



Søfart

# 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.

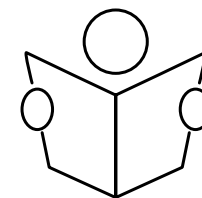
We cover the overall technological, political, and economic conditions of great significance on the industry. Furthermore, we provide news about colleagues, customers, and suppliers in the industry and in-depth industry analyses and portraits of the industry's key players.

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.

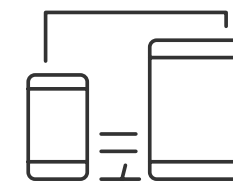
Nordiske Medier is part of DET NORDJYSKE MEDIEHUS.



### Facts about Nordiske Medier



Over 450.000  
print readers



Over 1.000.000  
page views a week



Over 500.000  
newsletters a week



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**Contact the editors:**  
red@sofart.dk

**www.sofart.dk**

## Søfart provides an overview, perspective and knowledge

The industry medium Søfart provides news, insight and perspective to the Danish maritime industry. Søfart provides an ongoing overview of the development in all branches of Blue Denmark and inspires new thinking and further development by sharing best practices.

Søfart prioritizes news coverage but is just focused on going behind the news feed and provide a perspective and insight into the long-term trends driving the development in Blue Denmark within business economics, technology and policy framework. Søfart is the only maritime media, which goes in-depth into Blue Denmark. We have our finger on the pulse when it comes to development within the following niches of the industry: Shipping companies, ports, shipyards, equipment manufacturers, service companies, freight forwarders and port companies. Our mission is to create inspiration and enthusiasm among all actors in these sectors.

Here you can read more about some of the journalistic themes that will be consistently focused on throughout 2022.

### The industry's family-owned companies

Overview of which family-owned maritime companies still exists in the Danish maritime cluster and explore how they look to the future and the advantages and disadvantages experienced with family management.

### Director portraits

The directors of the large and medium-sized shipping companies recount how they assess the long-term consequences of the crisis, and how shipping companies can use it for something positive.

### Port sector in development

The Danish ports are facing a large-scale consolidation. The volume of goods in the ports are on the way down and the ports are fighting to find their place in the future port structure. But how do they take on the challenge?

### Technology and innovation among the maritime manufacturers

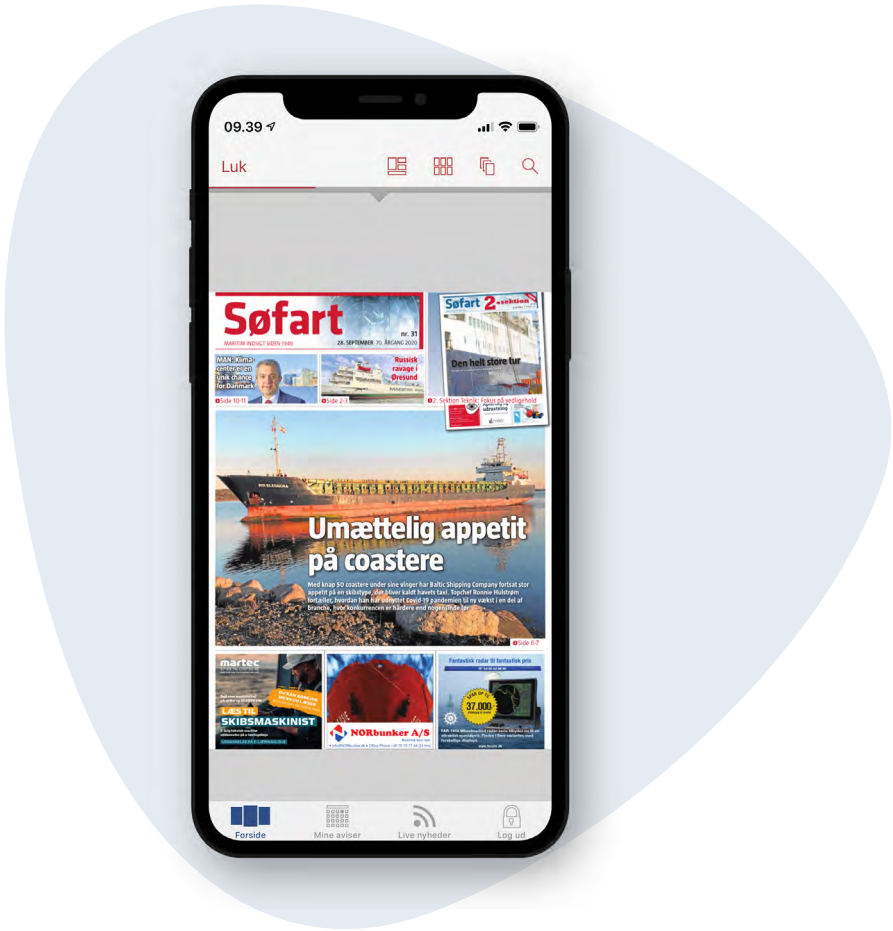
The many technology producers in Blue Denmark have an important task: They must help the shipping companies to send them first CO-neutral ships at sea during the coming decade. What do they have in the pipeline and what strategy are manufacturers pursuing?





Relevant and targeted

# Always have the latest news at hand



As a subscriber on Søfart you will be able to read the Monday newspaper already on Saturday at 12.00

With Søfart's new app, you get easy access to the e-newspaper

of recent news on mobile or iPad.

Search for Søfart with Google Play or the App Store.

You can also read Søfart's

e-newspaper on the computer.

So why wait for the news?  
We bring them to your phone or PC once we have assembled the most important news from Blue Denmark.

In the app, notifications can be turned on for current news, as well as when the newspaper is released.  
Access to the newspaper app can only be done with a personal login.  
Download the app in app store.



Target group and statistics

# Søfart in numbers

Søfart’s newsletter is broadcasted daily to over 8.700 people within the industry and has about 266 membership companies that actively use the portal every day.

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

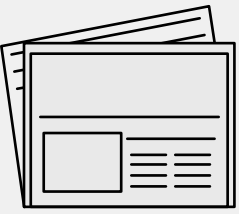
Our newsletter recipients are characterised by being decision-makers, primarily directors, purchasing managers, production managers, and sales managers. Sellers and buyers are also found in our audience, and they use the newsletter to stay updated on their customers and suppliers.

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.

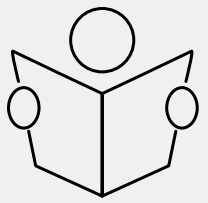
We are continuously removing recipients whenever newsletters bounce.

### 29.000 readers

- All with an intrest in your specialized industry



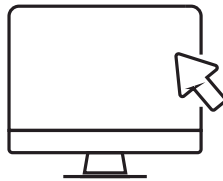
**TOTAL ISSUE**  
11.412\*



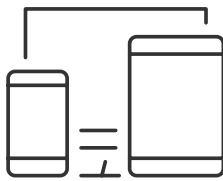
**READER NUMBERS**  
V/1 indent 29.000\*\*

\* Print issue and e-newspaper  
\*\* Reader survey, 2020


### Over 100.000 online visitors



**ONLINE VISITORS**  
115.857 visitors/monthly\*\*\*



**ONLINE VIEWS**  
217.965 views/monthly\*\*\*

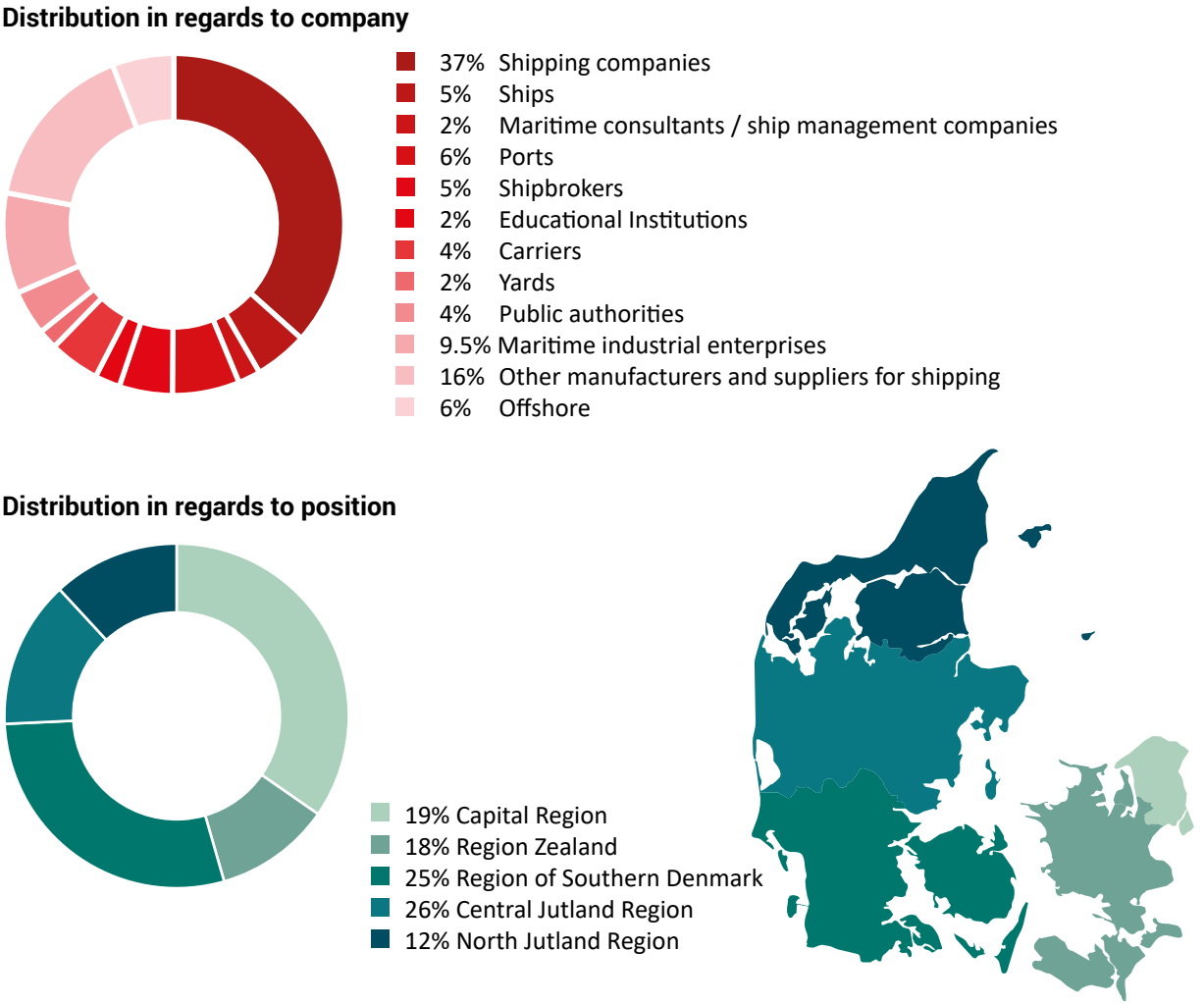


**NEWSLETTER**  
Distributed daily to 8.747 recipients  
Opening rate: 27,53%

\*\*\* soefart.dk – May 2021


## Statistics for online and print

# Who are our readers




**Who are our subscribers**

8 out of 10 subscribers read at least half of all newspapers



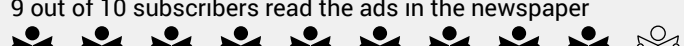
5 out of 10 subscribers read more than half of the newspaper



7 out of 10 subscribers have an influence on readers' purchases



9 out of 10 subscribers read the ads in the newspaper



# SUBSCRIPTION ANNOUNCEMENT PRINT

## Subscription

# Become a subscriber and stay oriented in your industry

As a subscriber on Søfart you are easily informed about what happens in your industry. On our website, app or through our newsletter you get a quick overview and the latest news. Additionally, you gain a deep insight into the industry through constructive and credible interviews, portraits and industry analyses in our print newspaper.

As a subscriber, you get:

- A personal login to use across devices

- Unlimited access to all locked and unlocked articles
- The newspaper delivered to an optional address in Denmark
- Specialty magazines delivered to an optional address in Denmark
- Full access to the e-newspaper and all previous editions
- Unlimited access to our article archive, previous publications, and specialty magazines

Business subscription  
If you are a larger group of cow-

orkers in the same company, who want to read our content, we offer more tailor-made solutions. E.g. a multi-user agreement with automatic login via an IP setup or a customer agreement with personal accounts.

**Contact us for an offer**  
**Telephone: 72 28 69 70**  
**[abonnement@nordiskemedier.dk](mailto:abonnement@nordiskemedier.dk)**

Read more and order your subscription now on  
[soefart.dk](http://soefart.dk)



**TRY SØFART  
1ST MONTH  
FREE**



Advertising - Print

Expose your business in the right context

Target your marketing and be seen in the proper context. Nordiske Medier's newspapers have more readers than any other professional media, with many of our readers being important decision-makers. Our print newspapers tune in to relevant focus areas in the respective industries. You have the opportunity to make your company visible in specific themes and magazines through various ad formats.

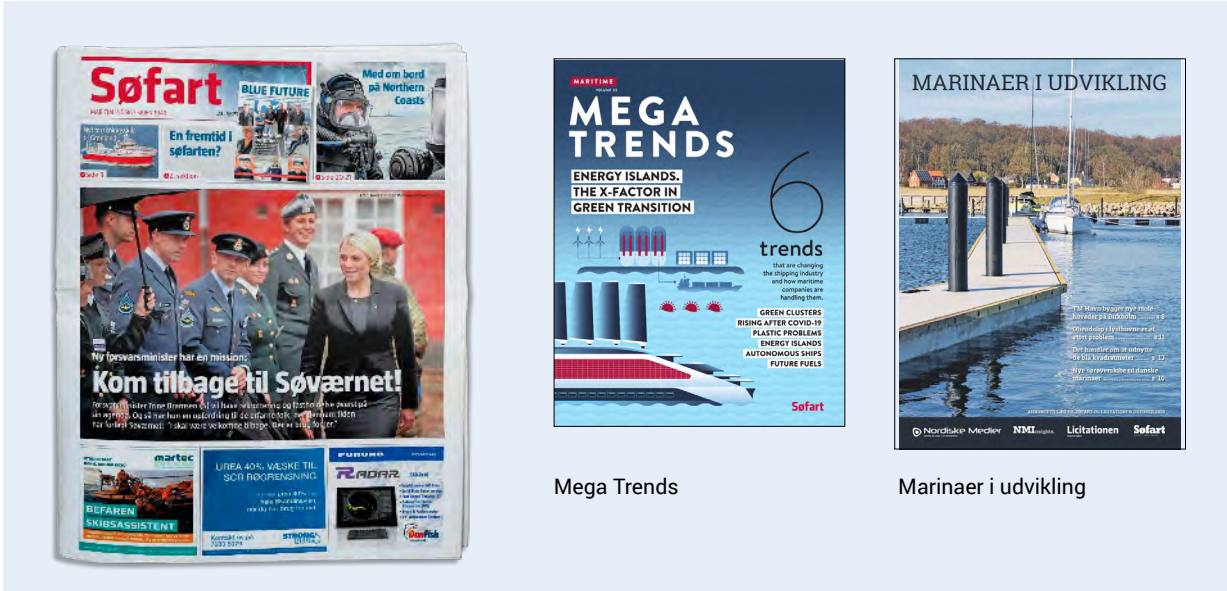
The selection of ad formats is plenty. You can find some classic examples of formats

on the next page. We also offer creative formats to increase the possibility for greater attention which text and images cannot always do that alone.

It is possible to place an ad connected with relevant editorial content in different sections and themes, providing your marketing increased credibility and ensuring that it is read and not just seen. Print ads have long-lasting effects and great branding value, so even though significant developments have been made in online advertising, we still see print ads as effective

means of visibility for many years to come. The print ads are also in the electronic iPaper and the PDF version.

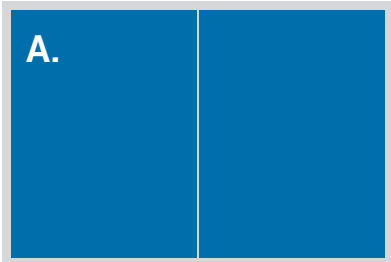
You can access the iPaper and PDF versions on both computers or tablets - these are also the readers' newspaper archives. We are constantly optimising circulation to reach the target audiences even more profound and precisely than other media. We do this continuously to be able to deliver targeted advertising opportunities.



Mega Trends

Marinaer i udvikling

Formats - Print



A. Double side 4 Colors  
Format: W: 546xH: 365 mm  
Main newspaper..... DKK 49,850  
Technology.section . DKK 39,850

**Prices other formats**  
Advertisement etc. in the main newspaper 22 DKK.  
Advertisement etc. in technology. section 16 DKK.



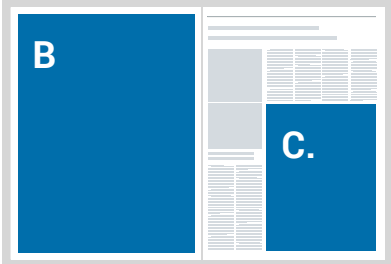
B. 1/1 Page 4 Colors  
Format: W: 266xH: 365 mm  
Main newspaper..... DKK 29,950  
Technology.section. DKK 23,450

**Special placement**  
Front page .....100%  
Page 3 ..... 30%  
Page 5 .....20%  
The back .....50%  
All prices are ex. VAT.



C. 1000 mm 4 Colors  
Format: W: 176xH: 250 mm  
Main newspaper..... DKK 22,450  
Technology.section . DKK 18,450

Color surcharge  
<300 mm pr. mm.....DKK 10  
> 300 mm.....DKK 3,000



D. 1/2 page High format 4 Colors  
Format: W: 266xH: 180mm  
D. 1/2 page Cross format 4 Colors  
Format: W: 131xH: 365mm  
Main newspaper..... DKK 19,450  
Technology.section . DKK 15,450

**Discounts**  
If you want to order more ads, you are welcome to contact us for a good deal.

Please see contact information on the last page.

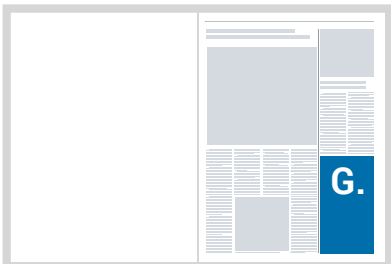


E. 1/4 page High format 4 Colors  
Format: W: 131xH: 180mm  
E. 1/4 page Cross format 4 Colors  
Format: W: 266xH: 90mm  
Main newspaper..... DKK 11,750  
Technology.section ... DKK 9,750

Formats are material formats, which is slightly scaled down to the newspaper magazine format.

All prices are ex. VAT, unless other is indicated. Reservations are made in regards to printing errors and price regulation.

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



F. 1/8 page 4 Colors  
Format: W: 131x100mm  
Main newspaper..... DKK 8,150  
Technology.section ... DKK 6,150

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

Other formats 4 Colors  
86 x 77 BLOCK  
Main newspaper..... DKK 6,450  
Technology.section ... DKK 5,150

Other formats 4 Colors  
Indent in the main newspaper  
4 pages ..... DKK 69,850  
8 pages ..... DKK 89,850  
12 pages ..... DKK 99,850

## Theme plan - Main newspaper

	Release	Deadline	Søfart 2. section
Søfart nr. 1	10.01	03.01	Norshipping (Oslo)
Søfart nr. 2	17.01	10.01	
Søfart nr. 3	24.01	17.01	
Søfart nr. 4	31.01	24.01	Service and maintenance, oil and lubrication technique
Søfart nr. 5	07.02	31.01	
Søfart nr. 6	14.02	07.02	
Søfart nr. 7	21.02	14.02	Ports in development
Søfart nr. 8	28.02	21.02	
Søfart nr. 9	07.03	28.02	Green transition
Søfart nr. 10	14.03	07.03	
Søfart nr. 11	21.03	14.03	
Søfart nr. 12	28.03	21.03	Port of the Month
Søfart nr. 13	04.04	28.03	
Søfart nr. 14	11.04	04.04	
Søfart nr. 15	25.04	18.04	Blue future - education
Søfart nr. 16	02.05	25.04	
Søfart nr. 17	09.05	02.05	
Søfart nr. 18	16.05	09.05	Port of the Month
Søfart nr. 19	23.05	16.05	
Søfart nr. 20	30.05	23.05	
Søfart nr. 21	07.06	30.05	
Søfart nr. 22	13.06	07.06	Port of the Month
Søfart nr. 23	20.06	13.06	
Søfart nr. 24	08.08	01.08	Service and maintenance, oil and lubrication technique
Søfart nr. 25	15.08	08.08	
Søfart nr. 26	22.08	15.08	Green transition
Søfart nr. 27	29.08	22.08	
Søfart nr. 28	05.09	29.08	SMM (Hamburg)
Søfart nr. 29	12.09	05.09	
Søfart nr. 30	19.09	12.09	Danish shipyards
Søfart nr. 31	26.09	19.09	
Søfart nr. 32	03.10	26.09	Månedens Havn
Søfart nr. 33	10.10	03.10	
Søfart nr. 34	17.10	10.10	Port of the Month Marine, motorist and gear
Søfart nr. 35	24.10	17.10	
Søfart nr. 36	31.10	24.10	Port of the Month
Søfart nr. 37	07.11	31.10	
Søfart nr. 38	14.11	07.11	Blue future - education
Søfart nr. 39	21.11	14.11	
Søfart nr. 40	28.11	21.11	Port of the Month
Søfart nr. 41	05.12	28.11	
Søfart nr. 42	12.12	05.12	

## Super themes

In the monthly 2. section "Teknik" we dive into technical niches and inspire actors and technology suppliers with new trends. In 2022, we have the following themes:

### January

Nor Shipping 2022 (the fair takes place from January 10-13 2022). The Norwegian fair is a natural linchpin for the description of new trends in the maritime sector.

What's on the agenda during this global maritime industry-leading fair, how are danish companies positioned, and what new technology and projects will they present?

### February

"Ports in development". How do the Danish ports develop their business, what new technologies do they work with, and what global megatrends affect the industry?

### March

"Green transition". What products do the Danes maritime companies offer the shipping companies to solve their challenges with the green transition?

### April

"Blue Future / education" provides the youth with a complete overview of the educational opportunities in the maritime industry through interviews and portraits of young people who inspires and guides them.

### May

Nor Shipping 2021 (the fair takes place from 1 to 4 June 2021) The Norwegian fair is a natural linchpin for the description of new trends in the maritime sector.

What's on the agenda during this global maritime industry-leading fair, how are danish companies positioned, and what new technology and projects will they present?

### August

"Service & vedligehold" and "Olie & Smøreteknik". How do the Danish suppliers work with the service and maintenance of the Danish ships as well oil / lubrication technique?

How does the industry view the development, and what do the big engine manufacturers say?

### September

The SMM fair in Hamburg (the fair takes place September 6-9, 2022): What's on the agenda during this global maritime industry-leading fair, how are danish companies positioned, and what new technology and projects will they present?

The Danish shipyards News and trends in the services provided by the Danes shipyards deliver to customers.

### October

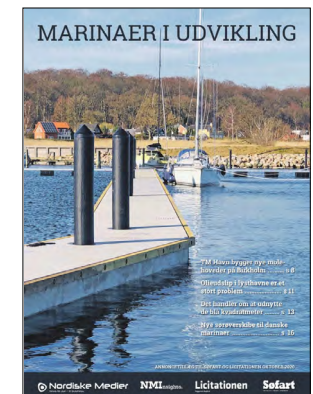
Marine engines and gears status report from the field of Danish suppliers of marine engines and gears.

### November

"Blue Future/education" provides the youth with a complete overview of the educational opportunities in the maritime industry through interviews and portraits of young people who inspires and guides them.

### In addition

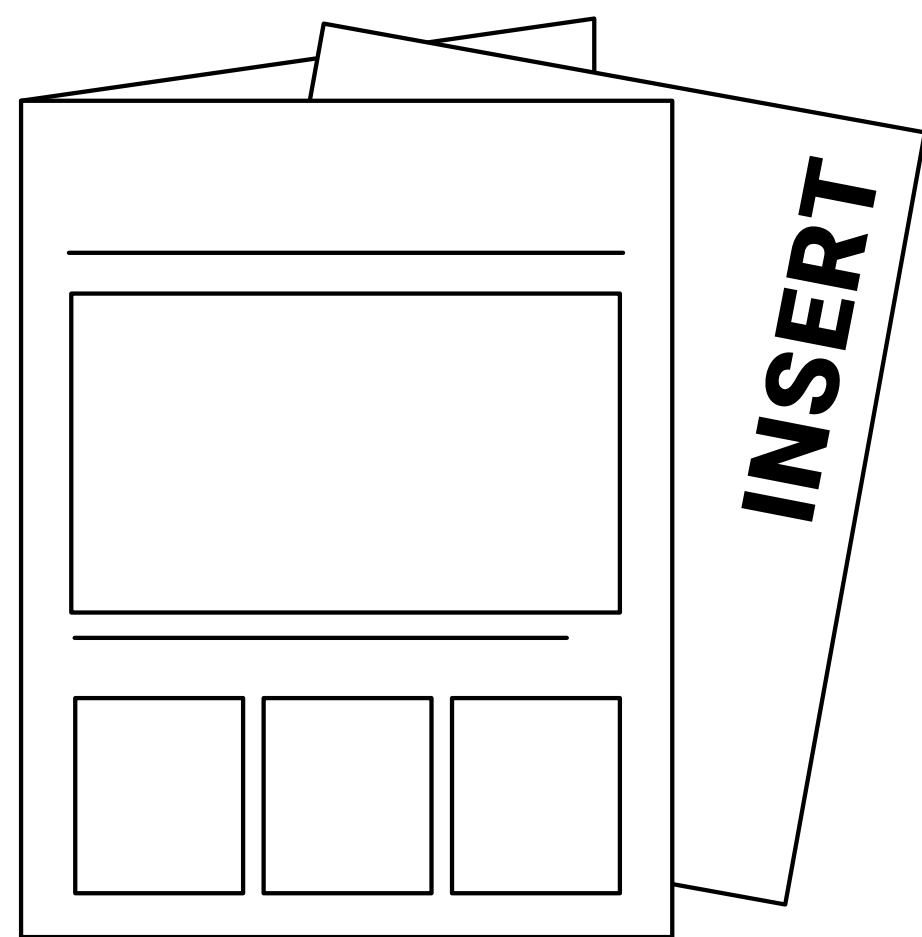
Ongoing focus on the port of the month and the general development of ports 5 times a year.





Insert

# Achieve higher visibility with an insert



Get your printed brochure material distributed alongside one of our publications, and get your business noticed throughout the industry or by selected professional groups.

Brochure material is one of the many types of inserts posted or attached to the magazine when distributed.  
An insert makes it possible to

reach recipients and decision-makers in small and medium-sized enterprises while giving you high visibility with the reader who opens the newspaper.

**Contact** us for an offer on telephone: +45 72 28 69 70 or mail: [salg@nordiskemedier.dk](mailto:salg@nordiskemedier.dk)



# Advertisement – Banner

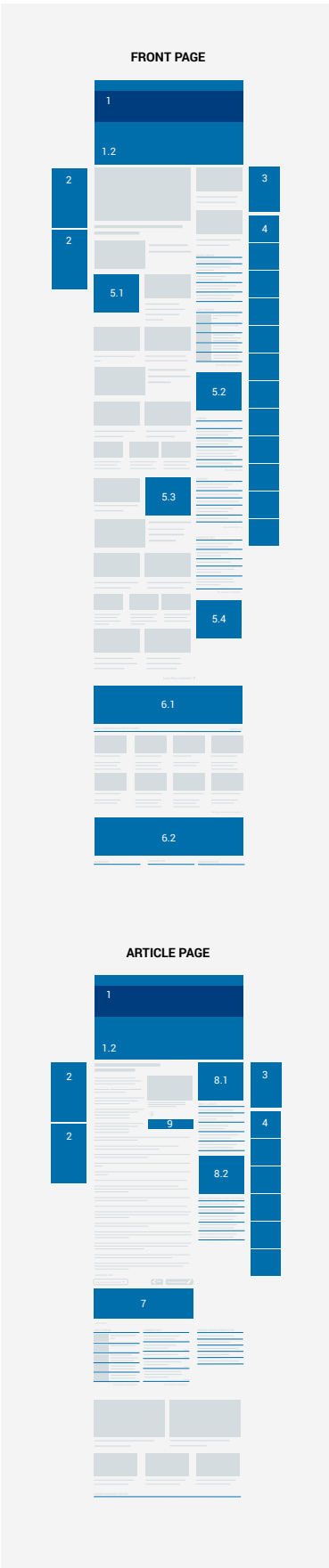
Our site is responsive, and the banners adapt depending on the screen they are displayed. Note that banners for mobile are readable on the various screens. The banners share space with up to 3 others. However, title banners are placed alone, while sticky banners share space with up to 2 others. The banners 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	ARTICLE PAGE
1) Top banner Format: W: 930 pixels x H: 180 pixels Size: max. 70 kB Front page + the other pages DKK 24,500	1) Top banner Format: W: 930 pixels x H: 180 pixels Size: max. 70 kB Article..... DKK 24,500
1.2) Billboard Format: W: 980 pixels x H: 540 pixels Size: max. 150 kB Front page + the other pages DKK 34,500	1.2) Billboard Format: W: 980 pixels x H: 540 pixels Size: max. 150 kB Article..... DKK 34,500
2) Sticky banner * Format: W: 240 pixels x H: 400 pixels Size: max. 90 kB Front page + the other pages DKK 17,500	2) Sticky banner * Format: W: 240 pixels x H: 400 pixels Size: max. 90 kB Article..... DKK 17.500
3) Corner banner * Format: W: 200 pixels x H: 300 pixels Size: max. 70 kB Front page + the other pages DKK 11,500	3) Corner banner * Format: W: 200 pixels x H: 300 pixels Size: max. 70 kB Article..... DKK 11.500
4) Page banner * Format: W: 200 pixels x H: 175 pixels Size: max. 40 kB Front page + the other pages .. DKK 3,250	4) Page banner * Format: W: 200 pixels x H: 175 pixels Size: max. 40 kB Article..... DKK 3.250
5) Campaign banner - frontpage Format: W: 300 pixels x H: 250 pixels Size: max. 70 kB Front page pos. 5.1 - 5.3: ..... DKK 13.750 Front page pos. 5.2 - 5.4: ..... DKK 10,750	7) Article banner Format: W: 660 pixels x H: 200 pixels Size: max. 100 kB Article..... DKK 10.000
5) Campaign banner 1 & 2 - others Format: W: 300 pixels x H: 250 pixels Size: max. 70 kB Other pos. 1: ..... DKK 6,750 Other pos. 2: ..... DKK 5,350	8) Campaign Banner 1 & 2 - Article Format: W: 300 pixels x H: 250 pixels Size: max. 70 kB Article pos. 8.1: ..... DKK 13.750 Article pos. 8.2: ..... DKK 10.750
6) Gigabanner 1 & 2 Format: W: 980 pixels x H: 250 pixels Size: max. 150 kB Front page pos. 6.1: ..... DKK 9,500 Front page pos. 6.2: ..... DKK 4,500	9) Title banner Format: W: 300 pixels x H: 60 pixels Banner is static Size: max 20 kB Article:..... DKK 22.750

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

All prices are monthly membership prices. 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 ads in the newsletter are:
- The ads are static
  - Finished material is to be delivered in the 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 5,000

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

Top ad  
Format: W: 400 x H: 200 pixels  
Price per. publication: .....DKK 2,000

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

Mid-ad  
Format: W: 400 x H: 200 pixels  
Price per. publication: .....DKK 1,500

Bottom ad full size  
Format: W: 820 x H: 200 pixels  
Price per. publication: .....DKK 2,000

Bottom ad  
Format: W: 400 x H: 200 pixels  
Price per. publication: .....DKK 1,000



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





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



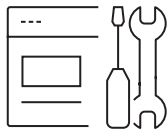
## ANALYSIS



## RUN-THROUGH

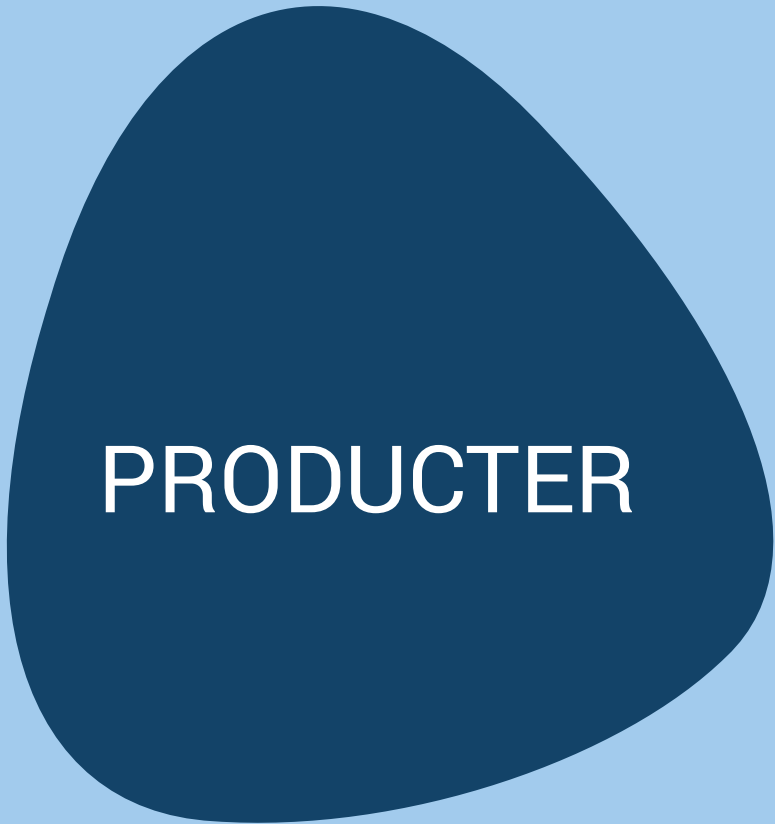


## OFFER



## 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.

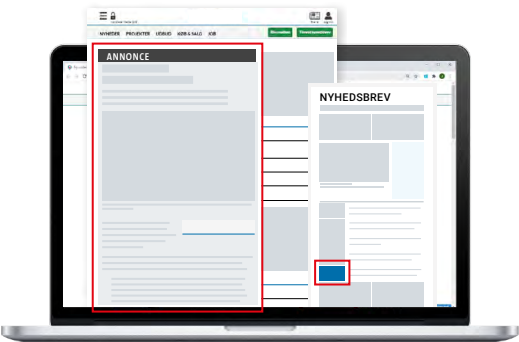
ADVERTORIAL PRINT PACKAGE



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.

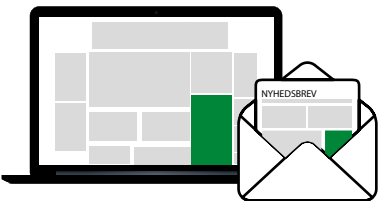
- Runs for the duration of one week - from Monday to Sunday incl. setup
- Placement on the front page of the news flow among other articles
- Placement in the newsletter under regular articles on Monday
- Final report on total number of views

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.

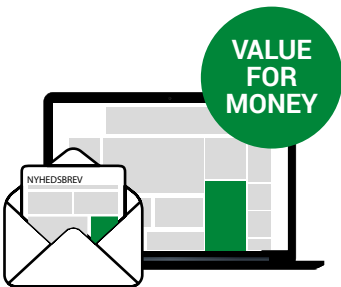
JOB-IN-FOCUS SOLO



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-

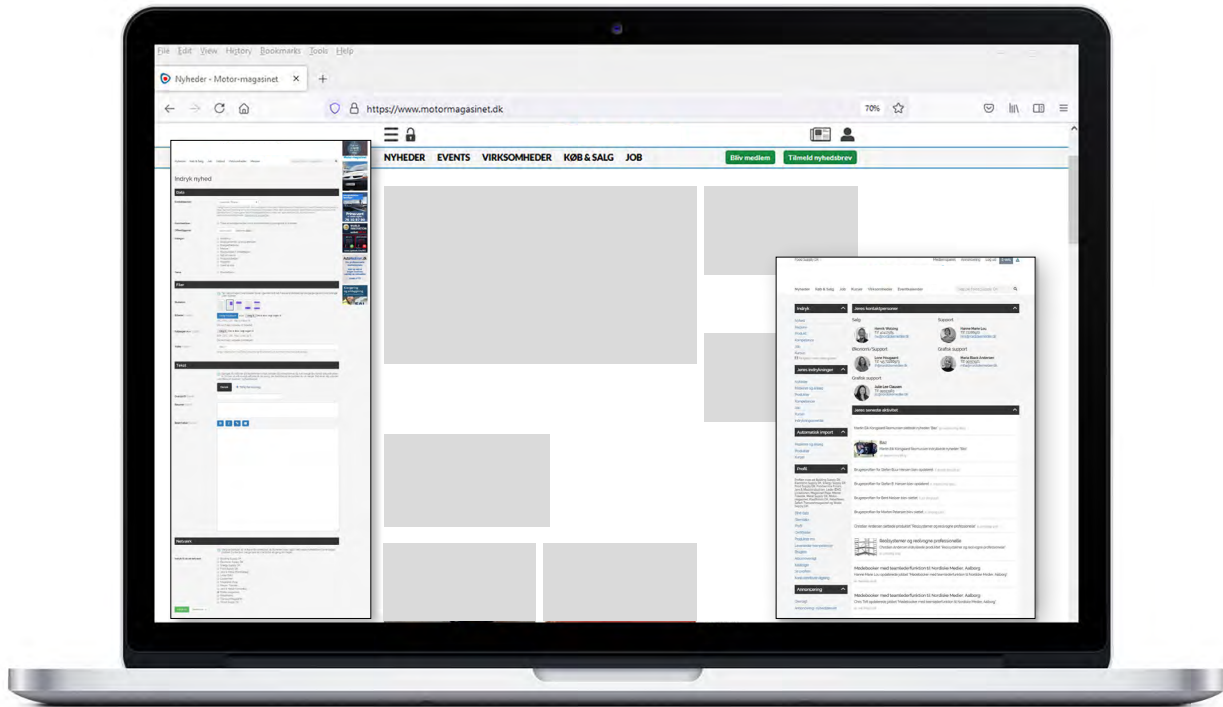
file, you gain access to a string of benefits.

**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@licitationen.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 Pantone we separate to CMYK).

## Compression:

Stuffit, Zip.

## Other conditions

Please refer to our trading con-

ditions 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 weeks before starting.

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

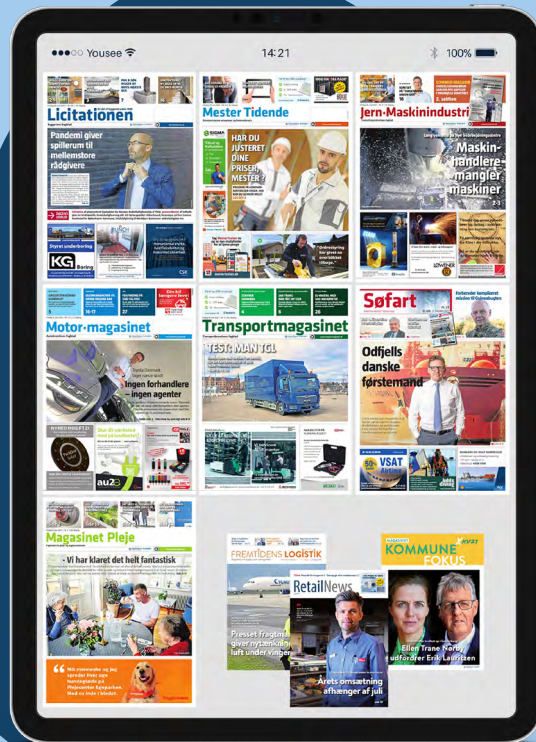
RetailNews

## THE CARE SECTOR

Magasinet Pleje

## HR & MANAGEMENT

LEDER IDAG.DK



📺 Nordiske Medier

Phone: +45 72 28 69 70

info@nordiskemedier.dk

www.nordiskemedier.dk