

THE PLACE TO MEET for the industry
www.metal-supply.se

THE INDUSTRIES *daily*
NEWSLETTER

The screenshot shows the Metal Supply website homepage. At the top, there's a navigation bar with 'DMG MORI' and 'CELLOS® og DMG MORI Software Solutions'. Below that, the 'METAL SUPPLY' logo is prominent. The main content area features several news items: 'MATERIAL- OCH VÄRMETEKNIKT CENTRUM', 'Stororder till Bruks', 'Siemens får stororder', 'VW-skandalen kan ge guldregn', 'Nya namn hos VA Automotive', 'Combitech växer', 'Kundanspassade lösningar för tunnplåt och bandplåt', and 'Alfa Laval tar vattenreningsorder'. There's also a 'Nyhetsbrev' (Newsletter) sign-up form on the left. The bottom of the page shows a 'Senaste nytt' (Latest news) list and a 'DynaMate Industrial Services' advertisement.

The screenshot shows the Metal Supply newsletter page. At the top, it says 'METAL SUPPLY' and '2. maj 2018'. The main content includes: 'DISCOVER THE LATEST IN STEEL PERFORMANCE' with 'STREX® PERFORMANCE STEEL' by SSAB; 'BERGSLI Metallmaskiner' advertisement; 'Nye medlemmer' section listing 'Blokke Norge AS' and 'Mera AS'; 'CBB tildeelt landsdekkende subsekontrakt av Statoil' article; 'Dropper fusjon' and 'ACT Logmark kjøper Hrafn' articles; 'Se bildene: Leverer ny brønnbåt' article; 'Ukas vits: Er glasset halv fullt eller halv tomt?'; 'Et av våre medlemmer er Hydrapipe AS'; 'Maskiner' section listing various machinery like 'Maschströj/ZIMM C 11 MT dreiebelt', '3 stk Haeger-maskiner fra ATM Machinery AS', etc.; 'Produkter' section listing 'LED lysarmatur for Ev sone 1, 2 og typer for sikker sone', 'Hydrauliske pumper og sylindere', etc.; and 'Kompetansen' section listing 'HARALD PIHL - Kapper, Klipper og Vannskjærer til ønsket format', 'Skilt til industrien fra Polyteknisk AS', etc. At the bottom, there's a footer with 'Annonsering og medlemskap' and contact information.

Nordiske Medier

Nordiske Medier is a young company, which runs commercial networks within the industrial sector. Together with our associated company in Sweden, Norway and Denmark we are over 115 employees divided between our offices in Denmark, Oslo in Norway and Gothenburg, Sweden. We manage the following networks:

[Licitationen – Byggeriets dagblad](#), [Jern & Maskinindustrien](#), [Mester Tidende](#), [Motor-magasinet](#), [Transportmagasinet](#), [Magasinet Pleje](#), [Building Supply](#), [Metal Supply](#), [Food Supply](#), [Wood Supply](#), [Electronic Supply](#), [Energy Supply](#), [IndustriNyt idag.dk](#), [RetailNews](#), [Metal Supply Sweden](#), [Food Supply Sweden](#), [Building Supply Sweden](#), [Entreprenad Supply Sweden](#), [Skog Supply Sweden](#), [Metal Supply Norway](#)

With our different business portals, Nordiske Medier has created a unique forum, where suppliers, subcontractors and buyers can get in contact with each other, nice and easy. It is also possible to gather information about other businesses, exchange news items with each other, sell products, machines, skills to each other, place job adverts, sell surplus stocks and used machines, etc.

Every day, our newsletter goes out to 200,000 key persons. Our members and advertisers have a unique opportunity to get in touch with these key persons through our newsletters and portals. Our portals and newsletters are characterised by the fact that they contain relevant content for every single user.

Today, we are the focal point within the industry when it comes to information flow and effective contacts and connections within the industry. We have a close co-operation between the industry portals, which makes it easy for our members to construct a dialogue with the different industries.

Our work is always forward-looking with increased internationalisation in mind, in order to make communication and commerce between Denmark and the foreign countries easier and more effective.

Target group/ users of Metal Supply

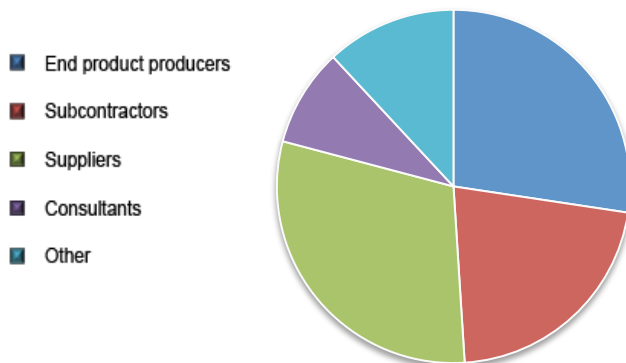
Metal Supply uses permission marketing, which is highly effective within internet marketing. We contact all key figures in the industry by phone, in order to get their acceptance prior to adding them to our newsletter. The majority says yes to a subscription to our daily newsletter. Furthermore, we also have a group of people, who subscribe to our newsletters on their own initiative.

There is an ongoing 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.

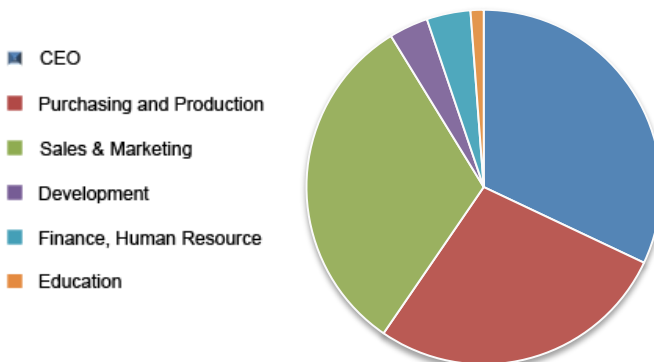
The newsletter is sent out daily to over 21.000 persons within the industry. Metal Supply has over 650 companies as members in Sweden, which actively uses the portal in their everyday work. We cover companies widely spread all over Sweden, and in all sizes.

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.

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



The allocation of readers compared to job position



In February 2010, we asked our subscribers to fill out a survey concerning Metal Supply. 1,362 users chose to give their opinion. Here are some of the conclusions from the analysis:

- 69 % of the subscribers read the newsletter daily, and 21 % read the newsletter 3-4 times a week.
 - In comparison, 48% of Metal Supply's readers read the paper every day.
- 68 % describe Metal Supply as their main/key media within the iron and machine industry.
- 75 % click on the content of the newsletter 3-5 times a week.
- 70 % have recommended the newsletter from Metal Supply to a colleague.

Effect and possibilities

The newsletter is sent out daily to over 21,000 individuals and unique visitors on the portal are on an average 1,600-2,000 a day, with an average of 2 page views. The combination between 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.

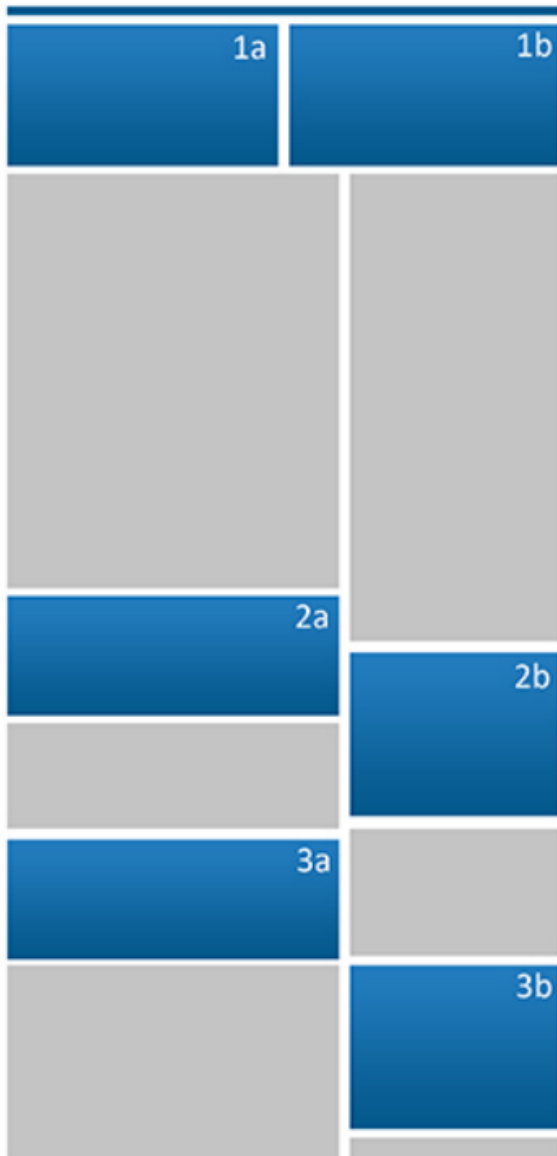
- Advertising usually takes place over a longer period of time, which is convenient for most companies and their continuous need for marketing.
- What is more, the adverts are targeted towards specific market segments and decision makers. 50 views by the right people, is of course more effective than 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.

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.

Possible placements of the advertisements in the newsletter

Newsletter



There are six adverts in the newsletter.

- 1a.** **Top banner** on left side
400x200 pixels (Max. 30 kb)
- 1b.** **Top banner** on the right side
400x200 pixels (Max. 30 kb)
- 2a.** **Mid banner** on the left side
490x147 pixels (Max. 20 kb.)
- 2b.** **Mid banner** on the right side
310x235 pixels (Max. 20 kb.)
- 3a.** **Bottom banner** on the left side
490x147 pixels (Max. 20 kb.)
- 3b.** **Bottom banner** on the right side
310x235 pixels (Max. 20 kb.)

Advertising prices for members:

- Top 4.000 SEK/a day
- Middle 3.000 SEK/a day
- Bottom 2.000 SEK/a day

The price per exposure to your target group is at 50% view rate

- Top 0,38 SEK.
- Middle 0,29 SEK.
- Bottom 0,19 SEK.

The adverts are either GIF or JPG and with no animation.
The adverts are created for free, when you order at least five.
Otherwise, the price is 500 DKK per advertisement.

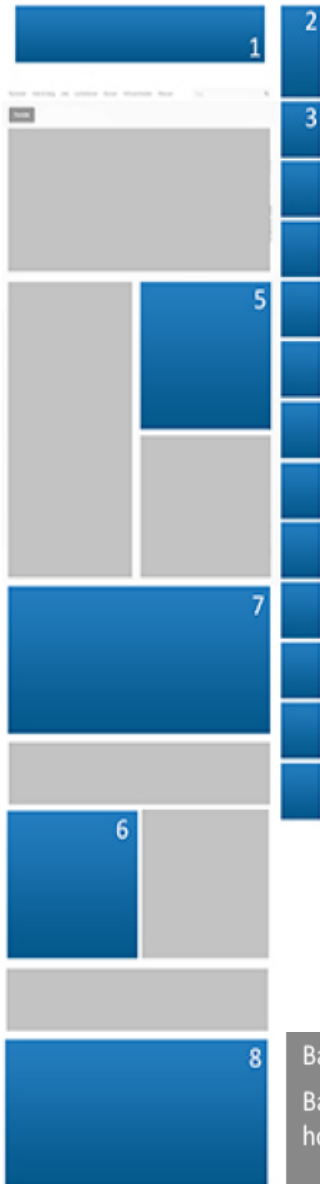
Advertising in the newsletter can be used for:

- Increasing company awareness
- General marketing of the company, and what the company wants to be known for.
- Specific messages, if you want to create extra awareness on for instance:
 - Presentation of new products, skills, machines
 - Events within the company
 - Job adverts
 - Name change

The advertisements in the newsletter are so significant that almost every reader notice them. And if you choose to place 5 or 10 adverts, the industry will certainly notice.

Advertising possibilities on the portals

Front page



Article page



Banner no. 4 has the position alone.
Banner no. 3 changes position horizontally and vertically.

There eight types of banners on the portal.

All prices are member prices /per month.

1. **Top banner** – 930*180 pixel – max. 70kB
Article pages, front page or other pages.: **18.000 SEK**

2. **Right side banner** – 150*300 pixel – max. 70kB
Article pages, front page or other pages.: **9.500 SEK**

3. **Side banner** – 150*175 pixel – max. 40 kB
This banner shares the spot with up to three other banners. The banner rotates on side load, and changes position vertically, thereby creating twelve slots.
Article pages, front page or other pages.: **2.800 SEK**

4. **Title banner** – 200*60 pixel – max. 25 kB
- notice that this is a static banner.
Appears on article pages only: **19.000 SEK**

5. **Campaign banner 1- Front Page**
480*480 pixel – max. 70kB.
Front page **12.000 SEK**
Campaign banner 1 - Article pages
300*250 pixel – max. 70kB.
Article pages **11.500 SEK**
Other pages **5.700SEK**

6. **Campaign banner 2- Front Page**
480*480 pixel – max. 70kB.
Front page **12.000 SEK**
Campaign banner 2- Page Articles
300*250 pixel – max. 70kB.
Article pages **9.000 SEK**
Other pages **4.500 SEK**

7. **Gigabanner 1- Front Page**
980*480 pixel – max. 70kB.
Front page **18.000 SEK**

8. **Gigabanner 2- Front Page**
980*480 pixel – max. 70kB.
Front page **12.000 SEK**

Creation of banners

Creation of banners is free, when you order for a period of minimum two months. Otherwise the price is 500 SEK per banner. If you wish to create the banner yourself, you have to make them in either GIF, JPG or HTML5.

Specifics for HTML5 banners

Upon delivery of HTML we should have sent the zip file with all the source material. Zip file must be max. 10 MB. Our banners change every 20 seconds, and therefore, it is preferable that HTML5-file stays within this time frame. HTML5-files can only be used as banners on the portal, because mail programs cannot handle this type of files.

An overview of the Danish portals

METAL SUPPLY

Metal Supply was launched in 2003, and today it is the gathering point for the whole iron and machine industry. 20.000 newsletters are sent out daily, and Metal Supply has over 1.300 members. The portal has 5,000 to 6,000 unique daily visitors. The iron and machine industry is the second largest industry in Denmark, only the construction industry is larger.

WOOD SUPPLY

Wood Supply was launched in 2004, and today it is the gathering point for wood and the furniture industry. 10,000 newsletters are sent out daily, and Wood Supply has over 500 members. The portal has around 3,000 to 4,000 unique daily visitors. The industry is approximately half as big as the iron and machine industry.

ELECTRONIC SUPPLY

Electronic Supply was launched in 2006, and today it is the gathering point of the electronic industry. 4,500 newsletters are sent out daily, and Electronic Supply has over 400 members. The portal has around 1,000 to 1,500 unique daily visitors. The electronic industry is the smallest of the industries covered by Industry Supply.

BUILDING SUPPLY

Building Supply was launched in 2006, and today it is the gathering point of the construction industry. More than 26,000 newsletters are sent out daily, and Building Supply has over 1.150 members. The portal has around 7,000 to 8,000 unique daily visitors. The construction industry is the largest industry which we cover. Building Supply is rapidly growing, and we assume that it will outpace Metal Supply in size and activity in the coming years.

FOOD SUPPLY

Food Supply was launched at the end of 2009 and today it is the gathering point of the food industry. More than 11,000 newsletters are sent out daily, and Food Supply has over 700 members already. The portal has around 3,000 to 4,000 unique daily visitors. The food industry is one of the bigger industries that Industry Supply covers – we also assume a rapid growth on this portal in the coming years.

ENERGY SUPPLY

Energy Supply was launched in the middle of 2010, and today it is the gathering point for large parts of the energy industry. 8,500 newsletters are sent out daily and Energy Supply has over 600 members. The portal has 2,000 to 2,500 unique visitors daily. The energy industry is one of the smaller industries which we cover; however, the industry is experiencing a lot of growth at the moment.

Started spring of 2012 and it is already the gathering point for the Danish grocery industry. 10,000 newsletters are sent out on a daily basis and the portal activity and the number of daily recipients of the newsletter is growing rapidly. Retail News has over 150 members, and the portal has between 1,000 and 1,500 unique visitors on a daily basis.

LEDER IDAG.DK

Launched in 2015 and is the gathering point for decision-makers and management. More than 8,300 newsletters are sent out on a daily basis. The portal has 87,000 unique visitors each month.

Jern-Maskinindustrien

Launched in 2015. There are sent out more than 128,600 newsletters, together with the related portal Metal Supply, twice a day and each day. Jern- og maskinindustrien is the second largest industry in Denmark – only surpassed by the building industry.

Licitationen

Launched in 2015. There are sent out more than 10,000 newsletters to decision-makers inside the building industry and relevant suppliers, related to this sector.

Mester Tidende

Launched in 2015. There are sent out more than 6,000 newsletters to professional craftsmen and segments, which are related to the business sectors.

Motor-magasinet

Launched in 2015. There are sent out more than 10,000 newsletters to decision makers inside the automotive industry and related interest groups.

Transportmagasinet

Launched in 2015. There are sent out more than 5,700 newsletters to decision makers inside the transport sector, major the road transportation and all related interest groups.

Magasinet Pleje

Launched in 2015. There are sent out more than 2,900 newsletters to decision makers inside the health-, and care sector, as well as to the public services, being related to this sector.

Søfart

MARITIME NYHEDER - HVER DAG

Launched in 2016. There are sent out more than 10,400 newsletters to decisionmakers and interest groups with relation to the danish marine sector, also known as "the blue Denmark."

Nordic Design News

Launched in 2016. There are sent out more than 3,200 newsletters to recipients with interest and relation to the Danish design industry.