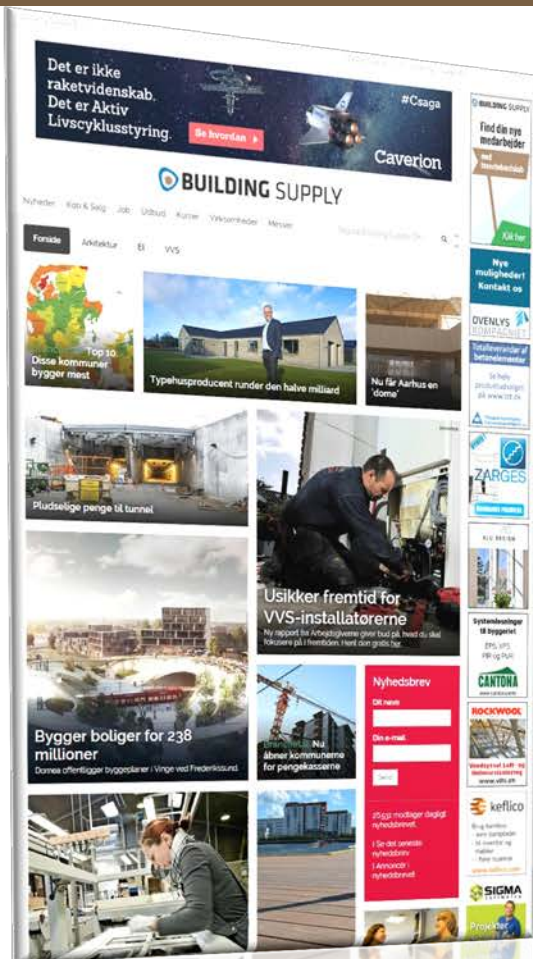


THE PLACE TO MEET for the industry  
[www.building-supply.dk](http://www.building-supply.dk)



THE INDUSTRIE'S *daily*  
 NEWSLETTER



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 Building Supply

Building 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.

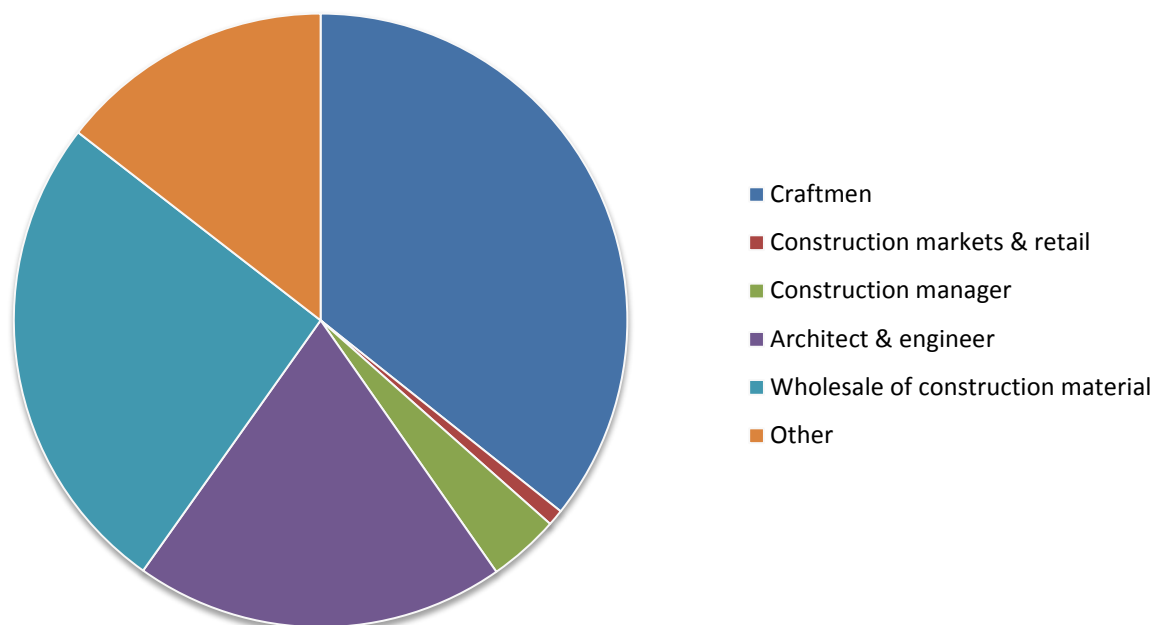
There is an ongoing renewal of the recipients due to job change or similar reasons. Every month, we cancel subscriptions, if the newsletter continually bounces back to us. The number of subscribers reflects the majority of important people and decision makers within the industry. What is more, we never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

The newsletter is sent out daily to over 26.000 persons within the industry. Building Supply has over 1.150 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.

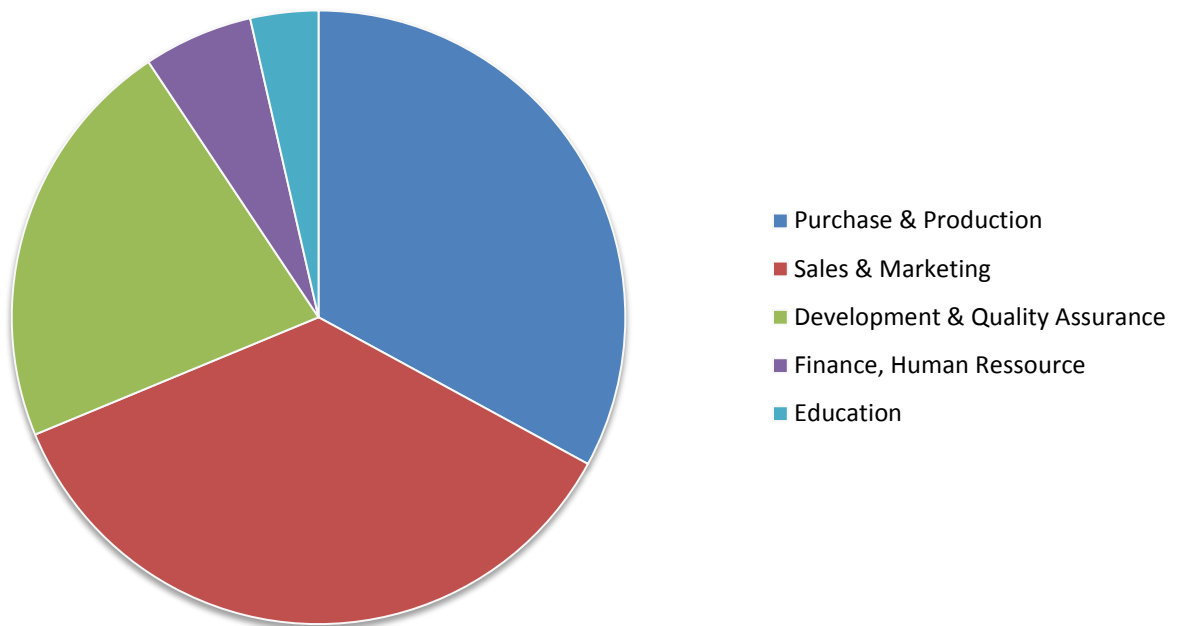
The user profile and the subscribers of our newsletter are characterised by the fact that they are decision-makers. In other words, they are primarily business managers, purchasing managers, production managers, sales managers etc.

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.

### 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 Building Supply. 1,015 users chose to give their opinion.

Here are some of the conclusions from the analysis:

- 87 % of the subscribers read the newsletter 3-5 times a week. In comparison, 53 % of Building Supply's readers read the paper every day.
- 70 % click on the content of the newsletter 3-5 times a week.
- 65 % have recommended the newsletter from Building Supply to a colleague.

## Effect and possibilities

The newsletter is sent out daily to over 26,000 individuals and unique visitors on the portal are on an average 7,000 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.

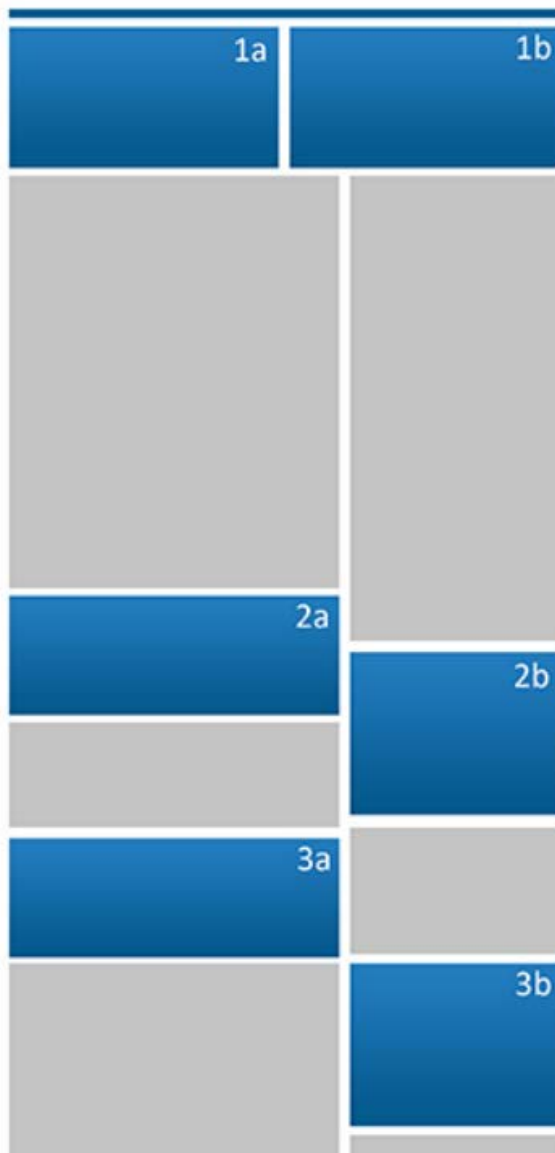
Based on these facts online advertising is a growing sector, while traditional advertising and marketing activities are diminishing. (source: "Dansk Oplagskontroll" – The Danish Audit Bureau of Circulations)

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.

## Possible placements of the advertisements in the newsletter

### Newsletter



There are six adverts in the newsletter.

- 1a.**      **Top banner** on the 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 DKK/a day
- Middle 3,000 DKK/a day
- Bottom 2,000 DKK/a day

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

- Top 0,31 DKK.
- Middle 0,24 DKK.
- Bottom 0,16 DKK.

The adverts are either GIF or JPG and with no animation.

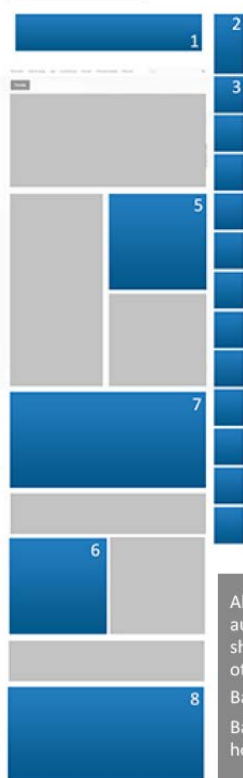
### **Advertising in the newsletter can be used for:**

- 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

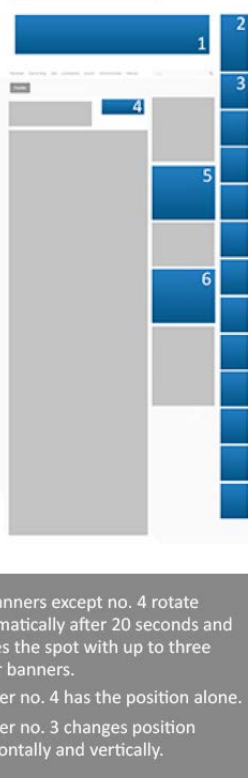
The advertisements in the newsletter are so significant that almost every reader notice them. And if you choose to place 5 or 10 adverts, the industry will certainly notice.

## Advertising possibilities on the portals

### Front page



### Article page



All banners except no. 4 rotate automatically after 20 seconds and shares the spot with up to three other banners.  
Banner no. 4 has the position alone.  
Banner no. 3 changes position horizontally and vertically.

### There eight types of banners on the portal.

- 1. Top banner** – 930\*180 pixel – max. 70kb  
The price (members) is 15.000 DKK/per month on the page with articles and the front page and 50 % discount on other pages.
- 2. Right side banner** – 150\*300 pixel – max. 70kb  
The price (members) for this banner is 9.500 DKK/per month on the page with articles and the front page and 50% discount on the other pages.
- 3. Side banners** – 150\*175 pixel – max. 40 kb The price for this banner is 2.800 DKK/per month (members) on the page with articles or the front page and on the other pages. The banners share the spot with up to three other banners. The banner also changes position vertically, thereby creating twelve slots.
- 4. Title banner** – 200\*60 pixel – max. 25 kb - notice that this is a static banner. Price for members is 16.000 DKK/per month.
- 5. Campaign banner 1- Page Articles** 300\*250 pixel – max. 70kb. The price (members) for this banner is 9.500 DKK/per month and 50% discount on the other pages except front page.
- 5. Campaign banner 1- Front Page** 480\*480 pixel – max. 70kb. The price (members) for this banner is 12.000 DKK/per month.
- 6. Campaign banner 2- Page Articles** 300\*250 pixel – max. 70kb. The price (members) for this banner is 7.500 DKK/per month and 50% discount on the other pages except front page.
- 6. Campaign banner 2- Front Page** 480\*480 pixel – max. 70kb. The price (members) for this banner is 10.000 DKK/per month.
- 7. Gigabanner 1- Front Page** 980\*480 pixel – max. 70kb. The price (members) for this banner is 15.000 DKK/per month.
- 8. Gigabanner 2- Front Page** 980\*480 pixel – max. 70kb. The price (members) for this banner is 10.000 DKK/per month.

### Building SEGMENTS EI and VVS

**Top banner** – 980\*125 pixel – max. 70kb

*The price is 3,750 DKK/per month*

**Right side banner** – 150\*300 pixel – max. 70kb

*The price for this banner is 2,375 DKK/per month*

**Campaign banner** - 336\*280 pixel – max. 70kb

*The price for this banner is 2,375 DKK/per month*

*All prices are reduced member prices.*

See the possibilities for additional advertising specific for the 2 segments electricity and plumbing online.

### Creation of banners

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

### Specifications 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 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.*

### Retail News

*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.*