



Media information 2024

# Transportmagasinet

A part of Nordiske Medier A/S

**Transportmagasinet**

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## Transportmagasinet

### **News for the Danish Transport Industry**

Our editorial focus is on freight transport – on land, at sea, and in the air. We particularly emphasize road transport, as more than 90 percent of goods in Denmark are transported by truck.

We examine transport from the perspective of hauliers. We test trucks, conduct interviews with industry professionals, and profile haulage companies.

Our journalist at Christiansborg closely follows the political events that can have an impact on the industry

### **Target Audience**

Transport Magasinet is an industry newspaper for decision-makers in the Danish haulage and transport sector.

Most of our readers have their own haulage businesses, and they use the magazine to stay informed about the industry, competitors, and new equipment.

**Contact:** Responsible Journalist Jesper B. Nielsen  
Direct Phone: +45 23 42 12 22  
Email: [jbn@transportmagasinet.dk](mailto:jbn@transportmagasinet.dk)

### **Contact the Editorial Team**

Email: [redaktionen@transportmagasinet.dk](mailto:redaktionen@transportmagasinet.dk)  
Website: [www.transportmagasinet.dk](http://www.transportmagasinet.dk)

# Target Audience & Statistics

An aerial, high-angle photograph of a multi-lane highway. A semi-truck is visible in the rightmost lane, moving away from the viewer. The road has several lanes separated by white lines. The surrounding landscape is dark and textured, possibly forested or undeveloped land.

Facts about Transportmagasinet

Transportmagasinet in Figures

Target Groups – Print

Target Groups – Online

# Facts about Transportmagasinet

Transportmagasinet is an industry publication with **20,000** print readers and a total circulation of **13,043** copies.

Our daily newsletter reaches over **9,600** industry professionals, and we currently have **145** member companies actively using Transportmagasinet's member portal in their daily operations.

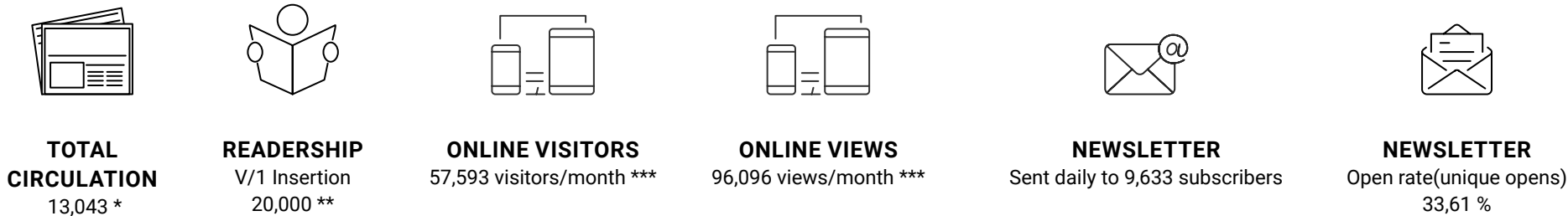
These companies are located throughout the country and are evenly distributed in terms of size.

The user profile and recipients of the newsletter are characterized by being decision-makers – primarily directors, procurement managers, production managers, and sales managers. Additionally, sellers and buyers in general also subscribe, using the newsletter to stay updated on what's happening with their customers and suppliers.

Our newsletter recipients are all relevant recipients. We continuously reach out to all key

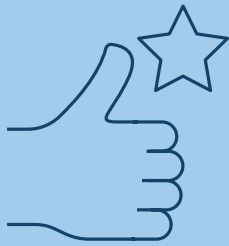
personnel in the industry by phone to ensure that we are reaching the right target audience with our newsletter. There is a continuous turnover in the recipients of the newsletters due to job changes and similar reasons.

We regularly unsubscribe recipients if the newsletter is returned to us.



\* Print circulation and e-newspaper    \*\* Source: Index Denmark Gallup, full year 2022/2023    \*\*\* transportmagasinet.dk – May 2023

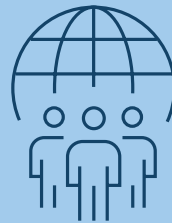
# Who reads Transportmagasinet?



Over

73%

of our readers have rated  
Transportmagasinet as a good or  
excellent media source



Over

36%

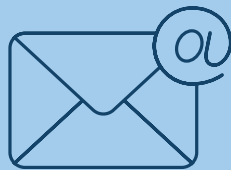
of our readers are employed in  
companies with more than 100  
employees

**Transportmagasinet**

Over

80%

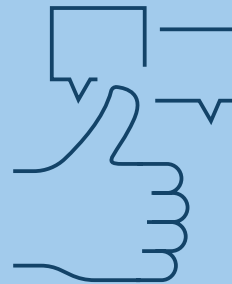
of our readers consider  
Transportmagasinet as their  
primary source of information



Over

**88%**

of our readers believe that  
receiving Transportmagasinet's  
newsletter is essential



Over

**50%**

of our readers prefer staying  
updated through  
Transportmagasinet's e-newspaper



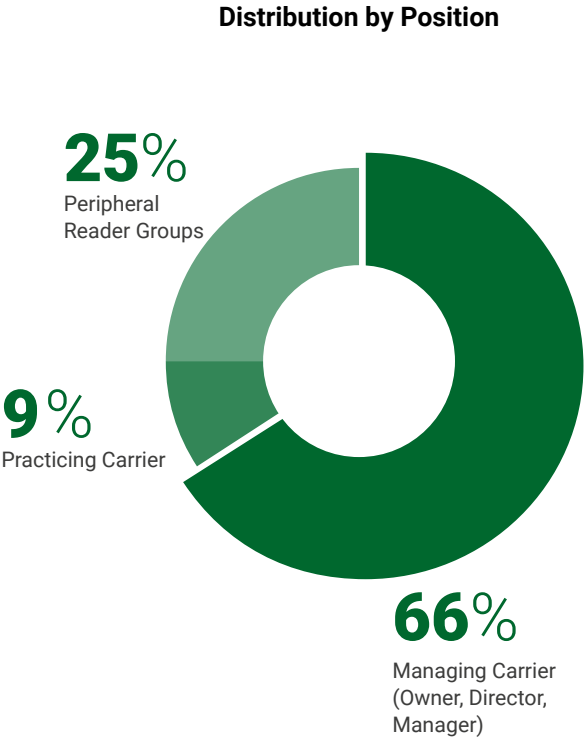
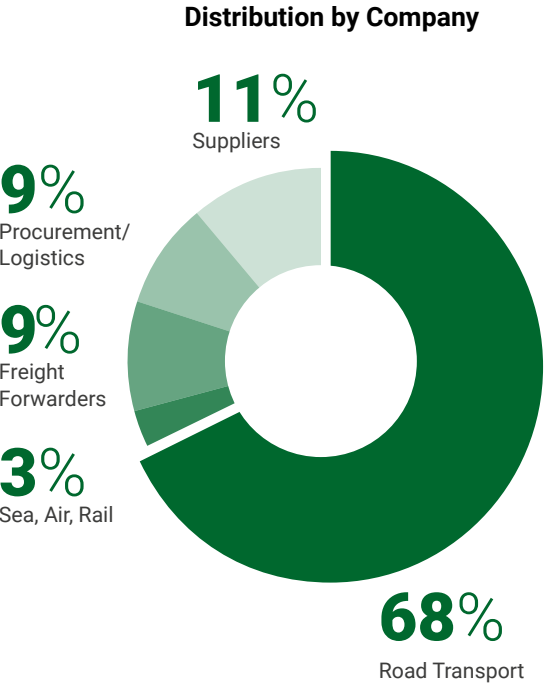
Over

**85%**

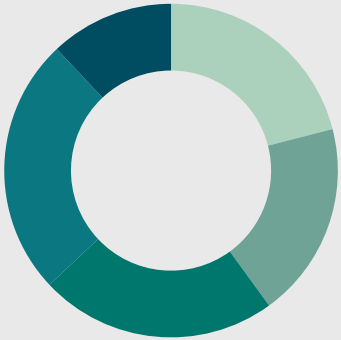
of our newsletter recipients read  
half or the entire newsletter daily

\* Reader Survey 2023

# Target Audience for Print



## Geographical Distribution of Transportmagasinet Recipients



- 16 % Northern Jutland Region
- 20 % Capital Region
- 28 % Zealand Region
- 17 % Central Jutland Region
- 19 % Southern Denmark Region

Over  
**88%**  
of Transportmagasinet's readers  
are between 51-61 years old

Over  
**75%**  
of Transportmagasinet readers use  
the magazine to stay updated on the  
general transport industry

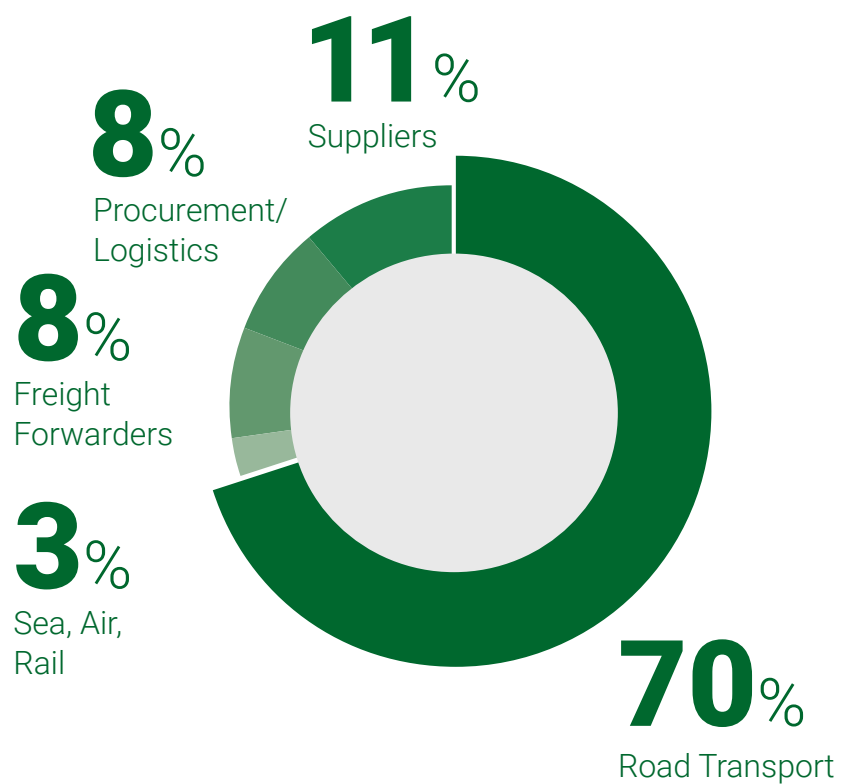
Complete Subscription  
**64%**  
of Transportmagasinet's complete  
subscribers prefer to stay updated  
through both the physical newspaper  
and the online e-newspaper

Complete Subscription  
**36%**  
of Transportmagasinet's complete  
subscribers consider the print news-  
paper as the most important element  
in their subscription

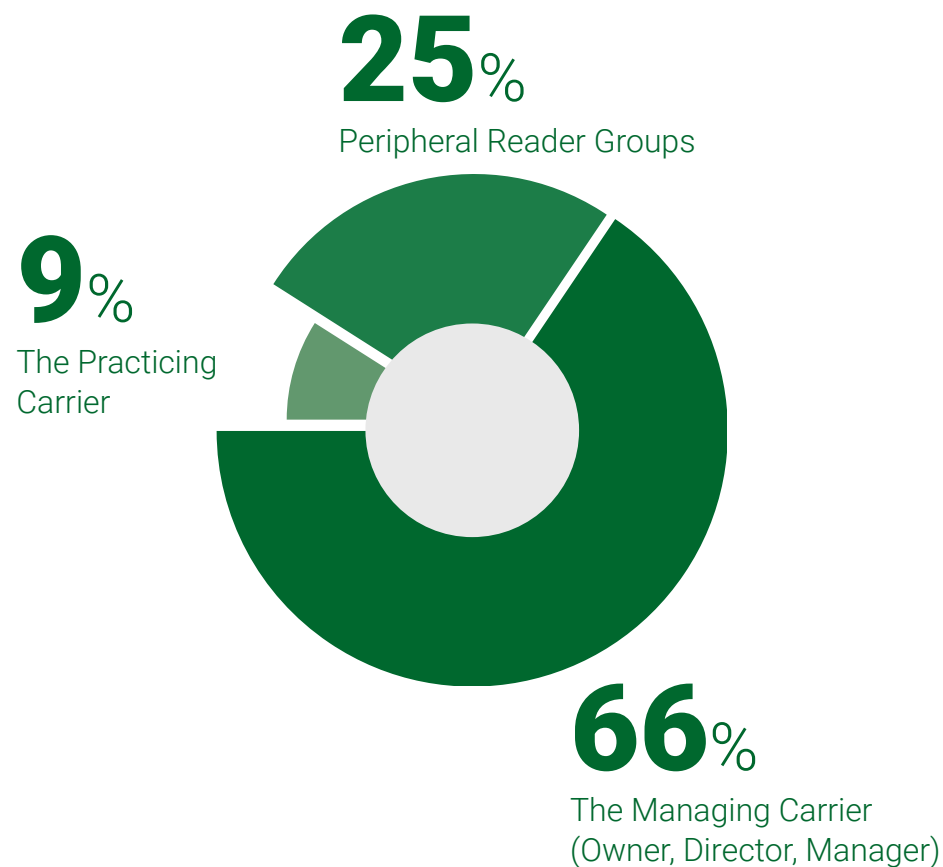
Digital Subscription  
**82%**  
of Transportmagasinet's digital  
subscribers prefer to stay updated  
through the e-newspaper and the  
newsletter

## Target Audience for Online

Distribution by Company



Distribution by Position

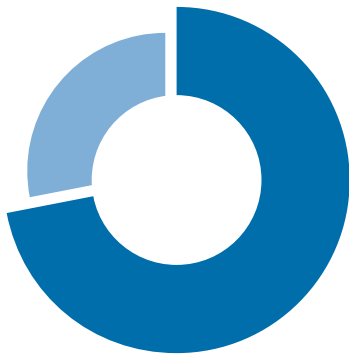


## Refinement of the Target Audience

### Freight Forwarders

**28%**

Not Subscribed  
to the Newsletter



**72%**

Subscribed to  
the Newsletter

### Road Freight Transport

**43%**

Not Subscribed  
to the Newsletter



**57%**

Subscribed to  
the Newsletter

Over

**55%**

of Transportmagasinet's readers have  
some or a great deal of influence on  
purchases in their company

Over

**28%**

of Transportmagasinet's readers  
prefer to read the news on  
transportmagasinet.dk

Over

**61%**

of Transport magazine's readers  
look at the ads transportmagasinet.dk  
and i the e-newspaper



Transportmagasinet keeps you updated  
on the transportation industry, with a  
focus on road transport.

## Print Publications

# Editorial Content and Sections

Our editorial focus is on freight transport – by road, by sea, and in the air. We particularly emphasize road transport, as more than 90 percent of goods in Denmark are transported by truck. We approach transport from the perspective of carriers. We test trucks, conduct interviews with industry professionals, and feature profiles of carriers. Our journalist at Christiansborg closely follows political events that could impact the industry.

### Target Audience

Transportmagasinet is a trade newspaper for decision-makers in the Danish carrier and transport industry. Most of our readers own carrier businesses and they use Transportmagasinet to stay informed about the industry, competitors, and new equipment.

### Transportmagasinet

The main newspaper is published in print 12 times a year.

**Check** the publication schedule online.



# Transportmagasinet's Publications

## 2nd section

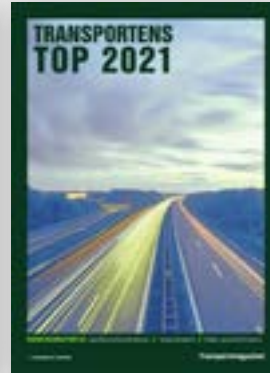


På Gule Plader  
Published: 4 times a year

## Extra Magazines



Vestfyn Trækker 24  
Published: May 10, 2024  
Deadline: May 2, 2024



Transportens Top 2024  
Published: September 6, 2024  
Deadline: August 30, 2024

## Themes, Supplements, and Trade Shows

We continuously focus on the key themes and major trade shows in the transportation sector. The editorial approach for trade show supplements covers everything about the exhibition that holds general news value.

### Themes

Cranes & Lifting Equipment  
Fuel & Lubricants  
Tires  
Lifting Gear  
Internal Transport & Warehousing  
Trailers  
Batteries  
Car Painting  
Cleaning & Maintenance  
Education  
Vehicle Upfitting  
Equipment & Interior  
Leasing & Financing  
Green Transformation  
Refrigerated Transport  
Special Transport  
Vehicle Inspection & Testing Equipment  
Lights, Mirrors & Cameras  
Year in Review

### Trade Shows/Supplements

Vestfyn Trækker 2024  
Published as a supplement to  
Transportmagasinet on May 10.



**Check** the publication schedule online

# På Gule Plader

Motor-magasinet, Transportmagasinet, and Mester Tidende jointly publish "På Gule Plader," which is released as a supplement to all three magazines simultaneously.

The same content related to yellow plate vehicles is featured in all three media outlets. Additionally, the same advertisements are displayed in these three platforms, all targeting the same audience of decision-makers among importers, dealers, workshops, suppliers, and especially buyers.

På Gule Plader is published four times a year.

Recipients of På Gule Plader include: craftsmen, carriers, dealers, workshop managers, suppliers, etc.

## Readership Figures

With 1 insertion: 111,000 readers

Circulation: 59,659 copies

(Source: Index Denmark/Gallup, 1st half of 2022/2023)

**Check** the publication schedule online.



# Print Formats

## A. Back Cover 1/1 page

Format: W: 266xH:365 mm

Price: DKK 26,500

## B. 1/1 page

Format: W: 266 x H: 365 mm

Price: DKK 19.900

## C. 1/2 Page Landscape

Format: W: 266xH:180 mm

Price: DKK 13.900

## D. 1/2 Page Portrait

Format: W: 131xH:365 mm

Price: DKK 13.900

## E. Portrait A4

Format: W: 176xH:270 mm

Price: DKK 14.900

## F. 1/4 page

Format: W:131xH:180 mm

Price: DKK 8.300

## G. Front Page Module

Format: W:86 x H:120 mm

Price: DKK 7.500

## H. Text Page

Format: W:266xH:100 mm

Price: DKK 8.400

## I. Job Advertisement

Format: W:86xH:135 mm

Price: DKK 2.900

## J. Display Advertisement

Format: W: 546 H: 365 mm

Main Newspaper ..... DKK 39.850

## Other Formats

Insertion

4 pages ..... DKK 49.000

8 pages ..... DKK 69.000

12 pages ..... DKK 89.000

## Prices for Other Formats

Text-only Ads per mm ..... DKK 12

Job and Profile Ads per mm .... DKK 10

Used Equipment Market including

4 colors - per mm ..... DKK 3

Special Placement ..... + 15%

Material Compensation by Agreement,  
Max. .... 5%

All prices are excluding VAT.

Advertisement is produced with

1 proof from ..... DKK 600

## Supplement

A great supplement to your marketing.

Please call for more information.

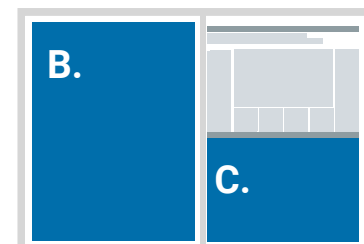
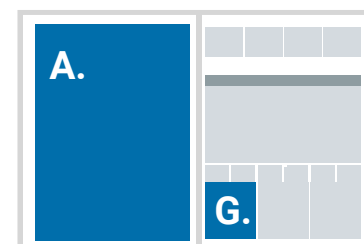
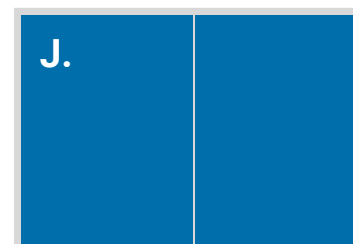
## Discounts

If you wish to place multiple advertisements, feel free to contact us for a favorable deal.

Please find contact details on the last page.

All prices are excluding VAT unless otherwise stated. We reserve the right to errors and price adjustments.\*

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





# Online Formats and Specifications

## Banner advertising on the front page

Our site is responsive, and the banners adapt 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 page changes.

All banners can be static or animated, in HTML5, gif, or script, except for the title banner. Animated banners are available in the formats: .jpg, .gif, .png, or HTML5.

\* Sticky banners, corner page banners, and side banners are only displayed 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 ..... 7,500 DKK



3) Corner banner\*  
Format: W: 200 pixels x H: 300 pixels  
Size: max. 70 kB  
Front page + other pages ..... 4,750 DKK



4) Side banner\*  
Format: W: 200 pixels x H: 175 pixels  
Size: max. 40 kB  
Front page + other pages ..... 1,400 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: ..... 5,750 DKK  
Front page pos. 5.2 - 5.4: ..... 3,750 DKK



5) Campaign Banner 1&2 – Other Pages  
Format: W: 300 pixels x H: 250 pixels  
Size: max. 70 kB  
Other Pages pos. 5.1 - 5.3: ..... 2,850 DKK  
Other Pages pos. 5.2 - 5.4: ..... 2,250 DKK



6) Gigabanner 1&2  
Format: W: 980 pixels x H: 250 pixels  
Size: max. 150 kB  
Front page pos. 6.1: ..... 3,550 DKK  
Front page pos. 6.2: ..... 1,900 DKK



## Banner advertising on article pages

Our site is responsive, and the banners adapt 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 page changes.

All banners can be static or animated, in HTML5, gif, or script, except for the title banner. Animated banners are available in the formats: .jpg, .gif, .png, or HTML5.

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

For technical specifications and conditions, please 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 DKK



7) Article Banner  
Format: W: 660 pixels x H: 200 pixels  
Size: max. 100 kB  
Article:..... 5,000 DKK



1.2) Billboard  
Format: W: 980 pixels x H: 540 pixels  
Size: max. 150 kB  
Article:..... 17,000 DKK



2) Stickybanner\*  
Format: W: 240 pixels x H: 400 pixels  
Size: max. 90 kB  
Article:..... 7,500 DKK



8) Campaign banner 1&2 – Article  
Format: W: 300 pixels x H: 250 pixels  
Size: max. 70 kB  
Article pos. 8.1:..... 5,750 DKK  
Article pos. 8.2:..... 3,750 DKK



3) Corner banner\*  
Format: W: 200 pixels x H: 300 pixels  
Size: max. 70 kB  
Article:..... 4,750 DKK



9) Title Banner  
Format: W: 300 pixels x H: 60 pixels  
Banner er statisk  
Size: max 20 kB  
Article:..... 9,500 DKK



4) Sidebanner\*  
Format: W: 200 pixels x H: 175 pixels  
Size: max. 40 kB  
Article:..... 1,400 DKK

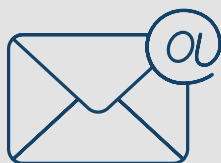
## Advertising in the newsletter

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

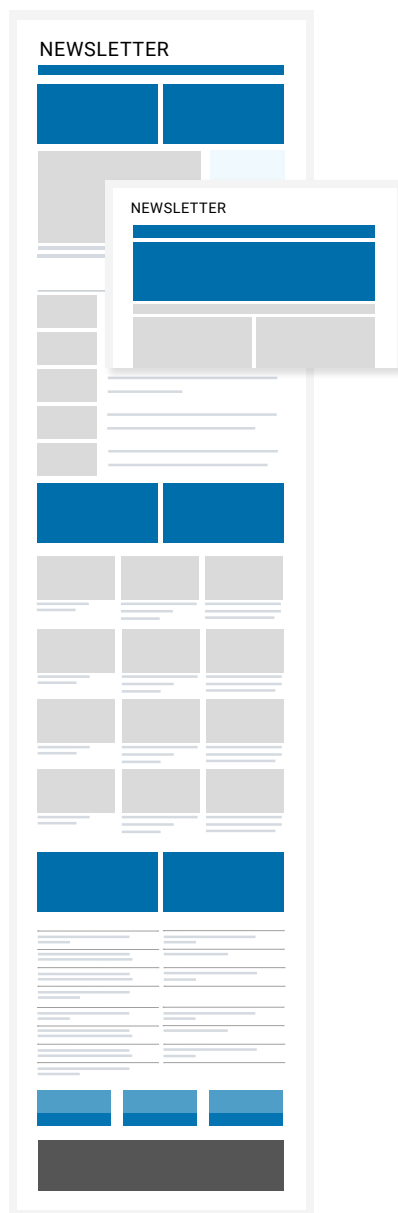
General specifications for the advertisements in the newsletter are:

- Advertisements are static.
- Finished material should be provided in the file formats: .jpg, .gif, or .png.
- The finished graphic file must not exceed 50 kB in size.

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



Over  
**88%**  
of Transportmagasinet's readers receive  
the Transportmagasinet newsletter.



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

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



Streamer  
Format: W: 820 x H: 28 pixels  
Price per week: ..... 5,000 DKK



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

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



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

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

# Medlemskab

## Medlemskab+

With a Membership+, you are connected to a media consultant who assists you in getting started and provides professional media advice, ensuring that you get the most out of your membership.

### Benefits of Membership+

- Access to all the advantages of a regular membership
- We set up your membership so you get off to a good start
- Assistance in creating sales advertisements for your products and sharing your news on our media
- Annual discussions and advice regarding target audiences, media and channel selection, and more.

## PREFERRED CHOICE

## Basic Membership

### Selected options with a membership include:

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

## NewsBooster

### Purchase NewsBooster for your membership and receive

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

**Contact us** for prices via email: [salg@nordiskemedier.dk](mailto:salg@nordiskemedier.dk)

# The 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](mailto: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 10 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.

# Technical Specifications – Print

## Materiale

Material should be sent to:  
materiale@transportmagasinet.dk

## Compensation

Compensation for materials is negotiated individually, with a maximum of 5%.

## Cancellation Conditions

Cancellations 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 obtained discounts not being met, the improperly paid discount will be retroactively debited.

## Reproduction

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

## Formater

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
2x1/1 page (spread).....	546x365 mm
Newspaper Paper Quality.....	49 grams
Number of columns.....	6
*To the Edge:.....	Not possible
*On Special Supplements: 5 mm for trimming, but without crop marks.	

## Complaints regarding color advertisements

For the printing of color ads, 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 flagged as less suitable for reproduction or where the submission deadline has been exceeded.

## Specifications

Layout-fil: Adobe IDML fil InDesign. pakket med alle 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).

For further details, refer to the Industry Standard for digital advertising material agreed upon between DRRB, DFF, and DDPFF.

Various descriptions, setting files, etc., can be obtained at [www.kankanikke.dk](http://www.kankanikke.dk).

## Images/Illustrations/Graphics

Color: All Photoshop formats at a minimum of 300 dpi.

Black and White: All Photoshop formats at a minimum of 200 dpi.

Line Drawing: EPS and Ai. TIFF, EPS, and JPG at a minimum of 600 dpi. The "overprint" function must not be used.

## Colors

CMYK-defined (RGB and Pantone are converted to CMYK).

**Compression:** Stuffit, Zip.

## Other Matters

Refer to our terms and conditions on [www.nordiskemedier.dk](http://www.nordiskemedier.dk) or email from your consultant for further details.

# Nordiske Mediers Industry Media in Denmark

Nordiske Medier is the largest media house in the Nordic region within industry-specific media. With our industry-specific media, we cover all sectors of Nordic business and reach numerous industry professionals every day in various branches.



**Learn more** about all our trade media on [omos.nordiskemedier.dk](https://omos.nordiskemedier.dk)

Nordiske Medier  
Phone: +45 72 28 69 70  
Email: [info@nordiskemedier.dk](mailto:info@nordiskemedier.dk)  
CVR: 10150825