

Media information 2024

Lastbil Magasinet

Part of Nordiske Medier A/S

 **Lastbil Magasinet**

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Lastbil Magasinet

Driving a truck is more than just transporting goods from A to B. As a driver and haulier, it's essential to stay ahead with the latest news and developments in the industry.

Our focus is on the everyday life of truck drivers, as well as the procurement, operation, and maintenance of trucks. We center our fascination around trucks and depict developments that have an impact on the daily lives of hauliers and drivers.

The daily working conditions of truck drivers are at the core of our journalism.

Contact

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Target Audience & Statistics

Facts about Lastbil Magasinet
Figures and Target Audience



Facts about Lastbil Magasinet

Lastbil Magasinet is an industry magazine with a total circulation of 5,581. Lastbil Magasinet's newsletter is sent daily to over 1,800 individuals in the industry. Member companies actively use Lastbil Magasinet's member portal in their daily operations. These companies are located throughout the country and are evenly distributed based on their size.

The user profile and recipients of the newsletter

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

Our newsletter recipients are all relevant receivers. We regularly contact all key individuals in

the industry by phone to ensure that we reach the right target audience with our newsletter.

There is a continuous turnover in the recipients of the newsletters due to job changes and similar reasons.

We remove recipients from the list if the newsletter is returned to us.



TOTAL CIRCULATION
5.581 *



ONLINE VISITORS
236.548 visitors/month**



ONLINE VIEWS
356.063 views/month**



NEWSLETTER
Sent to 1.860 recipients



NEWSLETTER
Open rate
(unique opens) 53%

* Print circulation and e-paper – ** lastbilmagasinet.dk – May 2023

Audience

Who reads Lastbil Magasinet?

Drivers, trucking companies, and all kinds of suppliers in the truck and haulage industry. The latter includes employees at workshops, importers, and dealerships.

The target audience encompasses anyone fascinated and excited by the truck as a means of transport and workplace.

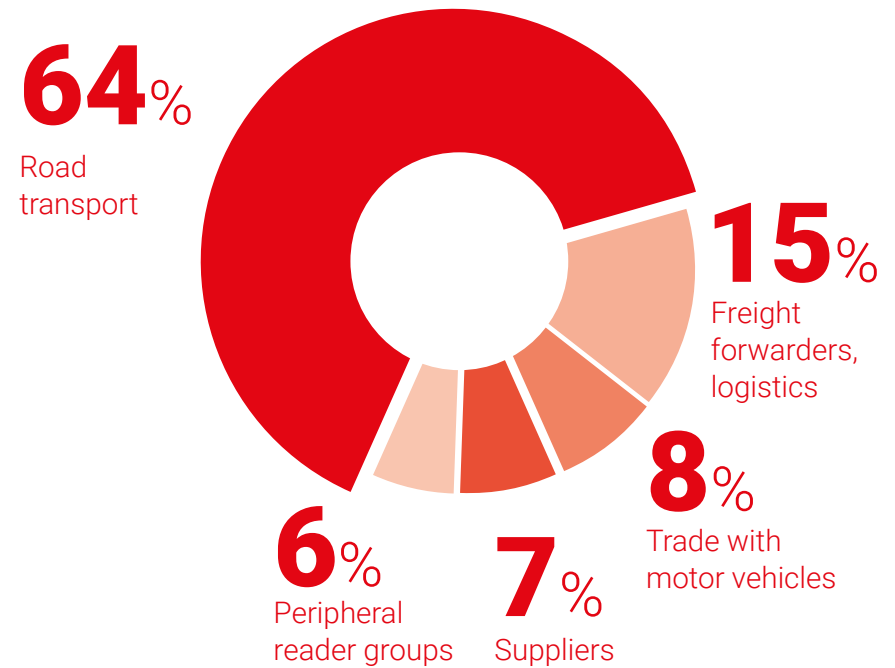
Our subscribers read Lastbil Magasinet because they want to stay updated on new trucks in the Danish market and to understand how the truck is evolving as a workplace for drivers.

When it comes to trucking companies, we focus on strategy and financial coverage.

Distribution in relation to target groups

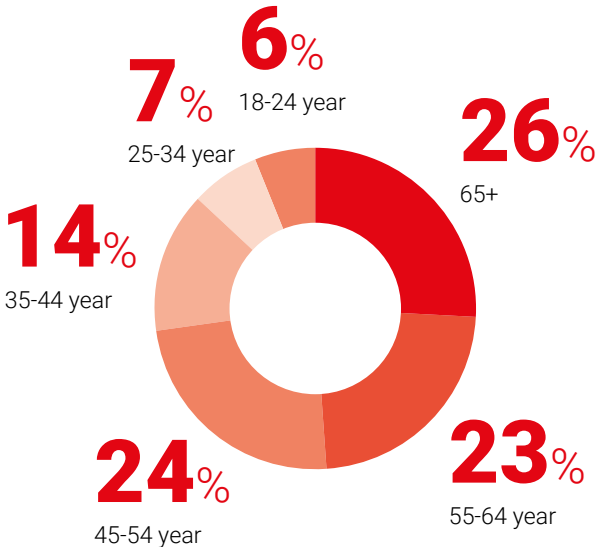
- Drivers
- Carriers
- Workshops
- Importers
- Dealers

The distribution in terms of companies

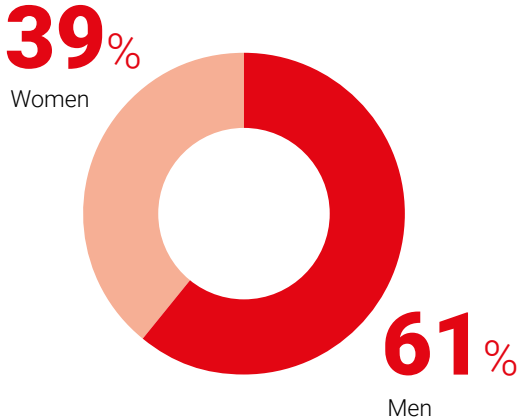


Target group for the newsletter

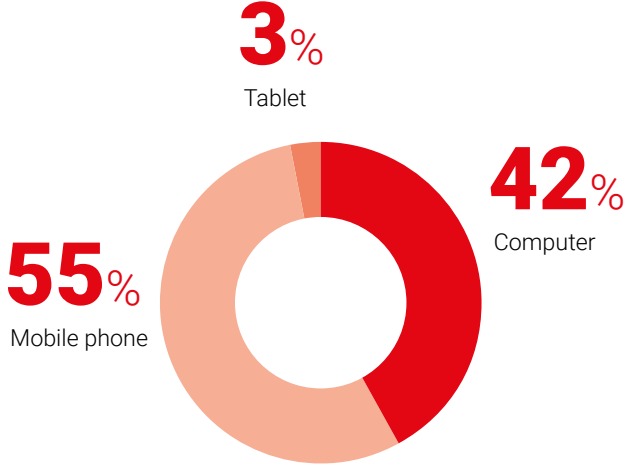
The distribution according to age



The distribution according to gender



The distribution according to unit type



Online Formats and Specifications

Banner Advertising on the front page

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

The banners share space with up to 3 others.

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

The banners rotate with page shifts.

All banners can be static or animated – HTML5, gif, or script – except for title banners.

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

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

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

Banner Advertising on the front page



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



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



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



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



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



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



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



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

Banner advertising on article pages

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

The banners share space with up to 3 others.

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

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

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

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

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

Banner advertising on article pages



1) Top banner
Format: W: 930 pixels x H: 180 pixels
Size: max. 70 kB
Article..... 9.000 kr.



7) Article Banner
Format: W: 660 pixels x H: 200 pixels
Size: max. 100 kB
Article..... 4.000 kr.



1.2) Billboard
Format: W: 980 pixels x H: 540 pixels
Size: max. 150 kB
Article..... 17.000 kr.



8) Campaign Banner 1&2 – article
Format: W: 300 pixels x H: 250 pixels
Size: max. 70 kB
Article pos. 8.1: 5.000 kr.
Article pos. 8.2: 3.500 kr.



2) Stickybanner*
Format: W: 240 pixels x H: 400 pixels
Size: max. 90 kB
Article..... 4.500 kr.



3) Corner banner*
Format: W: 200 pixels x H: 300 pixels
Size: max. 70 kB
Article..... 3.000 kr.



9) Title Banner
Format: W: 300 pixels x H: 60 pixels
Banner is static
Size: max 20 kB
Article..... 2.500 kr.



4) Side banner*
Format: W: 200 pixels x H: 175 pixels
Size: max. 40 kB
Article..... 2.500 kr.

Print Publications

Editorial content and sections

Our perspective revolves around the daily life of truck drivers, as well as the procurement, operation, and maintenance of trucks. We place the truck at the center and describe how the driver and/or haulier go the extra mile with their truck through upgrades, painting, additional equipment, and other features. We have a deep fascination with trucks and are easily enthralled by them. At the same time, we depict developments that are significant for the haulier's or driver's workday. The daily conditions of truck drivers' work are at the heart of our journalism.

Target Audience

Drivers, hauliers, and all kinds of suppliers to the truck and haulage industry. The latter includes employees at workshops, importers, and dealers. The target audience encompasses everyone who is fascinated and thrilled by trucks as both a means of transport and a workplace.

Our subscribers read Lastbil Magasinet because they want to stay updated on new trucks in the Danish market and how the truck is evolving as a workplace for drivers. When it comes to hauliers, we focus on strategy and accounting coverage.

Insert

Trailer Magazine twice a year, along with a description of the calendar (January issue).

Lastbil Magasinet

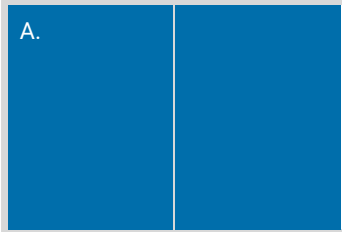
There are 12 print issues of Lastbil Magasinet planned for 2024. Each issue will include either a supplement like Trailer Magasinet or a theme such as cranes, driver's cabins, green initiatives, etc.

See the full release schedule online

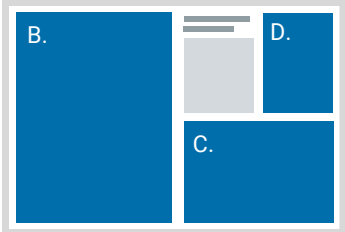


Publication Schedule

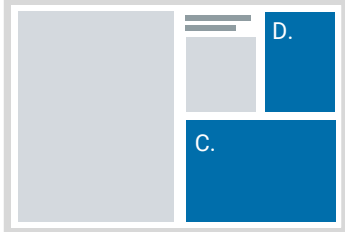
Lastbil Magasinet is published 12 times a year with feature stories, profiles, and reports from the industry. Here is an overview of Lastbil Magasinet's releases in 2024



A. Double page
 Format: 430x285 mm + 5 mm with bleed, without crop marks
 Price: DKK 20,700



B. 1/1 page (full bleed)
 Format: 215x285 mm + 5 mm bleed bleed, without crop marks
 Price: DKK 14,000



C. 1/2 page landscape (not full bleed)
 Format: B: 190 x H: 125 mm
 Price: DKK 8,100

D. 1/4 page portrait (not full bleed)
 Format: B: 93 x H: 125 mm
 Price: DKK 5,100



Material: Full pages and spreads can bleed and should be provided with 5 mm bleed, but without crop marks.

Print Run: 5,000 copies

Advertising in the Newsletter

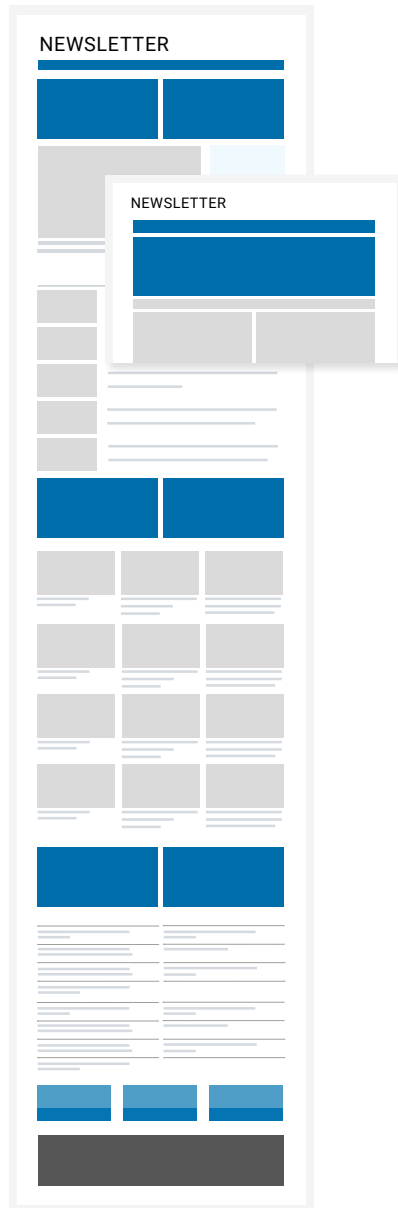
The newsletter is sent out to the industry via email and is read by decision-makers, buyers, and other professionals who want to stay updated on the industry's most current news.

General specifications for advertisements in the newsletter are:

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

All prices are prices per week.

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



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



Top ad full size
Format: W: 820 x H: 200 pixels
Price per week:..... 4,000 DKK



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



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



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



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



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

Membership

Membership+

With a Membership+, you will be assigned a media consultant who will assist you in getting started and provide professional media advice, ensuring you get the most out of your membership.

Benefits of Membership+

- Access to all the benefits of a regular membership.
- We set up your membership, ensuring a smooth start.
- Assistance in creating sales advertisements for your products and sharing your news on our platforms.
- Annual consultation and guidance regarding target audiences, media and channel choices, and more.

PREFERRED CHOICES

Basic Membership

Selected options with a membership

- Plan and share news posts on the member portal
- Post 1 news update per day in the media newsletter
- Unlimited creation of sales ads
- Access to Market Overview: a tool that keeps you updated on the competitors you want to follow
- Easy collaboration with multiple users associated with the same profile

NewsBooster

Purchase NewsBooster for your membership and receive

- Assistance in building and showcasing your brand on the member portal
- A dedicated partnership where you will be connected with one of Nordiske Medier's professional writers
- The opportunity to lighten your workload as we write and publish up to two stories per month about your company
- Engaging and search engine optimized content that enhances your visibility to potential customers and partners.

Contact us for pricing at email: salg@nordiskemedier.dk

Technical Specifications – Online

Deadline

The deadline is arranged with the graphic designer, who will provide the booked advertising campaign, specifications, and deadline.

Delivery of finished material

If finished material is provided, the deadline is 2 business days before the start.

The advertisement, including the link to the landing page, is sent directly to the email: online@nordiskemedier.dk.

Graphic Assistance

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

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

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

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

Banner Advertising

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

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

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

Specific to HTML5 banners

When delivering HTML, we need to receive a zip file with the entire source material.

The zip file must not exceed 4 MB. It

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

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

Guidelines for advertisers

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

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

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

On the website, the word "Advertisement" automatically appears just

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

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

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

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

Tekniske specifikationer - Print

Material

Material should be sent to: materiale@nordiske-medier.dk

Compensation

Material compensation as per agreement, with a maximum of 5%.

Cancellation Terms

Cancellation and date changes must be made in writing at least 14 days before the publication date. If changes in the insertion plan result in the conditions for discounts not being met, the improperly paid discount will be charged back.

Repro

If Nordiske Medier does not receive fully finished advertising material, the completion of the material will be invoiced at 0,5 DKK per mm.

Formats

Column height.....	285 mm
1 column.....	44,5 mm
2 columns.....	93 mm
4 columns.....	190 mm
1/1 page to edge.....	215x285 mm
2x1/1 page (spread).....	430x285 mm
Number of columns.....	4

* For special supplements: 5 mm for trimming, but without crop marks.

Complaints Regarding Color Advertisements

In the printing of color advertisements, the newspaper assumes no responsibility for any minor deviations from the original material's colors. The newspaper reserves the right to reject complaints about ads where the material has been previously identified as unsuitable for reproduction, or where the submission deadline has been exceeded.

Specifications

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

PDF

PDF file produced with Acrobat Distiller, containing 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, configuration files, etc., can be obtained at www.kankanikke.dk.

Images/Illustrations/Graphics

Color: All Photoshop formats at least 300 dpi.

B/W: All Photoshop formats at least 300 dpi.

Line Drawing: EPS and Ai. TIFF, EPS, and JPG at least 600 dpi. The 'overprint' function must not be used.

Colors

Defined in CMYK (RGB and Pantone colors should be converted to CMYK).

Compression: Stuffit, Zip.

Other Considerations

Please refer to our terms and conditions on www.nordiskemedier.dk or the email from your consultant.

Nordiske Medier's Industry Media in Denmark

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



Learn more about all our trade publications at omos.nordiskemedier.dk.

Nordiske Medier
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