



Motor·magasinet

MEDIA INFORMATION 2022

Index

Nordiske Medier 3

Motor-magasinet 4

Relevant and targeted 6

Target group and statistics 8

Online and print statistics 9

Subscription 11

Advertising – Print 12

Formats – Print 13

Theme plan – Main newspaper 14

Special inserts 2022 15

Insert 16

Advertisement – Banner 18

Advertisement – Newsletter 19

Search engine optimization 20

Advertorial 22

Job-in-Focus 23

Membership 24

Indentations 25

Technical specifications – Print 26

Technical specifications – Online 27

Nordiske Medier

Nordiske Medier is the largest Nordic company within professional media, with roots reaching back 250 years.

With more than 50 regular titles in Denmark and Sweden - both in print and online - and over 100 different speciality magazines and newsletters, we are covering the Nordic business community through constructive, credible and independent news.

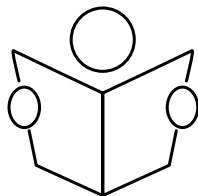
We cover the overall technological, political, and economic conditions of great significance on the industry. Furthermore, we provide news about colleagues, customers, and suppliers in the industry and in-depth industry analyses and portraits of the industry’s key players.

We are always focused on connecting our readers and advertisers in the industries we cover while inspiring both big and small businesses we write about and for. We contribute to better business for the Nordic business community by creating contact between professionals actors and acting as the Nordic region’s largest and strongest professional media business in everything we do.

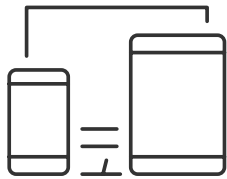
Nordiske Medier is part of DET NORDJYSKE MEDIEHUS.



Facts about Nordiske Medier



Over 450.000
print readers



Over 1.000.000
page views a week



Over 500.000
newsletters a week



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redaktionen@motormagasinet.dk

www.motormagasinet.dk

Motor-magasinet

Motor-magasinet is an independent journalistic media that writes about the overall auto industry.

We bring independent journalistic content, which is based on journalistic principles; herein lies that we do not take any party's side.

We are not just a newspaper - we provide an overview and depth, also online. Here we publish among other specialty magazines and e-newspapers.

The goal of Motor-magasinet is to give readers and advertisers an indispensable tool to become well-informed about what is happening in the industry.

Motor-magasinet writes about people and companies, about trends and opportunities. Motor-magasinet puts the development in perspective to make it easier for the reader to get an overview of the industry and develop its business.

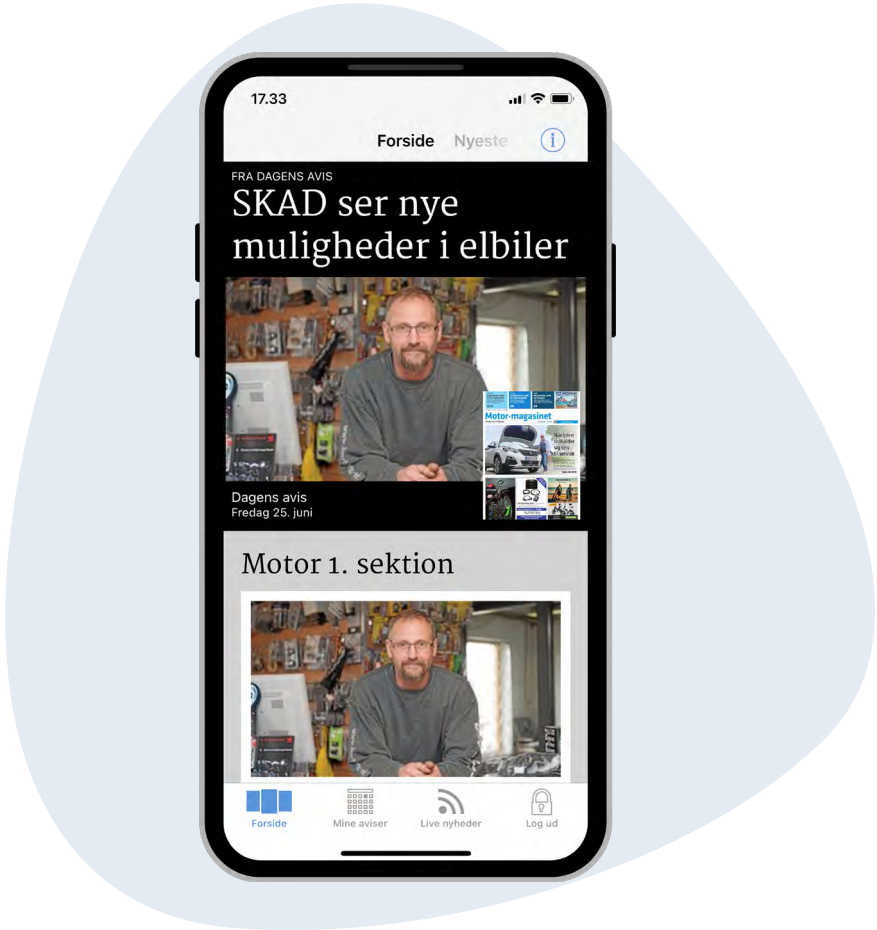
We highlight the industry's challenges - both among actors themselves, but also concerning politicians and authorities. The newspaper is edited after "Magazine principles," where we place a special emphasis on, by virtue of editing and graphic design, to make it easier and faster to form an overview and understanding complex contexts. It must be easier to find solutions in an industry that by the environmental shift and digitization, is moving fast right now.

Motor-magasinet aims at bringing the automotive industry together to strengthen the industry vis-à-vis politicians and authorities and thereby optimizing earnings.



Relevant and targeted

Always have the latest news at hand



As a subscriber to Motor-magasinet, you can stay informed on what's going on in the industry around the clock. We deliver news through our newsletters, in the newspaper and online on our website, and through our app.

Download the Motor-magasinet's app and read this week's e-newspaper and the latest news on mobile or iPad easily.

You will be able to read the Friday newspaper as an e-newspaper already on Thursday at 20:30.



Search for Motor-magasinet in Google Play or the App Store. Of course, you can also read Motor-magasinet's e-newspaper on your computer and stay informed about the industry on www.motor-magasinet.dk.



Target group and statistics

Motor-magasinet in numbers

Motor-magasinet’s newsletter is broadcasted daily to over 8.700 people within the industry and has about 130 membership companies that actively use the portal every day.

These companies are placed all over the country and are evenly distributed by company size.

Our newsletter recipients are characterised by being deci-

sion-makers, primarily directors, purchasing managers, production managers, and sales managers. Sellers and buyers are also found in our audience, and they use the newsletter to stay updated on their customers and suppliers.

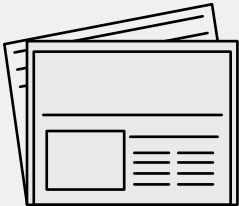
Our newsletter recipients are all relevant recipients. We continuously contact all key people in the industry to ensure that

our newsletters are hitting the right audience. Moreover, we are making ongoing replacements in the newsletter audiences connected with recipients potential job change or other.

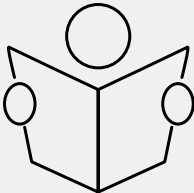
We are continuously removing recipients whenever newsletters bounce.

64,000 readers

– All with interest in your specialized industry



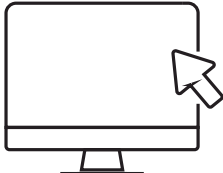
TOTAL ISSUE
14,900*




READER NUMBERS
V/1 indrykning
64,000**

* Print issue and e-newspaper
** Index Danmark Gallup, Full year 2020


103,000 online visitors



ONLINE VISITORS
103,928 visitors/monthly ***



ONLINE VIEWS
188,407 views/monthly ***



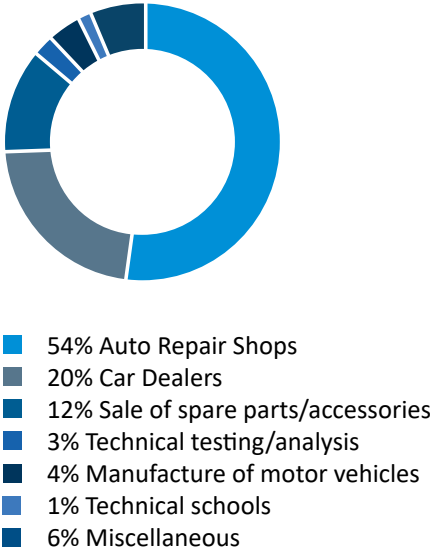
NEWSLETTER
Distributed daily to 8,715 recipients
Opening rate: 26,76%

*** motormagasinet.dk – May 2021

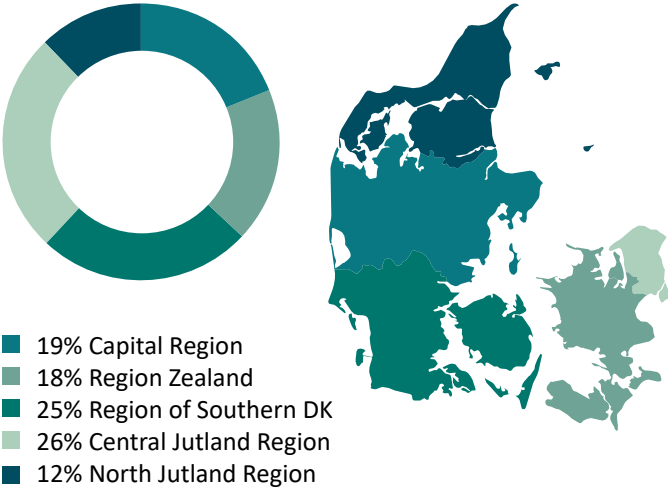
Online and print statistics

Who are our readers

Distribution in regards to company




Distribution in regards to position




Who are our subscribers


8 out of 10 subscribers read at least half of all newspapers




5 out of 10 subscribers read more than half of the newspaper




9 out of 10 subscribers have an influence on readers’ purchases



5 out of 10 subscribers have contacted suppliers based on the content



9 out of 10 subscribers read the ads in the newspaper



** Reader Survey 2020

SUBSCRIPTION ANNOUNCEMENT PRINT

Subscription

Become a subscriber and stay oriented in your industry

As a subscriber on Motor-magasinet you can easily stay informed about what happens in your industry.

You get a quick overview and the latest news on our website, app, or through our newsletter with us.

In addition, in our print newspaper, you can get deep insight into the industry through constructive and credible interviews, portraits, and industry analyses.

As a subscriber, you get:

- A personal login for use across devices
- Unlimited access to all locked and unlocked articles
- The newspaper delivered to an optional address in Denmark
- Specialty magazines delivered to an optional address in Denmark
- Full access to the e-newspaper and previous editions
- Unlimited access to our article archive, previous publications, and specialty magazines

Business subscription

If you are a larger group of employees in the same company, who want to read our content, we offer tailor-made solutions such as a multi-user agreement with automatic login via an IP setup or a customer agreement with personal accounts.

Contact us for an offer

Telephone: +45 72 28 69 70
abonnement@nordiskemedier.dk

Read more and order your subscription now on
motormagasinet.dk

TRY
Motor-magasinet
1 MONTH
FOR FREE



Advertising – Print

Expose your business in the right context

Target your marketing and be seen in the proper context. Nordiske Medier's newspapers have more readers than any other professional media, with many of our readers being important decision-makers. Our print newspapers tune in to relevant focus areas in the respective industries. You have the opportunity to make your company visible in specific themes and magazines through various ad formats.

The selection of ad formats is plenty. You can find some classic examples of formats

on the next page. We also offer creative formats to increase the possibility for greater attention - text and images cannot always do that alone.

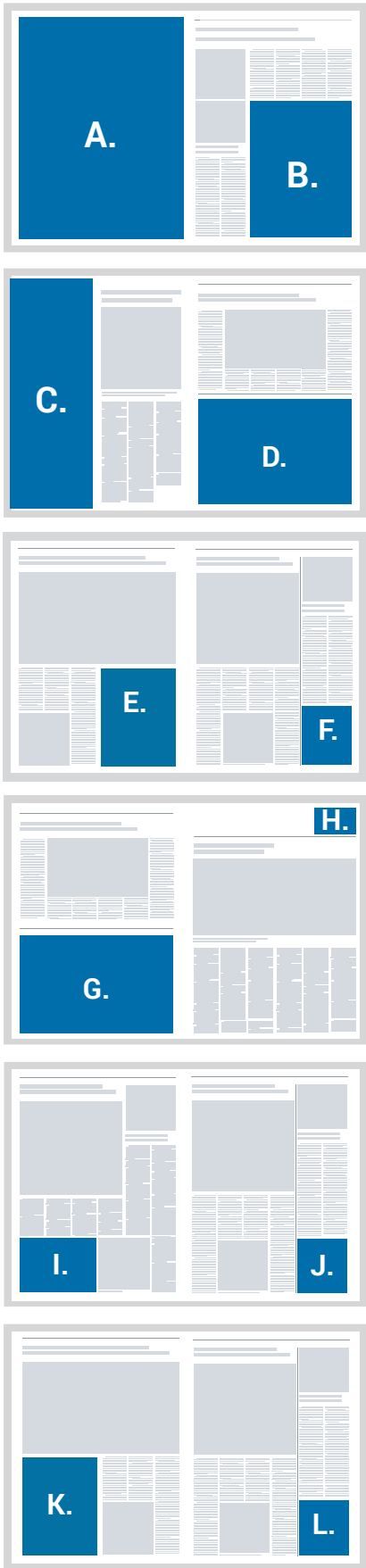
It is possible to place an ad connected with relevant editorial content, e.g. in sections and themes, providing your marketing increased credibility and ensuring that it is read and not just seen. Print ads have long-lasting effects and great branding value, so even though significant developments have been made in online advertising, we still see print ads as ef-

fective means of visibility for many years to come. The print ads are also in the electronic iPaper and the PDF version.

You can access the iPaper and PDF versions on both computers or tablets - these are also the readers' newspaper archives. We are constantly optimising circulation to reach the target audiences even more profound and precisely than other media. We do this continuously to be able to deliver targeted advertising opportunities.



Formats – Print



- A. 1/1 full page**
Format: W: 266xH: 365 mm
4 colors : DKK 24,300
- B. High format A4**
Format: W: 176x270 mm
4 colors : DKK 18,990
- C. 1/2 page high format**
Format: W: 131xH: 365 mm
4 colors : DKK 17,990
- D. 1/2 page cross format**
Format: W: 266xH: 180 mm
4 colors : DKK 17,990
- E. 1/4 side**
Format: W: 131xH: 180 mm
4 colors : DKK 11,290
- F. Module front page**
Format: W: 86xH: 120 mm
4 colors : DKK 9,990
- G. Back module**
Format: W: 266xH: 180 mm
4 colors : DKK 19,990
- H. Module front page**
Format: W: 63xH: 50 mm
4 colors : DKK 3,500
- I. The trading post**
Ex. on size: W: 131xH: 100 mm
4 colors : DKK 3,990
- J. The trading post**
Ex. on size: W: 86xH: 100 mm
4 colors : DKK 2,990
- K. Jobs and Reception Ads**
Ex. on size: W: 131xH: 180 mm
4 colors : DKK 5,300
- L. Jobs and Reception Ads**
Ex. on size: W: 86xH: 100 mm
4 colors : DKK 3,000

Prices other formats
Text page ads
pr. mm DKK 20
Back per mm DKK 30

Job and profile per. mm DKK 10
Heading incl. 4 F (<300 mm.) DKK 15

Special location..... + 15%
All prices are ex. VAT.

Advertisement produced with 1 proofreading from... DKK 600

Color surcharge
<300 mm per mm DKK 6.00
> 300 mm DKK 1,800

Discounts
Do you want to order more ads, you are welcome to contact us for a good deal.
Please see contact information on the last page.

Formats are material formats, scaling down a bit to to fit newspaper magazine format is necessary.

All prices are ex. VAT, unless other is indicated. We reserve the right to make printing errors and price regulation.

For technical specifications and conditions see at the back of the media information.

Theme plan – Main newspaper

	Release	Deadline	Theme 1	Theme 2	Special section
Motor-magasinet nr. 1	07.01	28.12	Education/courses		
Motor-magasinet nr. 2	14.01	04.01	Auto recycling		
Motor-magasinet nr. 3	21.01	11.01			Bodywork & Car Paint
Motor-magasinet nr. 4	28.01	18.01	Lubricants & Energy		
Motor-magasinet nr. 5	04.02	25.01	Digitization		
Motor-magasinet nr. 6	11.02	01.02	Rust protection		
Motor-magasinet nr. 7	18.02	08.02			Tire profile
Motor-magasinet nr. 8	25.02	15.02	Batteries	Tools	
Motor-magasinet nr. 9	04.03	22.02	Workshop interior		
Motor-magasinet nr. 10	11.03	01.03	Car wash		
Motor-magasinet nr. 11	18.03	08.03	Bodywork & Car Paint		
Motor-magasinet nr. 12	25.03	15.03	Lifting equipment		
Motor-magasinet nr. 13	01.04	22.03	Auto recycling		
Motor-magasinet nr. 14	08.04	29.03	Tire		
Motor-magasinet nr. 15	22.04	12.04	Brakes & Gearbox		
Motor-magasinet nr. 16	29.04	19.04	Car Care & Preparation		
Motor-magasinet nr. 17	06.05	26.04			Digitization
Motor-magasinet nr. 18	12.05	02.05	The green transition		
Motor-magasinet nr. 19	20.05	10.05	Rust protection		
Motor-magasinet nr. 20	27.05	17.05	Autoglas		
Motor-magasinet nr. 21	03.06	24.05	Lubricants & Energy		
Motor-magasinet nr. 22	10.06	31.05	Bodywork & Car Paint		
Motor-magasinet nr. 23	17.06	07.06	Tool		
Motor-magasinet nr. 24	24.06	14.06	Leasing, Financing & Insurance		
Summer magazine	01.07	21.06			
Motor-magasinet nr. 25	05.08	26.07	Digitization		
Motor-magasinet nr. 26	12.08	02.08	Rust protection	Education/courses	
Motor-magasinet nr. 27	19.08	09.08	Lubricants & Energy		
Motor-magasinet nr. 28	26.08	16.08			Bodywork & Car Paint
Motor-magasinet nr. 29	02.09	23.08	Auto recycling		
Motor-magasinet nr. 30	09.09	30.08	Car Care & Preparation		
Motor-magasinet nr. 31	16.09	06.09	Brakes & Gearbox		
Motor-magasinet nr. 32	23.09	13.09			Tire profile
Motor-magasinet nr. 33	30.09	20.09	Workshop interior		
Motor-magasinet nr. 34	07.10	27.09	Autoglass	Winter Products & Lanterns	
Motor-magasinet nr. 35	14.10	04.10	Rustbeskyttelse		Au2part trade fair
Motor-magasinet nr. 36	21.10	11.10	Rust protection		
Motor-magasinet nr. 37	28.10	18.10	Bodywork & Car Paint	Tools	
Motor-magasinet nr. 38	04.11	25.10	Batteries		FTZ messen
Motor-magasinet nr. 39	11.11	01.11	Auto recycling		
Motor-magasinet nr. 40	18.11	08.11	Digitization	The green transition	
Motor-magasinet nr. 41	25.11	15.11	Car wash		
Motor-magasinet nr. 42	02.12	22.11	Lubricants & Energy		
Motor-magasinet nr. 43	09.12	29.11	The year that went		
Motor-magasinet nr. 44	16.12	06.12	Året der gik		

Special inserts 2022



Fremtidens Autobranchen
Released January 28, 2022
Deadline: January 14, 2022



Hvem er Hvem
Released May 27, 2022
Deadline: May 6, 2022



Classic Car Race
Released August 5, 2022
Deadline: July 22, 2022



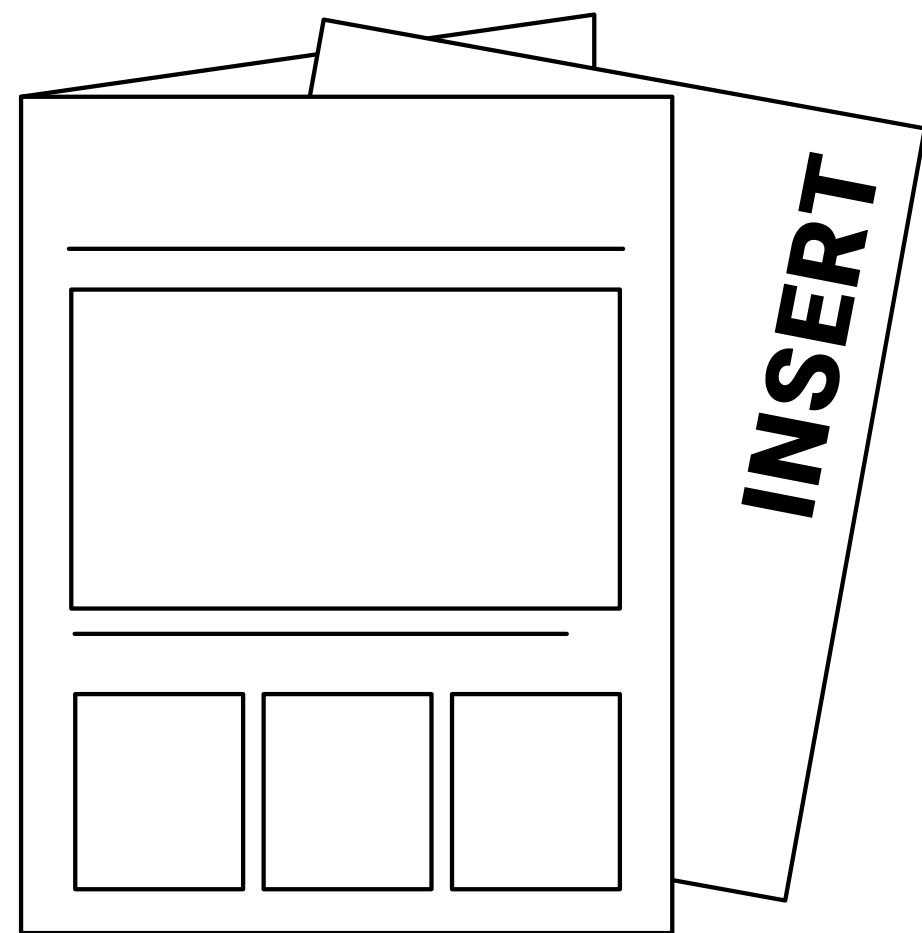
Autogrossister og værkstedskæder
Released August 26, 2022
Deadline: August 12, 2022



Top100
Released September 23, 2022
Deadline: September 9, 2022

Insert

Achieve higher visibility with an insert



Get your printed brochure material distributed alongside one of our publications, and get your business noticed throughout the industry or by selected professional groups.

Brochure material is one of the many types of inserts posted or attached to the magazine when distributed.
An insert makes it possible to

reach recipients and decision-makers in small and medium-sized enterprises while giving you high visibility with the reader who opens the newspaper.

Contact us for an offer on telephone: +45 72 28 69 70 or mail: salg@nordiskemedier.dk

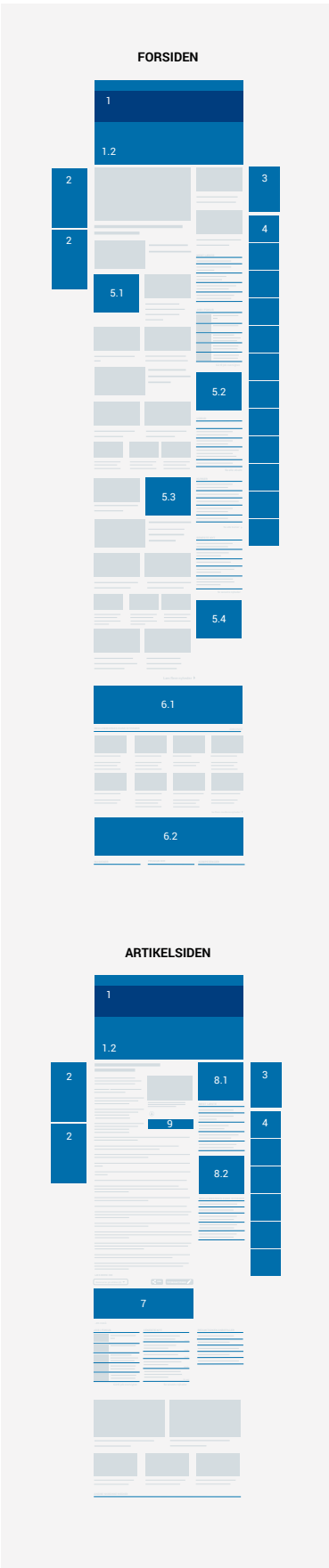


Advertisement – Banner

Our site is responsive, and the banners adapt depending on the screen they are displayed. Note that banners for mobile are readable on the various screens. The banners share space with up to 3 others. However, title banners are placed alone, while sticky banners share space with up to 2 others. The banners rotate at page breaks. All banners can be either static or animated - HTML5, gif or script - with the exception of title banners. Deliver animated banners in the formats: .jpg, .gif, .png or HTML5.

FRONT PAGE 1) Top banner Format: W: 930 pixels x H: 180 pixels Size: max. 70 kB Front page + the other pages Price: DKK 12,000	ARTICLE PAGE 1) Top banner Format: W: 930 pixels x H: 180 pixels Size: max. 70 kB Article DKK 12,000
1.2) Billboard Format: W: 980 pixels x H: 540 pixels Size: max. 150 kB Front page + the other pages Price: DKK 25,500	1.2) Billboard Format: W: 980 pixels x H: 540 pixels Size: max. 150 kB Article DKK 25,500
2) Sticky banner * Format: W: 240 pixels x H: 400 pixels Size: max. 90 kB Front page + the other pages Price: DKK 10,000	2) Sticky banner * Format: W: 240 pixels x H: 400 pixels Size: max. 90 kB Article DKK 10,000
3) Corner banner * Format: W: 200 pixels x H: 300 pixels Size: max. 70 kB Front page + the other pages Price: DKK 6,500	3) Corner banner * Format: W: 200 pixels x H: 300 pixels Size: max. 70 kB Article DKK 6,500
4) Page banner * Format: W: 200 pixels x H: 175 pixels Size: max. 40 kB Front page + the other pages Price: DKK 2,000	4) Page banner * Format: W: 200 pixels x H: 175 pixels Size: max. 40 kB Article DKK 2,000
5) Campaign banner - frontpage Format: W: 300 pixels x H: 250 pixels Size: max. 70 kB Front page pos. 5.1 - 5.3: DKK 7,750 Front page pos. 5.2 - 5.4: DKK 5,000	7) Article banner Format: W: 660 pixels x H: 200 pixels Size: max. 100 kB Article: DKK 7,500
5) Campaign banner 1 & 2 - others Format: W: 300 pixels x H: 250 pixels Size: max. 70 kB Other pos. 1: DKK 3,900 Other pos. 2: DKK 3,000	8) Campaign Banner 1 & 2 - Article Format: W: 300 pixels x H: 250 pixels Size: max. 70 kB Article pos. 8.1: DKK 7,750 Article pos. 8.2: DKK 5,000
6) Gigabanner 1 & 2 Format: W: 980 pixels x H: 250 pixels Size: max. 150 kB Front page pos. 6.1: DKK 8,850 Front page pos. 6.2: DKK 2,500	9) Title banner Format: W: 300 pixels x H: 60 pixels Banner is static Size: max 20 kB Article: DKK 13,000

* Sticky banners, corner side banners and side banners are only displayed on desktop. All prices are member prices per month. For technical specifications and conditions see the back of the media information.



Advertisement – Newsletter

The newsletter is broadcasted to the industry per email and contains relevant industry news.

General specifications for the ads in the newsletter are:

- The ads are static
- Finished material to be delivered in file formats: .jpg, .gif or .png
- Finished graphic files must not exceed 50 kB.

Streamer

Format: W: 820 x H: 28 pixels
Price per. week: DKK 7,500

Top ad full size

Format: W: 820 x H: 200 pixels
Price per. publication: DKK 6,000

Top Ad

Format: W: 400 x H: 200 pixels
Price per. publication: DKK 3,000

Middle ad 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 2,000

Bottom Ad 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 1,500

The prices presuppose that you are a member company on the medium. For technical specifications and conditions see the end of the media information.





Search engine optimization

Get to the top on Google

Make customers discover you when they are searching for what your company has to offer.

With an SEO package from Nordiske Medier, we help you optimize your website using several parameters so that customers easily find you.

- We optimize on:**
- Technical performance
 - Text constitution
 - Ease of use
 - Linkbuilding

In addition, we offer Google Ads, where we cooperate with you as a customer to identify keywords and optimise campaigns.

Fill out the SEO formular and receive a free SEO report. [CLICK HERE](#)

GET STARTED



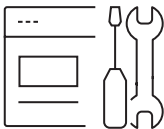
ANALYSIS



RUN-THROUGH



OFFER



READY

Contact
Do you have any questions concerning SEO, please contact us on telephone +45 72 28 69 70



Advertorial

Tell your story and have it read by the right audience

Take advantage of a unique opportunity by enlightening potential collaborators or new customers about the projects that illuminate the core competencies of your business.

An advertorial is an advertisement designed as an article. Your company can work together with Nordiske Medier's

commercial copywriters to create an ad with a journalistic expression. We can prepare the advertorial for all our media - both print and online.

Our online advertorials have a maximum length of 2.000 keystrokes (incl. spaces). It is possible to prop up the ad with pictures and a link to a video.

With an advertorial we offer

- Effective marketing
- Commercial copywriters
- Relevant and value-creating content for targeted readers
- Ranking among other articles
- High SEO value

If finished material is to be delivered, the deadline is two weeks before indentation.

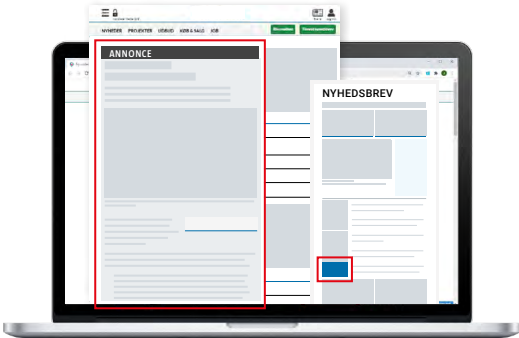
ADVERTORIAL PRINT PACKAGE



29,950 DKK.

- Indrykning i en eller flere af vores fagrelevante medier
- Placering blandt de øvrige artikler i avisen
- Eksponering i e-avis med link
- Udarbejdelse af tekst og grafisk opsætning direkte målrettet det relevante medies læsere

ADVERTORIAL ONLINE PACKAGE



15,000 DKK.

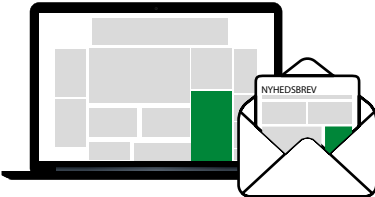
- Runs for the duration of one week - from Monday to Sunday incl. setup
- Placement on the front page of the news flow among other articles
- Placement in the newsletter under regular articles on Monday
- Final report on total number of views

Job-in-Focus

Easy and quick access to your future employee

With Job-In-Focus, your employee search is made visible on the desired portals' front page and among articles. Thereby, you reach more than a thousand qualified candidates who are constantly keeping updated within your industry.

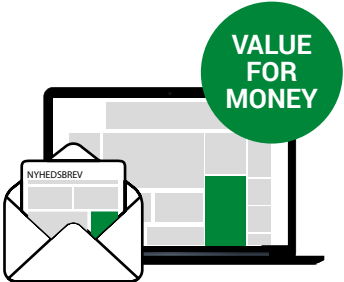
JOB-IN-FOCUS SOLO



3,850 DKK.

- 30 days on website under "Job-In-Focus"
- 30 days in the newsletter under "Job-In-Focus"

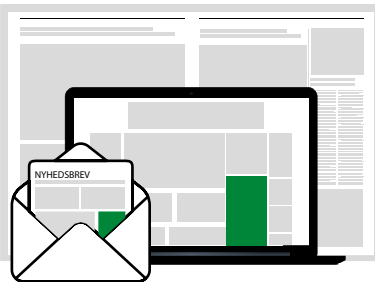
ONLINE PAKKE



6,950 DKK.

- Job-In-Focus SOLO 30 days advertising on the home page as a side banner
- 1 view in the newsletter (middle or bottom ad)
- Production of ads
- **RESULT GUARANTEE ***

COMBI



10,950 DKK.

- Job-In-Focus SOLO 30 days advertising on the home page as a side banner
- 2 views in the newsletter (middle or bottom ad)
- 1 teaser ad (86x100 mm) in the print edition
- Production of ads
- **RESULT GUARANTEE ***

*Free re-posting as "JOB-IN-FOCUS" if the right candidate is not found.

Purchases

Robotscanning / Crawling

Automatic scanning, so all your job ads automatically comes to the portal.

Print advertising

- Teaser advertisement (86x100 mm): DKK 3,000
- Job posting (131 x 180 mm): DKK 5,000
- Full storage (full page): DKK 10,000 (Prices only apply to purchases).

For price, contact your regular job consultant. **Contact:** tel .: +45 72 28 68 70 or jobannoncer@nordiskemedier.dk

Membership

Targeted marketing

– 365 days a year

With a membership, you gain direct access to the Nordic region's largest niche portal, marketing tool and portal that showcases your company news, competencies and sales towards a relevant target group - all year round. Having a membership means that your company gets an efficient, tailor-made marketing tool, making your marketing visible to a relevant and sharply defined target group.

Membership or Membership+
We offer two variants of our membership.

Membership allows your business to use the features of the members' panel.

With a Membership+, you receive support to post news, machines, skills, jobs, courses and fairs via your member profile. Through dialogue between you and our customer support, we help you to use the marketing tool and become more visible in the industry.

Read more about the features below the section "Indentations".

Tool

- Visibility in the industry
- Market insights
- Professional advice
- Induction of jobs
- Easy indentation of news and products
- Half price online advertising
- User-friendly marketing tool

Become a member

	MEMBERSHIP	MEMBERSHIP+
Company profile	●	●
Login to membership panel	●	●
50% on online advertising	●	●
Professional advice 2-4 times a year	●	●
Marketing tool for inserting news, products and competencies on media website and newsletter	●	●
News indent support		●
Support for indentation of products and competencies		●
SEO optimized indentations		●
Support for registration in Market overview		●

Indentations

Become visible in

the industry

Company profile
When your company signs up for a membership, we create a company profile for you, thereby granting you access to the Nordic region's largest niche marketing tools. You become a part of an extensive network of relevant professional groups and contacts with a company profile. The company profile is searchable and links directly to your website.

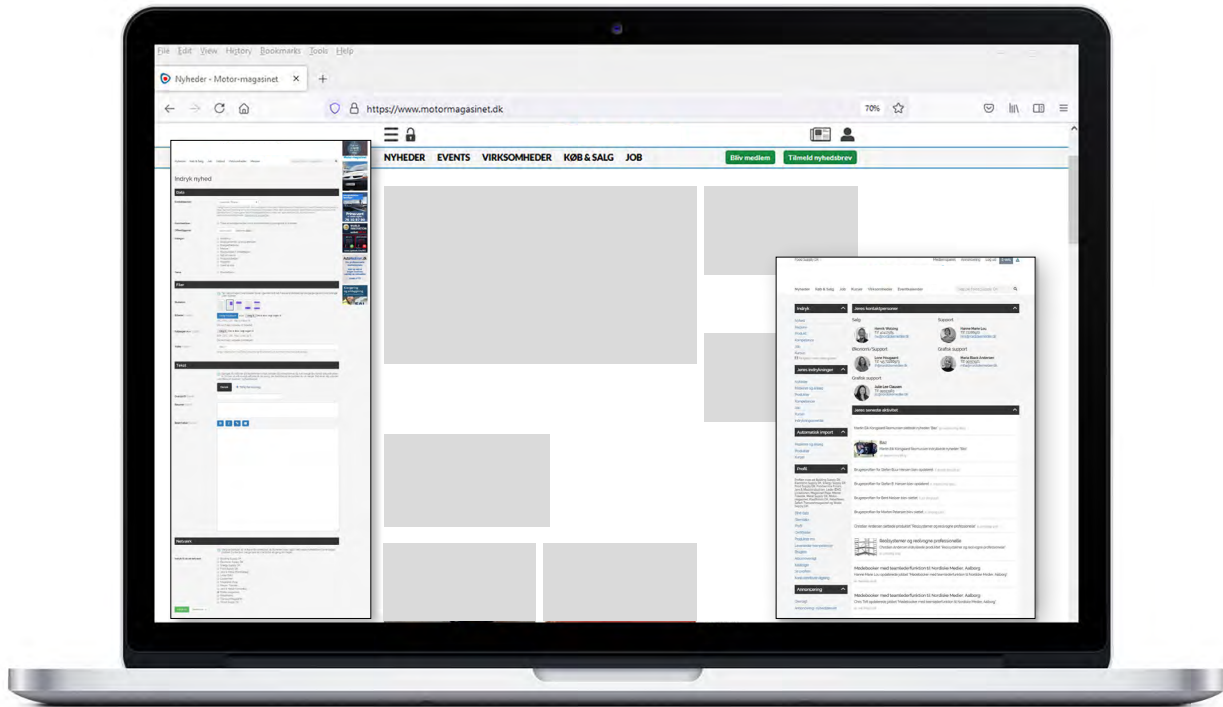
Login
With a login to the member profile, you gain access to a string of benefits.

Insertion of news
Once a day, your company has the opportunity to write one news story out to the industry - e.g. in connection with an anniversary, a new order, a new product.

Indentation can also be
Your company can present your products, machines or competencies directly to the target group.

Courses and fairs
When organising or participating in courses or fairs, you can easily make the course or participation visible at the fair through your membership.

Discount on advertising
With a membership, you get 50% on advertising purchased on the website and in the newsletter.



Technical specifications – Print

Material

Material is sent to:
materiale@motormagasinet.dk

Reimbursement

Material allowance after an agreement, however, max. 5%.

Cancellation policy

Cancellation and date changes must be in writing no later than 14 days before the release date. If changes in the indentation plan discard discount conditions, the paid out discount will be debited.

Repro

If Nordiske Medier does not receive completed advertising material, the completion is invoiced with 50 øre pr. mm.

Formats

Newspaper format	Tabloid
Slit 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 (storage)	546x365mm

Paper quality

newspaper	49 grams
Number of columns	6
* To edge.....	Not possible

Color ads complaints

The newspaper assumes no responsibility for any minor deviations from the colours of the original material when printing colour ads. The newspaper

reserves the right to reject complaints about ads where the material, in advance, is deemed less suitable for reproduction or where the submission has exceeded the deadline.

Specifications

LAYOUT FILE: Adobe IDML file InDesign. Packed with all links.

PDF

PDF file produced with Acrobat Distiller containing all fonts, images, graphics and colours defined as CMYK. (Job setting for Acrobat Distiller can be requisitioned). Incidentally, reference is made to Industry Standard for digital advertising material agreed between DRRB, DFF and DDPFF. Various descriptions, settings files mv. can be picked up at MAIL@MAIL.DK

Pictures / illustrations / graphics

Color: All Photoshop formats for at least 200 dpi.
B / W: All Photoshop formats in at least 200 dpi.
Line drawing: EPS and Ai. TIFF, EPS and JPG at least 600 dpi.
The "overprint" function must not be used.

Colors

CMYK-defined
(RGB and Pantone separate to CMYK).

Compression:

Stuffit, Zip.

Other conditions

Please refer to our trading conditions on www.nordiskemedier.dk or mail from your consultant.



Technical specifications – Online

Deadline

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

Delivery of finished material

The deadline for delivery of finished material is two weeks before starting.

The advertisement incl. link to the landing page is sent directly to the email: online@nordiskemedier.dk

Graphic assistance

If you need a graphic designer to help with your design, these 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.
- Deliver logo and graphic elements as .eps or .ai vector graphics
- The text is sent separately in a .docx format or the mail with the material.

We need to receive your material no later than ten days before the ad campaign starts.

Banners are free of charge

when ordered a minimum of two months before; otherwise, the price is 500 DKK per banner.

Banner advertising

Our site is responsive, and the banners adapt to the screen they are shown on. Be aware that banners are legible on vari-

ous screens.

The banners share space with up to 3 others. However, title banners are placed alone, while sticky banners share space with up to 2 others. The banners rotate at page breaks.

All banners can be both static or animated - HTML5, gif or script - with exception of the title banner. Deliver banners in the formats: .jpg, .gif, .png or HTML5.

For HTML5 banners specifically

When delivering HTML, all source material must be collected and sent in a zip file. The zip file must max fill ten MB.

It will be an advantage that The HTML5 file stays inside a frame of 20 seconds.

HTML5 files can only be used

for banners on the portal because mail programs cannot handle the file type.

Forward fallback banners

for use on mobile and tablet screens if HTML and script banners are not made responsive.

Advertisement guidelines

The difference between advertisement and editorial content must be clear to the readers. Therefore, ads must differ from the editorial layout - both on the portal and in the newsletter, so readers are not misled and think that an ad is an article written by the editorial staff.

Generally, advertisers are asked to use a different font than ours. The word "Advertisement" appears on the website automatically just above the banner. However, the term "Advertisement" should be stated clearly at the top of the ad when advertising in the newsletter, so there is no doubt that it is an ad - in doing so, we follow the legislation in this area.

If we consider the ad too close to the editorial texts, we will request the change font and/or add the company logo so that it is clear that it is an advertisement. We do this to live up to the rules laid down by the Consumer Ombudsman.

Furthermore, all advertisements should only concern own business and own products - i.e. none misleading or bad publicity of the competitors - in doing so, we follow the Marketing Act.



Nordiske Medier industry media in Denmark

CONSTRUCTION

📺 BUILDING SUPPLY

📺 KOMMUNEFOKUS

Licitationen

Mester Tidende

INDUSTRY

📺 METAL SUPPLY

Jern-Maskinindustrien

📺 FOOD SUPPLY

📺 PLAST FORUM

📺 ELECTRONIC SUPPLY

📺 WOOD SUPPLY

THE TRANSPORT SECTOR

Transportmagasinet

FREMTIDENS LOGISTIK

Søfart

AUTO INDUSTRIES

Motor-magasinet

THE SUPPLY SECTOR

📺 ENERGY SUPPLY

RETAIL INDUSTRY

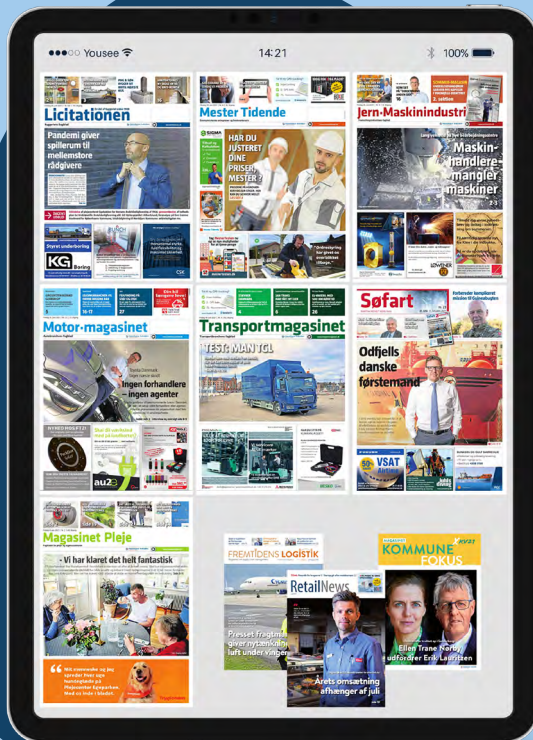
RetailNews

THE CARE SECTOR

Magasinet Pleje

HR & MANAGEMENT

LEDER IDAG.DK



📺 Nordiske Medier

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