



# Building Supply

## Media information 2021



## Nordiske Medier

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

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

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

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

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

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

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

## Contents

- 2 Nordiske Medier
- 3 Building Supply
- 5 Relevant and goal-oriented
- 6 Marketing channels
- 7 Web - Print and Newsletters
- 8 Target group and statistics
- 9 Target group for online og print
- 11 Advertisement - Online
- 12 Membership
- 13 Adv – newsletter
- 14 Advertisement – Banner
- 16 Advertorial
- 17 Job-in-Focus / Job-i-Fokus
- 18 Search Engine Optimization
- 19 Technical specifications – Online

## Building Supply

Building Supply is part of Nordiske Medier A/S. We are an online media that covers the construction industry, which is one of Denmark's largest industries with almost 150,000 employees spread over the industry's approx. 40,000 companies.



**Contact news editor**  
Lars Dalsgaard Adolfsen  
Direct telephone: +45 72 28 69 75  
Email: [lda@nordiskemedier.dk](mailto:lda@nordiskemedier.dk)

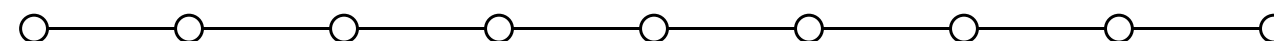
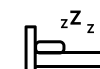
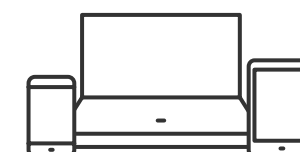
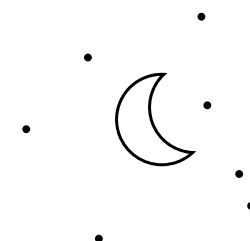
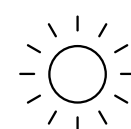
**Contact the editors**  
E-mail, the editorial staff: [redaktionen@building-supply.dk](mailto:redaktionen@building-supply.dk)

[www.building-supply.dk](http://www.building-supply.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



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

You can keep up to date through it daily newsletter that provides a quick overview, or visit [building-supply.dk](http://building-supply.dk) which is updated continuously.

Happy reading.



Marketing channels

# Tailor-made marketing creates value

The newsletter is sent out daily to over 34,000 individuals twice a day. Building Supply has on an average 8,000 unique visitors a day, with an average of 2 page views.

The combination of insertions in the newsletter and the portal, advertising in the newsletter and banner advertising makes it possible to gain a variety of marketing advantages, compared to traditional marketing.

- Advertising usually takes place over a longer period of time, which is convenient for most companies and their continuous need for marketing.
- What is more, the adverts are targeted towards specific market segments and decision makers. 50 views by the right people, is of course more effective than 50,000 views by random groups of people. The individuals we sign up for our newsletter are mainly business managers, purchasing managers, production managers and development managers.
- Marketing via the internet is much cheaper compared to the outcome than marketing via traditional media sources, direct mails etc. Compared to all other media types, the exposure is much higher.
- The construction of the degree of knowledge is either available through frequent views of either insertions or adverts. In a world where customers seek information themselves, new skills and new subcontractors online, the most important aspect when it comes to marketing is to create brand awareness.
- The immediate road from Attention to Response. Besides information about the number of views and thereby the brand awareness, we also deliver information on the number of direct clicks from adverts to the website.
- Your insertions are available whenever the customer has a current need, and seeks a solution. It does not matter whether the customer seeks information via the portal or search engines.
- Direct access to your contact information, which makes it easier for the customer to seal the deal faster.
- Search engine optimisation is an additional gain.

Based on these facts online advertising is a growing sector, while traditional advertising and marketing activities are diminishing. (source: "Dansk Oplagskontrols" – The Danish Audit Bureau of Circulations).

This synergy between the portal, the newsletters and advertising is also the main reason why advertisers are advised to become members.

All advertisements on the portal or in the newsletters are relevant for the industry. You will never find advertisements for phone companies etc. on our portals. 80% of our readers find that is an important factor in our services.

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

Building Supply is an online medium that covers the construction industry.

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

building-supply.dk has over 207,589 visitors and 357,921 views per month.

Newsletters

The newsletter is sent daily to over 35,393 people and the portal is visited every day by an average of between 5,000 - 6,000 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.

Target group and statistics

# Building Supply in numbers

Target group

Building Supply use permission marketing, which is highly effective within internet marketing.

We contact all key figures in the industry by phone, in order to get their acceptance prior to adding them to our newsletter. The majority says yes to a subscription to our daily newsletter. Furthermore, we also have a group of people, who subscribe to our newsletters on their own initiative.

There is an on-going renewal of the recipients due to job change or similar reasons. Every month, we cancel subscriptions, if the newsletter continually bounces back to us. The number of subscribers reflects the majority of important people and decision makers within the industry. What is more, we never pass on email addresses to a third party, when we add a subscriber.

The newsletter is sent out to over 34.000 persons twice a day within the industry. Building Supply has over 1.200 companies as members in Denmark, which actively uses the portal in their everyday work. We cover companies widely spread all over Denmark, and in all sizes.

The user profile and the subscribers of our newsletter are characterised by the fact that they are decision-makers. In other words, they are primarily business managers, purchasing managers, production managers, sales managers etc.

Add to this, salespersons and buyers in general, because they use the newsletter in order to keep themselves updated about what goes on in the industry.

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.



**ONLINE VISITORS**  
207,589 visitors \*\*\*



**ONLINE VIEWS**  
357,921 views / month \*\*\*



**NEWSLETTER**  
Sent daily to  
35,393 recipients \*\*\*

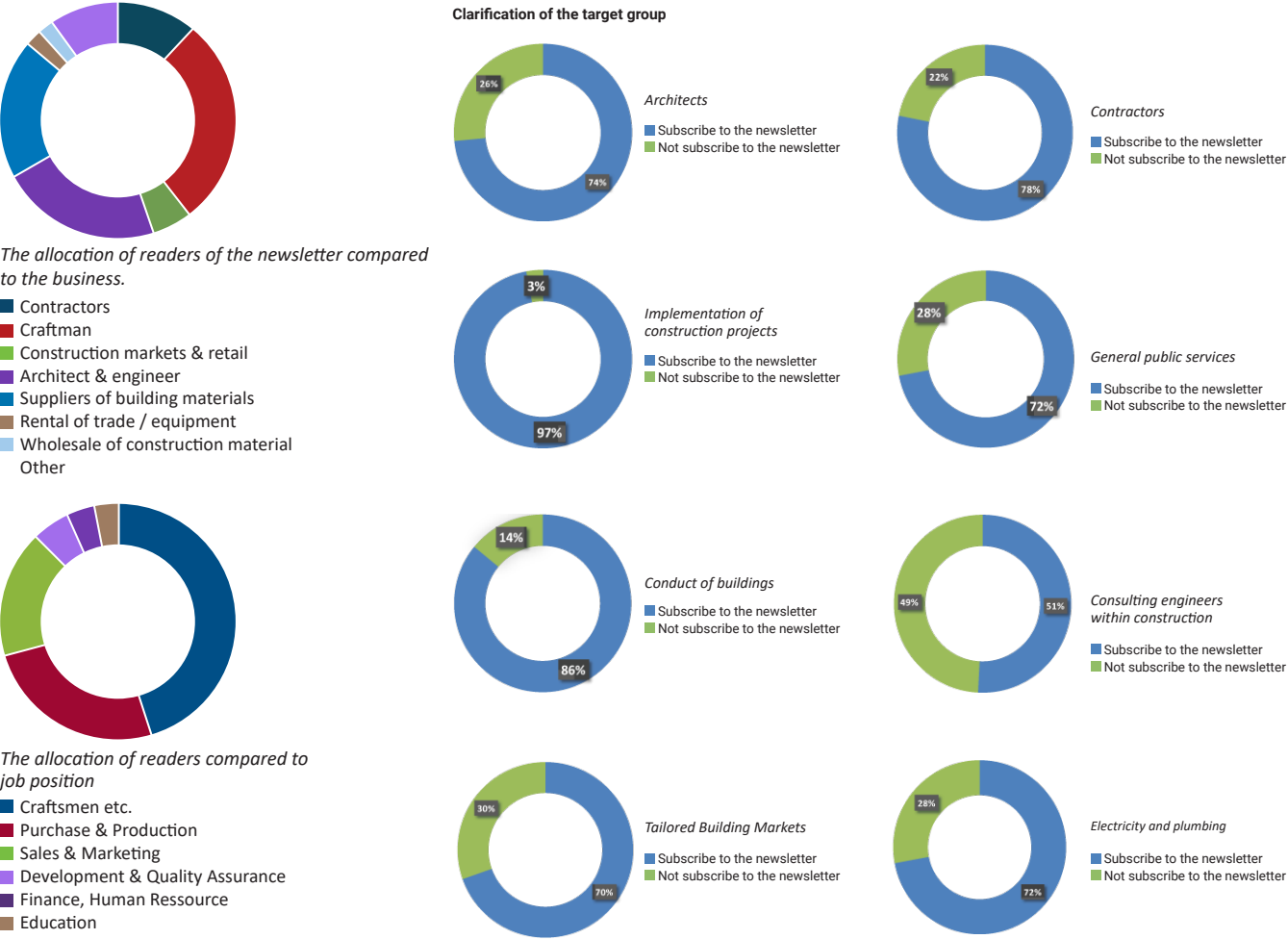


**NEWSLETTER**  
The opening rate  
16.22% \*\*\*

\*\*\* building-supply.dk

## Target group for online og print

# Reader survey



**Who are our subscribers**

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

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

9 out of 10 readers have an influence on purchasing

9 out of 10 read the ads



Advertisement - Online

# Make your business noticed on our digital platforms

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

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

## Contact

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





Membership

Our readers your customers

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

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

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

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

**"Gør-det-selv"- membership**

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

**Membership "Gør-det-selv"**  
11.800 DKK./år

**Membership+ benefits**

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

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

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

**Membership+**  
16.800 DKK.

Adv – newsletter

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

- Streamer**  
Format: W: 820 x H:28 pixels  
Price per announcement: 10.000 DKK

**Top advert Full Size**  
Format: W: 820 x H: 200 pixels  
Price per announcement: 8.000 DKK

**Top advert**  
Format: W: 400 x H: 200 pixels  
Price per announcement: 4.000 DKK

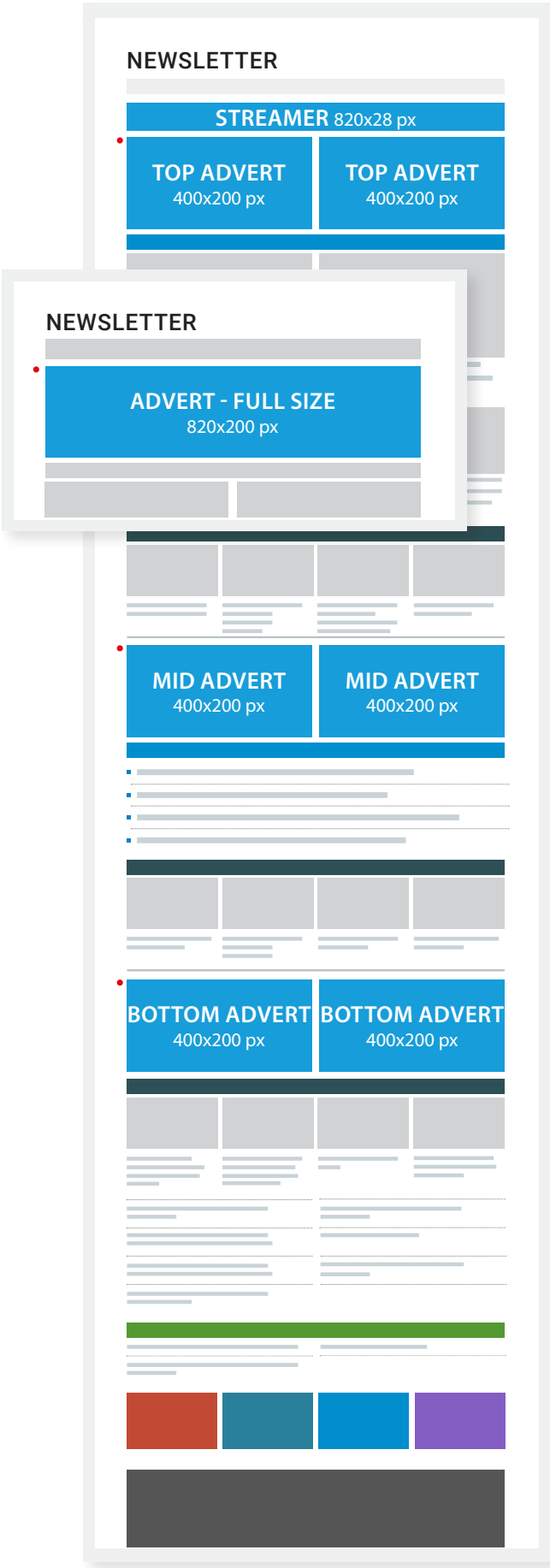
**Mid advert Full Size**  
Format: W: 820 x H: 200 pixels)  
Price per announcement: 6.000 DKK

**Mid advert**  
Format: W: 400 x H: 200 pixels)  
Price per announcement: 3.000 DKK

**Bottom advert Full Size**  
Format: W: 820 x H: 200 pixels)  
Price per announcement: 4.000 DKK

**Bottom advert**  
Format: W: 400 x H: 200 pixels)  
Price per announcement: 2.000 DKK

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



Advertisement – Banner

Front page



Article



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

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

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

1) Topbanner – Front page + other sections or articles

Format: W: 930 pixels x H: 180 pixels  
Type: Static or animated, max 70 Kb  
Price:  
Articles ..... 24.500 DKK  
Front page + other sections ..... 24.500 DKK

1.2) Billboard – Front page + other sections or articles

Format: W: 980 pixels x H: 540 pixels  
Type: Static or animated, max 150 Kb  
Price:  
Articles ..... 34.500 DKK  
Front page + other sections ..... 34.500 DKK

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

Format: W: 240 pixels x H: 400 pixels  
Type: Static or animated, max 90 Kb  
Price:  
Articles ..... 17,500 DKK  
Front page + other sections ..... 17,500 DKK

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

Format: W: 200 pixels x H: 300 pixels  
Type: Static or animated, max 70 Kb.  
Price:  
Articles ..... 11.500 DKK  
Front page + other sections ..... 11.500 DKK

5) Campaign banner - Frontpage

Format: W: 300 pixels x H: 250 pixels  
Size: max. 70 kB  
Front page pos. 1: ..... 13.750 DKK.  
Front page pos. 2: ..... 10.750 DKK.

8) Campaign banner 1&2– Articles (300x250 pixels)

Format: W: 300 pixels x H: 250 pixels  
Type: Static or animated, max 70 Kb  
Artikel pos. 1/pos. 2: ..... 13.750 DKK./10.750 DKK.

8) Campaign banner 1&2– Other (300x250 pixels)

Format: W: 300 pixels x H: 250 pixels  
Type: Static or animated, max 70 Kb  
Size: max. 70 kB  
Other pos. 1/ pos. 2: ..... 6.750 kr./5.350 DKK.

4) Side banner

Format: W: 200 pixels x H: 175 pixels  
Type: Static or animated  
Size: max. 40 kB  
Forside + de øvrige sider eller Artikel ..... 3.250 DKK.

7) Article banner

Format: B: 660 pixels x H: 200 pixels  
Size: max. 100 kB  
Price: ..... 10.000 DKK.

6) Giga banner 1&2

Format: B: 930 pixels x H: 250 pixels  
Size: max. 150 kB  
Front page pos. 1: ..... 9.500 DKK.  
Front page pos. 2: ..... 4.500 DKK.

9) Titelbanner – Articles

Format: B: 300 pixels x H: 60 pixels  
Type: Static banner  
Size: max 20 kB  
Price: ..... 22.750 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 DKK.  
Online: 15.000 DKK.

Contact

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

Job-in-Focus / Job-i-Fokus

Easy and fast access to your future employee

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

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

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

Contact

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

Job i Fokus SOLO	Online package	Robotscanning / Crawling
<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 all newsletters</li></ul>	<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>	<p>Automatic scanning, so all your job ads automatically appear on Building-supply.dk</p> <p>For price contact your regular job consultant.</p>
3,850 DKK	<div>BEST VALUE</div> 6,950 DKK	<p><b>Acquisition of social media</b></p> <ul style="list-style-type: none"><li>• Lookup + boost on LinkedIn page media: DKK. 2,000</li></ul>



Search Engine Optimization

# Reach the top of Google



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

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

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

- Technical performance
- Copywriting
- Usability
- Link building

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

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



## Technical specifications – Online

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

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

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

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

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

It is possible to send two different banners.

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

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

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

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

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

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

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

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

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

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



# Nordiske Medier – Industry Media in Denmark

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

## Contact information Nordiske Medier

Telephone: +45 72 28 69 70

CVR: 10150825

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

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