



# Jern-Maskinindustrien

## 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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## Jern-Maskinindustrien provides an overview, perspective, and knowledge

Jern & Maskinindustrien is aimed at anyone who wants a serious insight into the Danish industrial sector, and who wants to be at the forefront of an industry in constant change.

We write about and for professional actors, who all have one thing in common: a deep-seated interest in industrial production, whether it is as a metalworking subcontractor, as a machine manufacturer or machine builder.

Jern & Maskinindustriens Fagblad focuses on new trends, technologies and new opportunities, but also the challenges that the industry faces. We bring interviews with the industry's top people, provide inspiration, solutions, knowledge, market insight and key figures to our readers.

Jern & Maskinindustrien also consists of a number of special sections and special editions.

**Among them you will find:**

- Who is Who in the Iron and Metal Industry
- Industry Top100
- Danish World Class



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**Contact the editors**

[redaktionen@jernindustri.dk](mailto:redaktionen@jernindustri.dk)

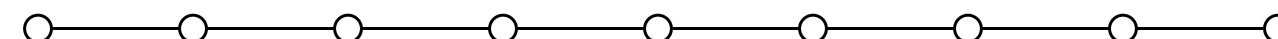
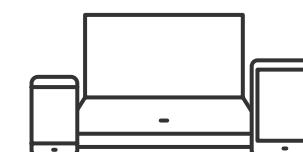
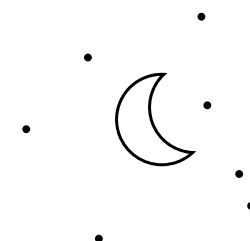
[www.jernindustri.dk](http://www.jernindustri.dk)





Relevant and goal-oriented

# News, background, and food for thought - when you have the time



6:30



10:00



12:00



16:00



20:30



As a subscriber to Jern & Maskinindustrien, you can stay up to date on what is happening in the industry. By two weekly newsletters, full access to all news, background articles and key figures on [jern-industri.dk](http://jern-industri.dk). and with the physical newspaper, you get an overview, knowledge, insight and perspective.



## Marketing channels

# Tailor-made marketing creates value

Jern-Maskinindustrien is published on multiple platforms, you can, therefore, with the right mix of marketing channels and targeted messaging, be sure to make the most out of your marketing.

Our experienced media consultants offer counselling, guidance, and concrete planning of your marketing within a broad spectrum of advertising opportunities.

### Contact

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



## Web - Print and Newsletters

# Industry news on all platforms



### Website

Jern-Maskinindustrien is an industry newspaper and an online medium for decision-makers in the Danish iron and machine industry.

Our site is responsive and banners adapt to the screen it is shown on. Be aware that banners on the mobile site is readable on the different screens.

jernindustri.dk has more than 31.143 visitors and 50.505 page views per month.

### Print

Ads in our print media palette provide visibility with great effect to most decision makers in a specific industry, as the newspapers have more readers than other professional media.

### Newsletters

The newsletter is sent out twice a week to over 19,700 people and the portal is visited every day by an average of over 3,000 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: 7228 6970 to hear about the possibilities.

\*\* Source: Readership figures from Index Denmark / Gallup all year 2019/2020



Target group and statistics

# Jern-Maskinindustrien in numbers

**Audience**  
Jern & Maskinindustrien 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.

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 approx. 20,000 people in the industry. Jern & Maskinindustrien has more than 800 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.

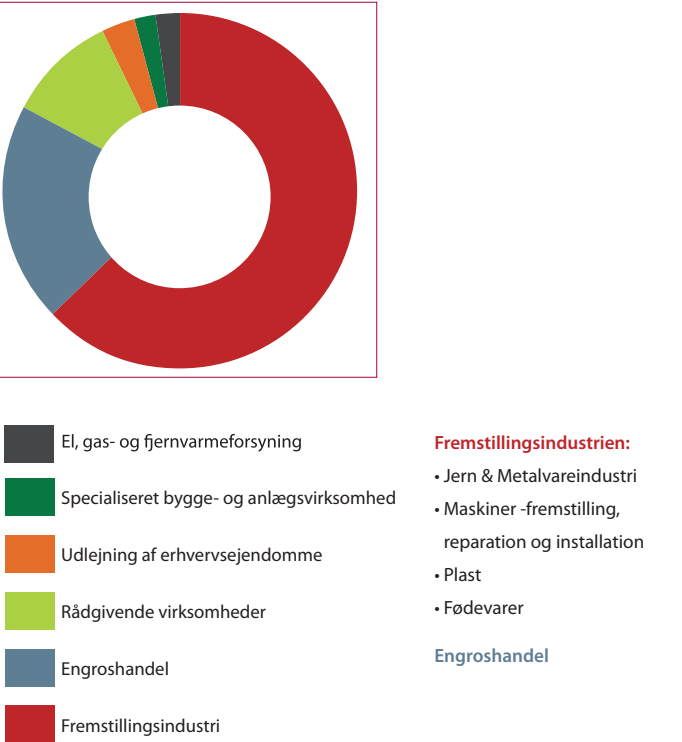
The user profile and recipients of the newsletter are characterized by being all professional groups within the metalworking industry as well as the country's automation houses and machine builders - in addition, sellers and buyers in general, as they use the newsletter to stay up to date on what happens to their customers suppliers

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

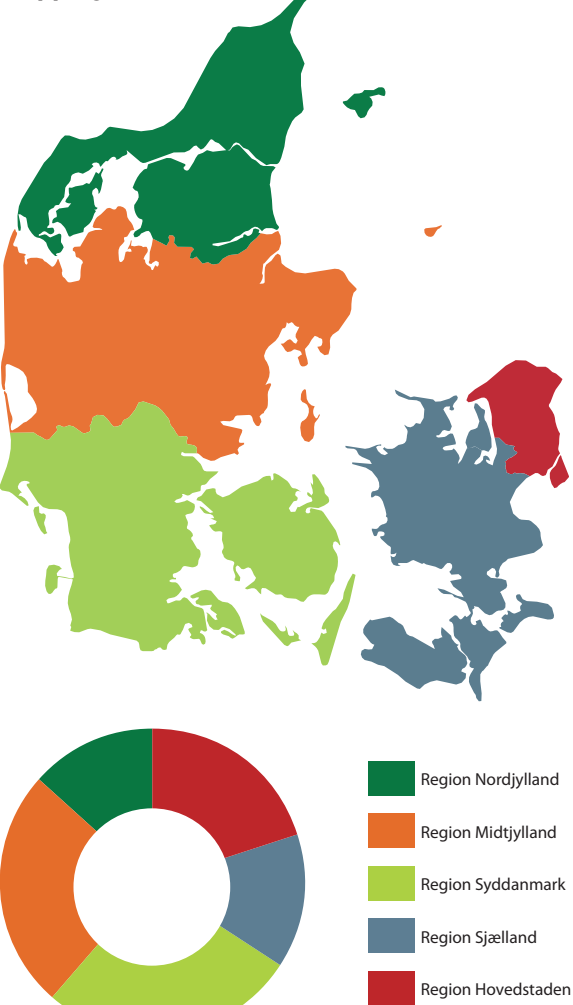
Target group for online og print

# Reader survey

The allocation of readers of the newsletter compared to the business.



Geographical distribution of recipients of Shipping



Who are our subscribers



## 27.000 readers\*\*

- anyone with an interest in your subject-specific industry

**TOTAL CIRCULATION**  
26.791\*

**READERSHIP**  
V/1 indentation  
27.000\*\*

**ONLINE VISITORS**  
31.143 visitors/ 50.505 views/mdr.\*\*\*

**NEWSLETTER**  
Sent twice a week to 19,752 recipients \*\*\*.  
Opening rate 17.59% \*\*\*

\* Print run and e-newspaper  
\*\* Source: Readership figures from Index Denmark / Gallup all year 2019/2020  
\*\*\* jernindustri.dk



## Advertisement - Print

# Expose your company in the right context

Ads in our print-media palette provide highly-effective visibility to most decision-makers in a specific industry since newspapers have more readers than other specialist media. Print ads have a long-lasting impact and significant branding value. So, even though there has been a significant development in the field of online advertising, we believe that print ads will make up a large portion of the overall advertising budget for many years to come. The print ads also appear in the electronic iPaper and the PDF edition.

Both editions can be accessed on both PCs and tablets and are simultaneously the newspaper readers' newspaper archive. We are continually working to optimize circulation to reach target audiences with greater depth and precision than that offered by other media. We do this so that we can continuously provide targeted advertising opportunities.

Moreover, we work with great flexibility in terms of formats here, including creative formats to increase the potential for greater attention - text and images do not always accomplish this by themselves. There is the option of placing an ad in the context of relevant editorial content, e.g. in sections and themes that will help boost the credibility of your marketing, ensuring that your audience not only sees it but reads it.

Target your marketing to be viewed in the right context. Nordiske Medier print releases tunes in on relevant focus areas in the respective industries. Take advantage of the opportunity to make your business visible in specific themes and special magazines.

### Contact

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



## Super themes

In each publication, Jern & Maskinindustrien has extra focus on a current theme where we go a step deeper into just that topic.

The super themes in 2021 are:

Robots in industry  
AM & Metalprint  
Digital production  
Welding  
Industry raw materials

Maskinfokus is part of Jern & Maskinindustrien's main newspaper. Here, the editors put the spotlight on technology: machining, sheet metal processing, 3D metal printing, software, etc.

Machine focus is especially aimed at

- Machine shops
- Machine suppliers

Automation and process technology, 2nd section for the Iron & Machine industry, focuses on the automation industry and machine builders and on the trends that characterize the industry and the industry's customers in everything from the process and food industry over medico to the energy sector. Published 6 times a year

Automation | Process | Technology is especially aimed at:

- Automation houses
- Process plant
- Machine builders
- Robot manufacturers and robot integrators
- Responsible for production lines throughout the industry



- Machine shops
- The supplier to Iron and the machinery industry

- Automation houses
- Process plant
- Machine builders
- Robot manufacturers and robot integrators

- Responsible for production lines throughout the industry

MASKIN  
FOKUS

Automation  
| Proces  
| Teknik

## Special supplement 2021



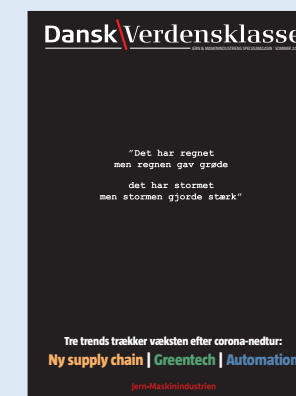
### Magasinet Overflade

Released March 19 and November 12



### Hvem er Hvem

Released April 29



### Dansk Verdensklasse

Released June 25



### HI-messe '21

Released October 1



### Industriens Top

Released December 10

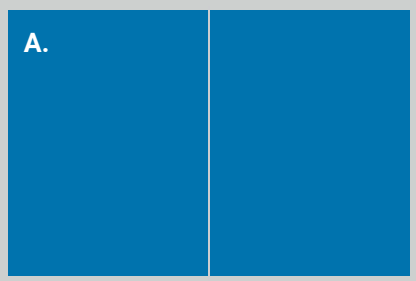


Themes - Jern-Maskinindustrien

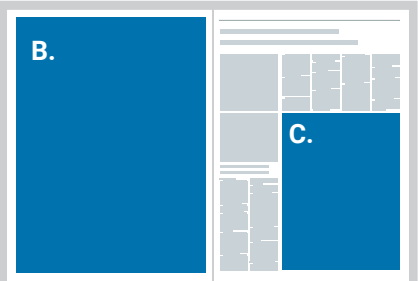
Edition	Published	Deadline	Tema	Maskinfokus	Sektion 2
JEM nr. 1	15-01-21	05-01-21	Svejsning	Spåntagning	
JEM nr. 2	05-02-21	26-01-21		Pladebearbejdning	Automation og procesteknik
JEM nr. 3	26-02-21	16-02-21	Robotter i industrien	Spåntagning	
JEM nr. 4	19-03-21	09-03-21		Pladebearbejdning	Magasinet Overflade / Scandinavian Coating 2021
JEM nr. 5	09-04-21	30-03-21	Svejsning	Spåntagning	Automation og procesteknik
JEM nr. 6	29-04-21	19-04-21	AM & Metalprint	Pladebearbejdning	
JEM nr. 7	21-05-21	11-05-21		Spåntagning	
JEM nr. 8	04-06-21	25-05-21	Svejsning	Pladebearbejdning	Automation og procesteknik
JEM nr. 9	25-06-21	15-06-21	Digital produktion	Spåntagning	
JEM nr. 10	20-08-21	10-08-21		Pladebearbejdning	
JEM nr. 11	03-09-21	24-08-21		Spåntagning	Automation og procesteknik
JEM nr. 12	17-09-21	07-09-21	Industriens råvarer	Pladebearbejdning	
JEM nr. 13	01-10-21	21-09-21	Svejsning	Spåntagning	HI-messe
JEM nr. 14	15-10-21	05-10-21		Pladebearbejdning	Automation og procesteknik
JEM nr. 15	29-10-21	19-10-21	Robotter i industrien	Spåntagning	
JEM nr. 16	12-11-21	02-11-21		Pladebearbejdning	Magasinet Overflade
JEM nr. 17	26-11-21	16-11-21	Svejsning	Spåntagning	Automation og procesteknik
JEM nr. 18	10-12-21	30-11-21	Digital produktion	Pladebearbejdning	

Formats – Print

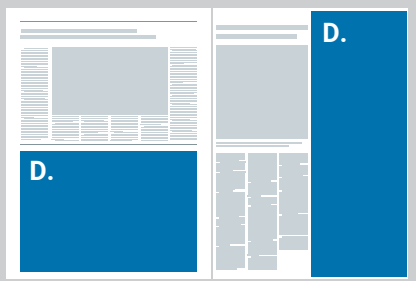
**A. DOUBLE PAGE 4 Colours**  
Format: W: 546xH: 365 mm  
Main paper ..... 49,850 DKK  
Technology.section ..... 39,850 DKK



**B. 1/1 page 4 Colours**  
Format: W: 266xH: 365 mm  
Main paper ..... 29,950 DKK  
Technology.section ..... 23,450 DKK



**C. 1000 mm 4 Colours**  
Format: W: 176xH: 270 mm  
Main paper ..... 22,450 DKK  
Technology.section ..... 18,450 DKK



**D. 1/2 page oblong 4 Colours**  
Format: W: 266xH: 180 mm  
Main paper ..... 19,450 DKK  
Technology.section ..... 15,450 DKK



**D. 1/2 page portrait 4 Colours**  
Format: W: 131xH: 365 mm  
Main paper ..... 19,450 DKK  
Technology.section ..... 15,450 DKK

**E. 1/4 page oblong 4 Colours**  
Format: W: 266xH: 90 mm  
Main paper ..... 11,750 DKK  
Technology.section ..... 9,750 DKK

**E. 1/4 page portrait 4 Colours**  
Format: W: 131xH: 180 mm  
Main paper ..... 11,750 DDK  
Technology.section ..... 9,750 DDK

**F. 1/8 page oblong 4 Colours**  
Format: W: 131xH: 90mm  
Main paper ..... 8,150 DKK  
Technology.section ..... 6,150 DKK

**G. 1/6 page 4 Colours**  
Format: W: 86xH: 175mm  
Main paper ..... 9,250 DKK  
Technology.section ..... 7,150 DKK

**Other formats 4 Colours**  
Format: W: 86 x H: 100 BLOK  
Main paper ..... 6,450 DKK  
Technology.section ..... 5,150 DKK

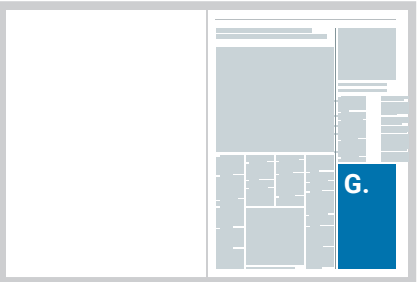
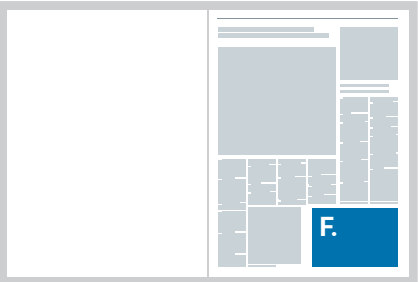
**Other formats 4 Colours**  
Main paper  
4 pages ..... 69,850 DKK  
8 pages ..... 89,850 DKK  
12 pages ..... 99,850 DKK

**Other formats Advert in mm:**  
Main pagers ..... 22 DKK  
Technology.section ..... 16 DKK per.-mm

**Colour charge**  
<300 mm per. mm ..... 10 DKK  
>300 mm ..... 3,000 DKK

**Discounts**  
If you wish to order several ads, you are welcome to get in touch with us for a good deal. Please see the contact information on the last page.

Formats are material formats that are slightly scaled down for newspaper magazine format.



All prices exclude VAT, unless otherwise stated. We cannot be held responsible for any misprints and price regulation.

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



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 or phone: 7228 6970 to hear about the possibilities.

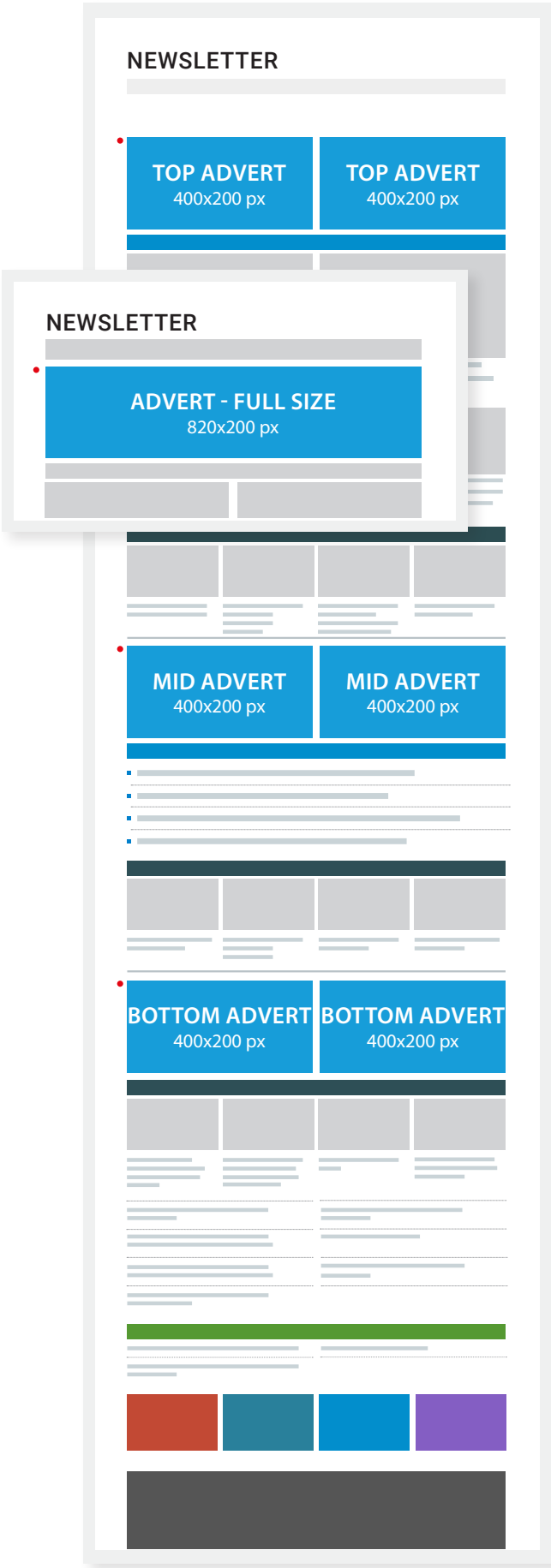


Adv – newsletter

The newsletter is sent out to the industry with relevant industry news per. e-mail. The newsletter is published twice a week.

- Top advert Full Size**  
Format: W: 820 x H: 200 pixels  
Price per announcement: ..... 9,000 DKK
- Top advert**  
Format: W: 400 x H: 200 pixels  
Price per announcement: ..... 5,000 DKK
- Mid advert Full Size**  
Format: W: 820 x H: 200 pixels)  
Price per announcement: ..... 7,000 DKK
- Mid advert**  
Format: W: 400 x H: 200 pixels)  
Price per announcement: ..... 4,000 DKK
- Bottom advert Full Size**  
Format: W: 820 x H: 200 pixels)  
Price per announcement: ..... 5,000 DKK
- Bottom advert**  
Format: W: 400 x H: 200 pixels)  
Price per announcement: ..... 3,000 DKK

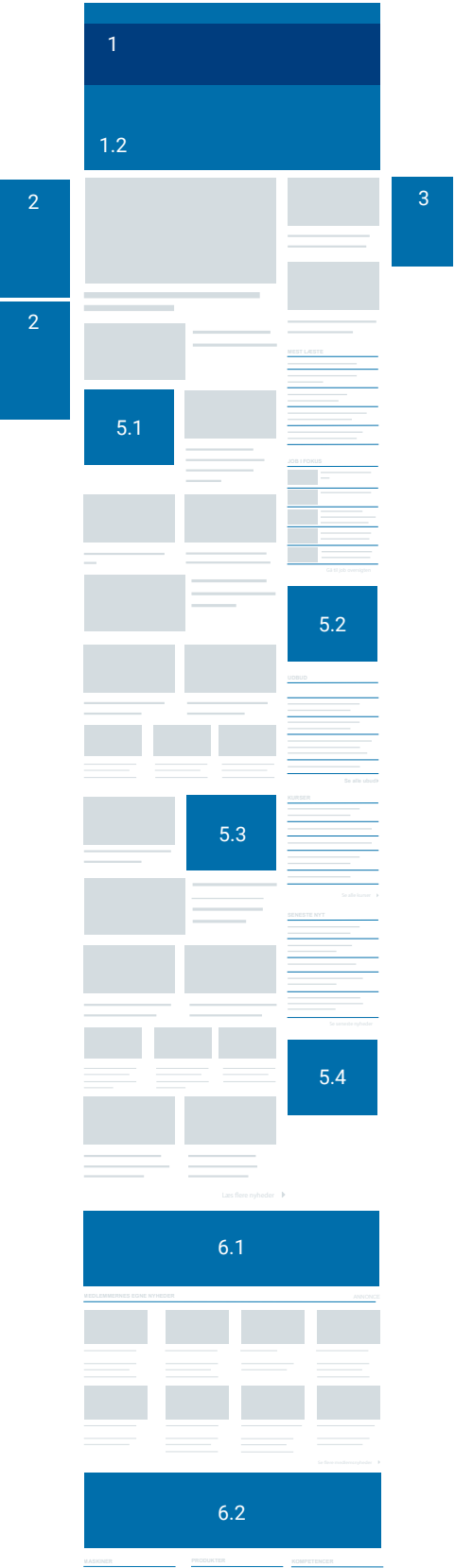
**General specifications for the ads in the newsletter are:**  
Ads are static.  
Finished material is submitted in the file format: jpg, gif or png  
  
Finished will need to max 50 kB.  
All prices are member prices per month





Advertisement – Banner

Front page



Article page



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 provides in the formats: .jpg, .gif, .png, or HTML5.

1) Topbanner

Format: W: 930 pixels x H: 180 pixels  
Size: max. 70 kB  
Articles: ..... 25,500 DKK  
Front page + other sections ..... 25,500 DKK

1.2) Billboard

Format: W: 980 pixels x H: 540 pixels  
Size: max. 150 kB  
Articles: ..... 35,500 DKK  
Front page + other sections ..... 35,500 DKK

2) Sticky Banner

Format: W: 240 pixels x H: 400 pixels  
Size: max. 90 kB  
Articles: 18.500 kr.  
Front page + other sections ..... 18,500 DKK

3) Corner banner

Format: W: 200 pixels x H: 300 pixels  
Size: max. 70 kB  
Articles: ..... 12,500 DKK  
Front page + other sections ..... 12,500 DKK

5) Campaign banner 1 og 2 - Front page

Format: w: 300 pixels x H: 250 pixels  
Size: max. 70 kB  
Front page pos. 1: ..... 14,750 DKK  
Front page pos. 2: ..... 11,750 DKK

8) Campaign banner 1&2 – Article

Format: W: 300 pixels x H: 250 pixels  
Size: max. 70 kB  
Articles pos. 1/pos. 2: ..... 14,750 DKK/11,750 DKK

8) Campaign banner 1&2 – Other

Format: W: 300 pixels x H: 250 pixels  
Size: max. 70 kB  
Other pos. 1/ pos. 2: ..... 7,750 DKK/6,350 DKK

7) Article banner

Format: W: 660 pixels x H: 200 pixels  
Size: max. 100 kB  
Price: ..... 11,000 DKK

6) Giga banner 1&2

Format: W: 980 pixels x H: 250 pixels  
Size: max. 150 kB  
Front page pos. 1: ..... 10,500 DKK  
Front page pos. 2: ..... 5,500 DKK

9) Titelbanner – Articles

Format: W: 300 pixels x H: 60 pixels  
Type: Static banner  
Size: max 20 kB  
Price: ..... 23,750 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 DDK.  
Online: 15.000 DDK.

Contact

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

Insert

Reach higher visibility with an insert



Get your printed brochure material distributed with one of our publications and make your company noticed by the entire industry or selected subject groups.

One insert makes it possible to target the receivers and decision-makers in small and medium-big companies, and provides you with high visibility with the reader opening the newspaper.

Contact

If you have questions regarding insert add-on product, please contact us on telephone 7228 6970 or e-mail salg@nordiskemedier.dk



Job-in-Focus / Job-i-Fokus

# Easy and fast access to your future employee

With the "Job I Fokus" function on our portals, you can make your employee search visible on the desired portals frontage and among articles. You will thereby be able to reach over thousands of qualified candidates who keep themselves updated within your industry.

Your message will additionally be made visible on the media's newsletter.

- Up to 30 days online under "Job-I-Fokus"
- Exposure on website front page
- Displays in newsletter
- 118.000 online visitors per month
- Print ads in media newspaper for 3000 kr.
- 90% of readers see ads

Contact

Do you have questions regarding Job-in-Focus, you are welcome to contact us on tel. 7228 6970 or email: [jobannoncer@nordiskemedier.dk](mailto:jobannoncer@nordiskemedier.dk)

<b>Job i Fokus SOLO</b> <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> <b>3,850 DKK</b>	<b>Online package</b> <div>BEST VALUE</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 banner display in the newsletter (mid- or bottom ads)</li><li>• Production of ads</li><li>• Result guarantee:</li><li>• Free re-advertisement in "JOB I FOKUS" if the right candidate is not found.</li></ul> <b>6,950 DKK</b>	<b>Print/Online Kobi</b> <ul style="list-style-type: none"><li>• Entire "JOB I FOKUS" package</li><li>• Entire period (max 30 days) on side banner</li><li>• 2 banner displays in newsletter (mid- or bottom ads)</li><li>• 1 teaser ad (86x100 mm) in Søfart</li><li>• Production of ads</li><li>• Result guarantee:</li><li>• Free re-advertisement in "JOB I FOKUS" if the right candidate is not found</li></ul> <b>10,950 DKK</b>
<b>Robotscreening / Crawling</b> <p>Automatic scanning, so all your job ads automatically appear on <a href="http://jernindustri.dk">jernindustri.dk</a></p> <p>For price contact your regular job consultant.all newsletters</p>	<b>Print advertising</b> <ul style="list-style-type: none"><li>• Teaser advertisement (86x100 mm): DKK 3,000</li><li>• Job storage (131 x 180 mm): DKK 5,000</li><li>• Full storage (full page): DKK 10,000 (Prices only apply to purchases).</li></ul>	<b>Acquisition of social media</b> <ul style="list-style-type: none"><li>• Lookup + boost on</li><li>• LinkedIn page media: DKK. 2,000</li></ul>

Search Engine Optimization

# Reach the top of Google efficiently



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. 7228 6970

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





## Subscription

# Become a subscriber and stay oriented in your industry

We want to be your first choice when it comes to staying oriented about what happens within the industry.

The quick overview and the latest news are available on the website or through our newsletter. The in-depth insight and perspective are found in our newspaper.

Here we publish constructive, independent, and credible news and get close to the industry with interviews, portraits, and industry analysis.

### As a subscriber, you get:

- Newspaper delivered to an optional address
- A personal login for all locked content and services (PC, mobile/tablet)
- All relevant special magazines and guides
- Full access to e-newspaper and previous editions
- An email with the new publication per mail - a day before!
- Access to all content on the website, which is updated daily with relevant industry news
- Access to the entire article archive
- Access to all public procurement incl. personal monitor agent.

### Read more and order at [jernindustri.dk](http://jernindustri.dk)

### Company offer / Business offer

Are you a larger group of employees in the same company and wish to read our content, we can offer different tailor-made offers with, e.g. a multi-user agreement with automatic login via an IP setup or a large customer agreement with personal logins.

### Contact

Do you want to hear more about our solutions, you are welcome to contact us at [subscription@nordiskemedier.dk](mailto:subscription@nordiskemedier.dk) or tel.: 7228 6970



Technical specifications - Print

Material

The material should be sent to:  
materiale@jernindustri.dk

Reimbursement

Material reimbursement as previously arranged, but max. 5%.

Cancellation policy

Cancellation and date changes must be made in writing no later than 14 days before the publication date.

Suppose changes to the insertion plan mean that the conditions for discounts obtained are not met. In that case, the wrongfully paid discount will be debited at a later stage.

Repro

If Nordic Media does not receive fully-finished advertising material, the customer will be billed for finishing the material at a rate of 50 øre per mm.

Formats

Newspaper format	Tabloid
Column 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
2 x 1/1 pages (spread)	546x365 mm
Paper quality newspaper	49 grams
Number of columns	6
To the edge	Not possible *
Supplement	5 mm cropping
* For special supplement: 5 mm for cropping + cutting marks	

Complaints

COLOUR ADS

For the printing of colour ads, the paper assumes no responsibility for any minor deviations from the colours of the original material. The newspaper reserves the right to reject complaints about advertisements in cases where we have already drawn attention to the fact that the material is not entirely suitable for reproduction or where the submission deadline has been exceeded.

OTHER CONDITIONS

Please refer to our terms and conditions of sale on [www.nordiskemedier.dk](http://www.nordiskemedier.dk) or in the email from your consultant.

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 ordered). We also refer to the industry standard for digital advertising material agreed between DRRB, DFF and DDPFF. Various descriptions, settings files etc. can be downloaded on [www.kankanikke.dk](http://www.kankanikke.dk).

IMAGES/GRAPHICS:

Colour: All Photoshop formats in at least 200 dpi.  
S/H: Alle Photoshop formats in at least 200 dpi.  
Line drawing: EPS and AI. TIFF, EPS and JPG in at least 600 dpi.  
The 'overprint' function must not be used.

COLOURS:

CMYK defined (we separate RGB and Pantone for CMYK).

COMPRESSION:

Stuffit, Zip.

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

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