

Media information 2023
Lastbil Magasinet



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Lastbil Magasinet

Driving a truck is more than just transporting goods from A to B. As a driver and trucker, you need to constantly be at the forefront of the latest news and developments in the industry.

Our perspective is the truck driver's daily life and the purchase, operation, and maintenance of trucks. We have trucks at the center of our narrative and like to describe how the driver and trucker make something extra out of their trucks with upgrades, painting, special equipment, and other features.

We have a fascination with trucks and get easily excited. Simultaneously, we describe the developments that impact the truck driver's work. It is the daily conditions of the drivers' work that are essential in our journalism.

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E-mail: rgh@nordiskemedier.dk

Contact the editors
red_lastbilmagasinet@nordiskemedier.dk
www.lastbilmagasinet.dk

Target group and statistics

The background is a solid dark blue. It features several thin, white, curved lines that sweep across the frame. One line starts from the left edge, curves upwards and then downwards towards the bottom right. Another line starts from the top left, curves downwards and then upwards towards the right. A third line starts from the top right and curves downwards towards the bottom right. These lines create a sense of movement and flow.

Facts about Lastbil Magasinet

Lastbil Magasinet’s newsletter is sent out daily to over **1780** people within the industry, with around ten membership companies actively using the portal every day. The companies are located throughout the country and is evenly distributed by company size.

The recipients are characterized by being decision-makers – primarily directors, purchasing managers,

production managers, and sales managers. Sellers and buyers also subscribe and use the newsletter to stay updated on what happens with their customers and suppliers.

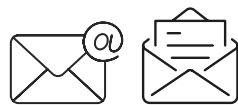
Our newsletter recipients are all relevant. We regularly contact all key people in the industry by phone, to make sure we hit the right person target group with our newslet-

ter. There is an ongoing replacement in the recipients of the newsletters in connection with job changes and the like.

We regularly unsubscribe recipients if we receive the newsletter bounces.



TOTAL CIRCULATION
7,667 *



NEWSLETTER
Distributed to 1,780 recipients.
Opening rate (unique opens) 52,43%



ONLINE VISITORS
93,450 visitors/mthly.**



ONLINE VIEWS
164,699 views/mthly.**

* Print edition and e-newspaper – Newsletter Lastbil Magasinet – 2023

Target group

Who are Lastbil Magasinet's readers

Drivers, truckers, and suppliers to the trucking industry. The latter includes employees at workshops, importers, and dealers.

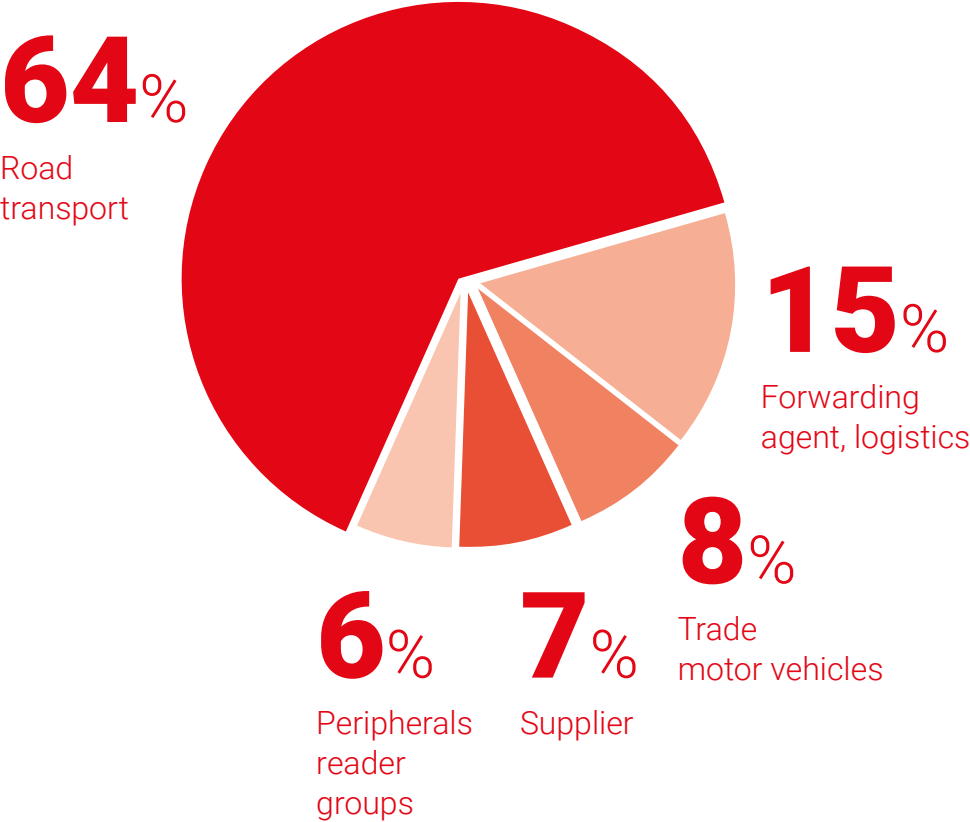
The target group includes everyone who allows themselves to be fascinated by - and excited about - the truck as a means of transport and workplace. You read Lastbil Magasinet if you want to stay up-to-date about new trucks on the Danish market and how the truck is evolving as a workplace for the driver.

When it comes to haulers, we focus on strategy and accounting coverage.

The distribution according to target groups

- Drivers
- Truck and truck driver
- Workshops
- Importers
- Retailers

The distribution in relation to company



Release schedule

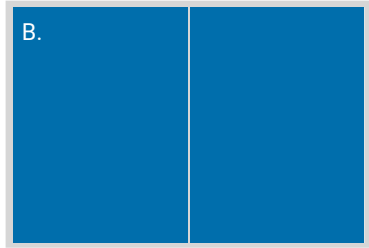
Keep up with the industry's development

Lastbil Magasinet is published 12 times a year. The magazine mainly consists of already published content from Lastbil Magasinet's website although the magazines central articles – typically trend stories, portraits, or reports, are prioritized to be published at the same time or after the release of the magazine.

Udgivelse	Tema	Indstik	Dato	Deadline
Lastbil Magasinet nr. 1		LM kalender 2023	03.01.2023	09.12.2022
Lastbil Magasinet nr. 2	Education		07.02.2023	11.01.2023
Lastbil Magasinet nr. 3	Workshop/Building		07.03.2023	13.02.2023
Lastbil Magasinet nr. 4		Transport 2023	04.04.2023	06.03.2023
Lastbil Magasinet nr. 5			02.05.2023	05.04.2023
Lastbil Magasinet nr. 6		Trailer Magazine	06.06.2023	10.05.2023
Lastbil Magasinet nr. 7	The cab		04.07.2023	09.06.2023
Lastbil Magasinet nr. 8			01.08.2023	05.07.2023
Lastbil Magasinet nr. 9	Sink/Accessories		05.09.2023	14.08.2023
Lastbil Magasinet nr. 10	Cranes		03.10.2023	11.09.2023
Lastbil Magasinet nr. 11		Trailer Magazine	07.11.2023	16.10.2023
Lastbil Magasinet nr. 12	Fuel/Green conversion		05.12.2023	13.11.2023
Lastbil Magasinet nr. 1		LM Kalender 2024	02.01.2024	05.12.2023



A. 1/1 page to edge
Format: 215x285 mm + 5 mm bleed
DKK 14,000



B. Double page
Format: 430x285 mm + 5 mm bleed
DKK 20,700



C. 1/2 page landscape format not to edge
Format: W: 190 x H: 125 mm
DKK 8,100

D. 1/4 page not for border
Format: W: 93 x H: 125 mm
DKK 5,100

Material: Full pages and double pages can go to the edge and must be received with 5 mm. bleed, but without cut marks.

Circulation: 5,003

Banner advertising on the front page

Our website is responsive and adapts banners to display correctly on all screens.

The banners share space with up to 3 others. However, title banners stand-alone, while sticky banners share space with up to 2 others.

The banners rotate when changing pages.

All banners can be either static or animated – HTML5, gif, or script – except the title banner.

Animated banners come in the following formats: .jpg, .gif, .png or HTML5.

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

The prices assume that you are a member company at the medium.

See in the back for technical specifications and conditions.

Banner advertising on the front page



1) Top banner
Format: W: 930 pixels x H: 180 pixels
Size: max. 70 KB
Cover + the other pages DKK 9,000



1.2) Billboard
Format: W: 980 pixels x H: 540 pixels
Size: max. 150 KB
Cover + the other pages DKK 17,000



2) Sticky banner*
Format: W: 240 pixels x H: 400 pixels
Size: max. 90 KB
Cover + the other pagesDKK 4,500



3) Corner banner*
Format: W: 200 pixels x H: 300 pixels
Size: max. 70 KB
Cover + the other pages DKK 3,000



4) Side banner*
Format: W: 200 pixels x H: 175 pixels
Size: max. 40 KB
Cover + the other pages DKK 2,500



5) Campaign banner – front page
Format: W: 300 pixels x H: 250 pixels
Size: max. 70 KB
Front page pos. 5.1 - 5.3:DKK 5,000
Front page pos. 5.2 - 5.4:DKK 3,500



5) Campaign banner 1&2 – other
Format: W: 300 pixels x H: 250 pixels
Size: max. 70 KB
Other pos. 5.1 - 5.3:DKK 2,500
Other pos. 5.2 - 5.4:DKK 2,100



6) Gigabanner 1&2
Format: W: 980 pixels x H: 250 pixels
Size: max. 150 KB
Front page pos. 6.1: DKK 4,000
Front page pos. 6.2: DKK 2,500

Banner advertising on the article page

Our website is responsive and adapts banners to display correctly on all screens.

The banners share space with up to 3 others. However, title banners stand-alone, while sticky banners share space with up to 2 others.

The banners rotate when changing pages.

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

The prices assume that you are a member company at the medium.

See in the back for technical specifications and conditions.

Banner advertising on the article page



1) Top banner
Format: W: 930 pixels x H: 180 pixels
Size: max. 70 KB
Article DKK 9,000



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



2) Sticky banner*
Format: W: 240 pixels x H: 400 pixels
Size: max. 90 KB
ArticleDKK 4,500



3) Corner banner*
Format: W: 200 pixels x H: 300 pixels
Size: max. 70 kB
Article DKK 3,000



4) Side banner*
Format: W: 200 pixels x H: 175 pixels
Size: max. 40 KB
Article DKK 2,500



7) Article banner
Format: W: 660 pixels x H: 200 pixels
Size: max. 100 KB
Article:DKK 4,000



8) Campaign banner 1&2 – article
Format: W: 300 pixels x H: 250 pixels
Size: max. 70 KB
Article pos. 8.1:DKK 5,000
Article pos. 8.2:DKK 3,500



9) Title banner
Format: W: 300 pixels x H: 60 pixels
Banner is static Size: max 20 kB
Article: DKK 2,500

Advertising in the newsletter

The newsletter is sent out to the industry per e-mail and contains relevant industry news.

General specifications for the advertisements in the newsletter are:

- The advertisements are static
- Deliver finished in the file format: .jpg, .gif, or .png
- Finished graphic file must be a maximum of 50 kB.

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

Advertising in the newsletter

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General specifications for the advertisements in the newsletter are:

- The advertisements are static
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For technical specifications and conditions see the end of the media information.

- # Advertising in the newsletter
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 - Finished graphic file must be a maximum of 50 kB.
- For technical specifications and conditions see the end of the media information.

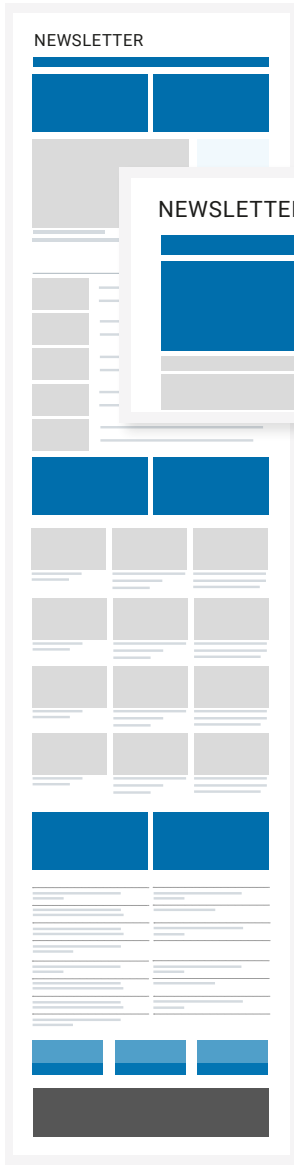
Advertising in the newsletter

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- Deliver finished in the file format: .jpg, .gif, or .png
- Finished graphic file must be a maximum of 50 kB.

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



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

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

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



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

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

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

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

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

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



Middle Ad
Format: W: 400 x H: 200 pixels
Price per publication:DKK 1,500

Middle Ad
Format: W: 400 x H: 200 pixels
Price per publication:DKK 1,500

Middle Ad
Format: W: 400 x H: 200 pixels
Price per publication:DKK 1,500

Middle Ad Full Size
Full Size Format: W: 820 x H: 200 pixels.
Price per publication:DKK 3,000

Middle Ad Full Size
Full Size Format: W: 820 x H: 200 pixels.
Price per publication:DKK 3,000

Middle Ad Full Size
Full Size Format: W: 820 x H: 200 pixels.
Price per publication:DKK 3,000



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

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

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

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

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

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

Membership

Targeted marketing – 365 days a year

MEMBERSHIP

Provides access to the following benefits

12 month membership

DKK 15,800,-

- ✓ Sharing news and sales ads directly on our media.
- ✓ A company page that improves your position in the search results
- ✓ Greater visibility online when you continuously share your news.
- ✓ Seamless collaboration with more users.
- ✓ Calendar overview.
- ✓ A dashboard with an overview of your posts and activity.
- ✓ Discount on all online advertisements across our media.
- ✓ Market overview.

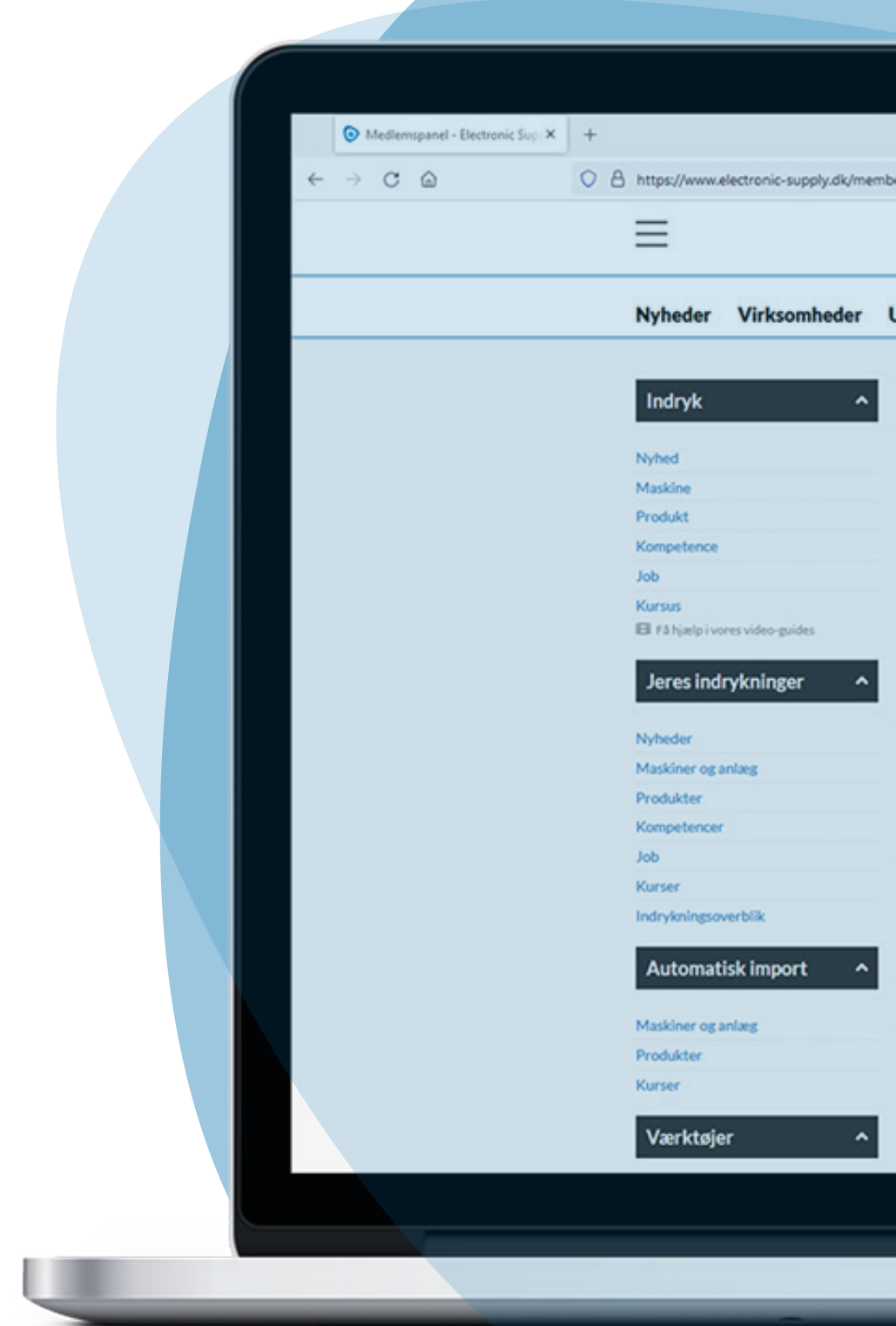
MEMBERSHIP+

We help you on your way

12 month membership+

DKK 22,800,-

- ✓ Access to all membership advantages
- ✓ Identification of needs from where we plan your journey.
- ✓ Help to create sales ads for your products.
- ✓ Help to insert news from your website on our media.
- ✓ Help to insert the relevant keywords.
- ✓ Yearly coordination to ensure maximum output of your membership.
- ✓ We make the set-up for Market overview of the companies you want to follow.



Technical specifications - Online

Deadline

The deadline is agreed upon with the graphic designer, who forwards the booked advertising campaign, specifications, and the deadline.

Delivery of finished material

The deadline for delivering finished material is two working days before start-up. Advertisement incl. a link to the landing page is sent directly to the e-mail: online@nordiskemedier.dk

Graphic assistance

If you need a graphic designer to help with your design, there 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.
- Logo and graphic elements are delivered as .eps or .ai vector graphics.
- The text is sent separately in a .docx format or the email with the material.

We must receive your material for production no later than ten days before the start advertising campaign.

When banners are ordered and reserved for two months min., we prepare the banners

free of charge, otherwise, the price is DKK 500 per banner.

Banner Advertising

Banner Advertising
Our website is responsive and adapts banners to display correctly on all screens. Please note that banners are readable on different screens.

The banners share space with up to 3 others. However, title banners stand-alone, while sticky banners share space with up to 2 others. The banners rotate when changing pages.

All banners can be either static or animated – HTML5, gif, or script – except the title banner. Animated banners come in the following formats: .jpg, .gif, .png or HTML5.

Specifically for HTML5 banners

When delivering HTML, use a zip file with the entire source material. The zip file must be max. 10 MB.

HTML5 files that stay within a frame of 20 seconds are at an advantage. HTML5 files are only used for banners on the portal, as the file type does not work with email pro-

grams. If HTML and script banners are not made responsive, we need a fallback banner for use on mobile and tablet screens.

Guidelines for Advertisers

It must be clear to the readers what content is advertisements and what is editorial articles. Therefore, advertisements must differ in layout – both on the portal and in the newsletter, not to mislead readers into thinking that an advertisement is an article.

In general, we ask advertisers to use a font other than ours. On the website, the word "Advertisement" appears automatically just above the banner, but when advertising in the newsletter, the word "Advertisement" should appear at the top of the ad so that it is not beyond any doubt that it is an advertisement - we then follow the legislation in the area.

If we consider the advertisement too close to the editorial texts, we will request to change the font and/or add the company logo, making it clear that it is an advertisement.

We do this to comply with the rules drawn up by the Consumer Ombudsman. Further-

more, you must only market for your own company and products - i.e. no misleading or bad mention of the competitors - to comply with the Marketing Act.

Technical specifications - Print

Material

Send material to: materiale@nordiskemedier.dk

Compensation

Material allowance by agreement, however max. 5%.

Cancellation conditions

Cancellation and date changes must be made in writing no later than 14 days before the publication date.

If changes in the insertion schedule mean that the conditions for obtained discounts are not present, the wrongfully paid discount will retroactively be debited.

Rep

If Nordiske Medier does not receive fully finished advertising material, we invoice 50 øre per mm. for completing the material.

Complaints about color ads

The newspaper assumes no responsibility for any minor deviations from the colors of the original material when printing color advertisements. The newspaper reserves the right to reject complaints about advertisements where the material has previously been deemed less suitable for reproduction or when the submission deadline is exceeded.

Specifications

Layout file: Adobe IDML file InDesign. complied with all 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).

Furthermore, refer to the Industry standard for digital advertising material agreed upon between DRRB, DFF, and DDPFF. You can download e.g. various descriptions, and configuration files from www.kankanikke.dk.

Pictures/illustrations/graphics

Color: All Photoshop formats in at least 200 dpi.

B/W: All Photoshop formats in at least 200 dpi.

Line drawing: EPS and Ai. TIFF, EPS, and JPG in at least 600 dpi.

Do not use the "overprint" function.

Colors

CMYK defined (we separate RGB and Pantone to CMYK)

Compression

Stuffit, Zip.

Other conditions

Please refer to our terms and conditions at www.nordiskemedier.dk or an email from your consultant.

Nordiske Medier industry media in Denmark

Licitationen

 **BUILDING** SUPPLY

Mester Tidende

 **PLAST** FORUM

Jern-Maskinindustrien

 **METAL** SUPPLY

 **ENERGY** SUPPLY

 **FOOD** SUPPLY

Motor-magasinet

Transportmagasinet

 **Lastbil Magasinet**

Søfart

Magasinet Pleje

 **ELECTRONIC** SUPPLY

 **WOOD** SUPPLY

RetailNews

SCMNews

 **TRANSPORT**TODAY

EnergyIslandNews

FemernNews

LynetteholmNews

 **Nordiske Medier**

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info@nordiskemedier.dk

www.nordiskemedier.dk

CVR: 10150825