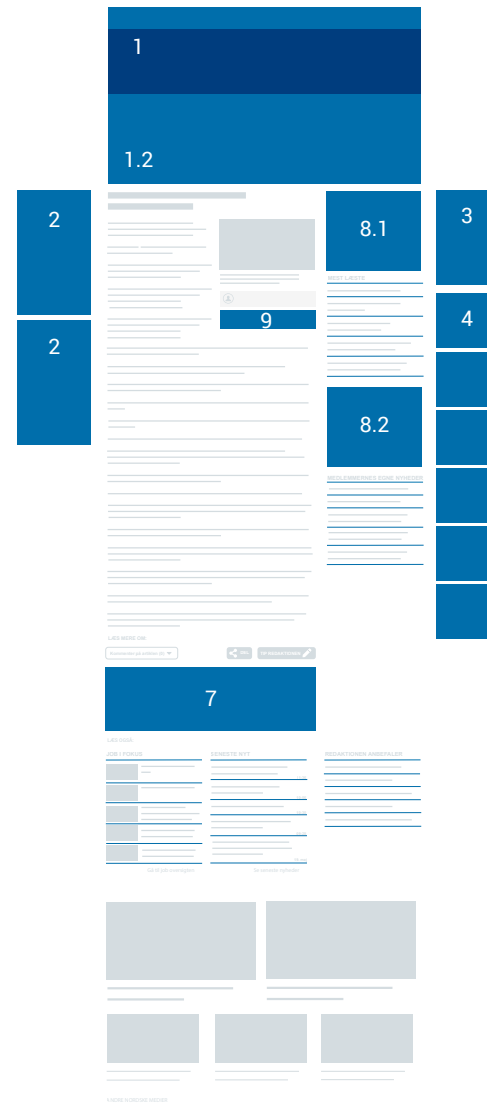


# Advertisement – Banner

## Front page



## Article



Our site is responsive, and banners adjust to the screen they are shown on. Be aware that banners for the mobile are readable on different screens.

Banners share space with up to 3 others. Title- and content banners are placed alone while sticky banners share space with up to 2 others. Banners rotate at page breaks.

All banners can be both static or animated - HTML5, .gif, or script except for title banners. Animated banners should provide in the formats: .jpg, .gif, .png, or HTML5.

### 1) Topbanner – Front page + other sections or articles

Format: W: 930 pixels x H: 180 pixels

Type: Static or animated, max 70 Kb

Price:

Articles ..... 9,000 DKK

Front page + other sections ..... 9,000 DKK

### 1.2) Billboard – Front page + other sections or articles

Format: W: 980 pixels x H: 540 pixels

Type: Static or animated, max 150 Kb

Price:

Articles ..... 17,000 DKK

Front page + other sections ..... 17,000 DKK

### 2) Sticky Banner – Front page + other sections or articles

Format: W: 240 pixels x H: 400 pixels

Type: Static or animated, max 90 Kb

Price:

Articles ..... 7,500 DKK

Front page + other sections ..... 7,500 DKK

### 3) Corner banner – Front page + other sections or articles

Format: W: 200 pixels x H: 300 pixels

Type: Static or animated, max 70 Kb.

Price:

Articles ..... 4,750 DKK

Front page + other sections ..... 4,750 DKK

### 5) Campaign banner - Frontpage

Format: W: 300 pixels x H: 250 pixels

Size: max. 70 kB

Front page pos. 1: ..... 5,750 DKK.

Front page pos. 2: ..... 3,750 DKK.

### 8) Campaign banner 1&2– Articles

Format: W: 300 pixels x H: 250 pixels

Type: Static or animated, max 70 Kb

Artikel pos. 1/pos. 2: ..... 5,750 DKK./3,750 DKK.

### 8) Campaign banner 1&2– Other

Format: W: 300 pixels x H: 250 pixels

Type: Static or animated, max 70 Kb

Size: max. 70 kB

Other pos. 1/ pos. 2: ..... 2,850 DKK./2,250 DKK.

### 4) Side banner

Format: W: 200 pixels x H: 175 pixels

Type: Static or animated

Size: max. 40 kB

Frontpage + other sections or articles ... 1,400 DKK.

### 7) Article banner

Format: B: 660 pixels x H: 200 pixels

Size: max. 100 kB

Price: ..... 5,000 DKK.

### 6) Giga banner 1&2

Format: B: 980 pixels x H: 250 pixels

Size: max. 150 kB

Front page pos. 1: ..... 3,550 DKK.

Front page pos. 2: ..... 1,900 DKK.

### 9) Titelbanner – Articles

Format: B: 300 pixels x H: 60 pixels

Type: Static banner

Size: max 20 kB

Price: ..... 9,500 DKK.

All prices are member prices per month.

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



Advertorial

Tell your story and have your read by the right target group



Take advantage of a unique opportunity and tell potential partners or new customers about the stories or project that highlight the core competencies in your organization.

An advertorial can be created in collaboration with Nordiske Medier commercial copywriters. It can be developed to all of our media - both print and online.

Help with storytelling

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

Advertorials - Print

- Placement in one or more of our industry-specific media
- Placement among other articles in the newspaper
- Exposure in e-newspaper with link
- Development of text and graphic setup directly targeting the relevant media's readers

Advertorials - Online

- Runs for the duration of a week - from Monday to Sunday incl. setup
- Placement on the frontage in the news flow among other articles
- Placement in the newsletter beneath ordinary articles on Mondays
- Closing report on the combined number of views

Specifications

Number of characters  
Our online advertorials have a max length of 2.000 keystrokes (incl. spaces)

Images and video

There is an opportunity to support with images and link to video.

Deadline

If the finished material is delivered, the deadline is 2 working days before start-up.

Price

Print: 29,950 DKK.  
Online: 15,000 DKK.

Contact

If you have questions regarding marketing in our media, please contact us by e-mail: salg@nordiskemedier.dk or phone: +45 7228 6970 to hear about the possibilities.

Job-in-Focus / Job-i-Fokus

Easy and fast access to your future employee

With "Job In Focus" on our portals, your employee search will be visible on the front page of the desired portal and among articles. This will reach thousands of qualified graduates who are constantly updated in your industry.

In addition, your message will also be made visible in the media newsletter.

- Up to 30 days online under "Job-In-Focus"
- Exposure on the front page of website
- Views in the newsletter
- 37,712 online visitors per month
- 90% of our readers see the ads

Contact

Do you have questions regarding Job-in-Focus, you are welcome to contact us on tel. +45 7228 6970 or email: jobannoncer@nordiskemedier.dk

<p><b>Job i Fokus SOLO</b></p> <ul style="list-style-type: none"><li>• Entire period (max 30 days) under "Job-I-Fokus" on website</li><li>• Entire period (max 30 days) under "Job-I-Fokus" in alle newsletters</li></ul> <p><b>3,850 DKK</b></p>	<p><b>Online package</b></p> <div><b>BEST VALUE</b></div> <ul style="list-style-type: none"><li>• Entire "JOB I FOKUS" package</li><li>• Entire period (max 30 days) on side banner</li><li>• 1 day display in the newsletter (mid- or bottom ads)</li><li>• Production of ads</li><li>• Result guarantee: Free re-advertisement in "JOB I FOKUS" if the right candidate is not found.</li></ul> <p><b>6,950 DKK</b></p>	<p><b>Robotscanning / Crawling</b></p> <p>Automatic scanning, so all your job ads automatically appear on wood-supply.dk</p> <p>For price contact your regular job consultant.</p>
		<p><b>Acquisition of social media</b></p> <ul style="list-style-type: none"><li>• Lookup + boost on LinkedIn page media: DKK. 2,000</li></ul>



# Search Engine Optimization

## Reach the top of Google



**Be found when potential customers search for what you offer.**  
An SEO package from Nordiske Medier is a membership supplement where your website is optimized based on a number of parameters.

Google Ads is also offered. We identify the primary keywords and optimize the campaign in close collaboration with the customer.

Your website will, therefore, be optimized based on the following 4 parameters:

- Technical performance
- Copywriting
- Usability
- Link building



**Contact**  
Do you have questions regarding SEO, you are welcome to contact us on tel. +45 7228 6970

Fill out our SEO form online and get a free SEO report.

## Technical specifications – Online

**Delivery of finished material**  
Deadline is agreed with the graphic designer who submits the booked advertising campaign as well as specifications and deadline.

**Deadline for delivery of finished material**  
If the finished material is delivered, the deadline is 2 working days before start-up.

The announcement incl. link to the landing page is sent directly to the graphic artist.

**Banner advertising**  
Our site is responsive, and the banners adapt to the screen they are displayed on. Be aware that banners for mobility are readable on various screens.

The banners share space with up to 3 others. However, the title banner and content banner stand-alone, while the sticky banner shares space with up to 2 others. The banners rotate at page breaks.  
Animated banners: the animation must last within 20 seconds.

It is possible to send two different banners.

**Specifically for HTML5 banners**  
When delivering HTML, we must have sent a zip file with all the source material in. The zip file must be max. fill 10 mb. It will be an advantage that the HTML5 file stays within a frame of 20 sec. HTML5 files can only be used for banners on the portal, as the file type cannot be handled by mail programs.

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

**Technical specifications**  
Finished banners for the website must be delivered as above specifications.  
If you need a graphic designer to help with your design, there are the following requirements for images, logos and text.

- Pictures must be mine. 80 DPI in the formats and sent in the file formats .jpg, .tiff, .eps, .psd and .png.
- Logo and graphic elements are delivered as .eps or .ai vector graphics.
- The text is sent separately in a .docx format or in the email with the material.

Material for production by us must be received no later than 10 days before the advertising campaign starts.

**Preparation of banners**  
The banners are prepared free of charge when ordering banners for min. Two months. Otherwise, the price is NOK 500, - pr. banner. If you want to make banners yourself, these must be delivered in either GIF, JPG or HTML5.

**Advertiser Guidelines**  
It should be clear to readers what are ads and what are articles written by the editors. Therefore, ads must differ from the layout - both on the portal and in the newsletter, so that readers are not misled and think that an ad is an article written by the editors.

In general, advertisers are asked to use a different font than ours. On the website, the word Advertisement appears automatically just above the banner. In contrast, on advertising in the newsletter, the word Advertisement should appear clearly at the top of the advertisement, if there is no doubt that it is an advertisement - so we follow the legislation in this area.

If we consider the ad to be too close to the editorial texts, we will ask to change the font and/or add the company logo so that it is clear that it is an ad. This is done to live up to the rules laid down by the Consumer Ombudsman.

Furthermore, you only have to market for your own company and your products - i.e. no misleading product comparisons or bad publicity of competitors - then the Marketing Act is also complied with



# Nordiske Medier – Industry Media in Denmark

Anlæg  
Arkbyg  
Building Supply  
Byggeri & Ejendomme  
Electronic Supply  
Energy Supply  
Food Supply  
Food Supply Magazine  
Forsyning  
Fremtiden Automation  
Fremtidens Logistik  
Hvem er Hvem i Autobranchen  
Hvem er Hvem i Byggeriets top  
Hvem er Hvem i Metal- og Maskinindustrien  
Jern-Maskinindustrien  
Kommunefokus  
Leder IDAG  
Licitationen  
Magasinet Pleje  
MaskinFokus  
Mester Tidende  
Metal Supply  
Motor-Magasinet  
M-Xtra  
Park & Anlæg  
Magasinet Plast  
Plast Forum  
Retail News  
Skoler, Sport og Fritid  
Søfart  
Transportmagasinet  
Wood Supply

## Contact information Nordiske Medier

Telephone: +45 72 28 69 70

CVR: 10150825

[info@nordiskemedier.dk](mailto:info@nordiskemedier.dk)

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