



Media information 2024

Food Supply

A part of Nordiske Medier A/S

 **FOOD SUPPLY**

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Food Supply

Food Supply is a Danish trade publication that provides in-depth coverage of the food industry. We deliver news about production and product development, and keep our readers updated on the latest trends and challenges in the food industry, ensuring they are always well-informed about what's happening in the sector and among competitors.

We cover both major food producers and smaller entrepreneurs, delving into the considerations behind strategic shifts and new acquisitions through interviews and company profiles. Additionally, we also cover the latest developments among suppliers and companies in the restaurant and food service sector.

Contact: Editor, Industry Mikkell Eklund
Direct Phone: +45 99 35 39 92
E-mail: mek@nordiskemedier.dk

Contact: journalist Henrik Kongsgaard
Direct Phone: +45 99 35 39 79
E-mail: hk@nordiskemedier.dk

Contact the editorial team
redaktionen@food-supply.dk
www.food-supply.dk

Target audience and statistic

Facts about Food Supply

Food Supply in numbers

Target audience – Online

Facts about Food Supply

Food Supply is an industry media outlet that is also published as a magazine with a total circulation of **22,597***.

Food Supply's newsletter is sent out daily to over **16,000** individuals in the industry, and we currently have **516** member companies actively using Food Supply's member portal in their day-to-day operations. These companies are located throughout the country and are evenly distributed by company size.

The user profile and recipients of the newsletter are characterized by being decision-makers – primarily CEOs, procurement managers, ' production managers, and sales managers. In addition, there are also salespeople and buyers in general, as they use the newsletter to stay updated on what's happening with their customers and suppliers.

Our newsletter recipients are all relevant targets. We regularly contact all key figures in the industry

by phone to ensure that we are reaching the right audience with our newsletter. There is a continuous turnover in the recipients of the newsletters due to job changes and similar circumstances.

We also unsubscribe recipients if we receive the newsletter back.



TOTAL CIRCULATION
22,597 *



ONLINE VISITORS
73,031 visitors/month.. **



ONLINE VIEWS
109,300 views/month **



NEWSLETTER
Sent daily to 16,013 recipients



NEWSLETTER
Opening rate (unique opens)
33,84 %

* Print circulation and e-newspaper * food-supply.dk - May 2023

Who reads Food Supply?



More than

81%

of our readers have rated Food Supply as a good or very good source.



More than

42%

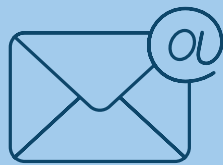
of our readers are employed in a company with more than 100 employees.



More than

85%

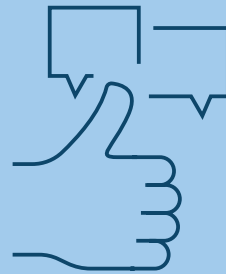
of our readers use Food Supply as their primary source of news for information about the food industry.



More than

95%

of our readers believe that it is important to receive the Food Supply newsletter.



More than

60%

of our readers prefer to stay updated via Food Supply's newsletter.



More than

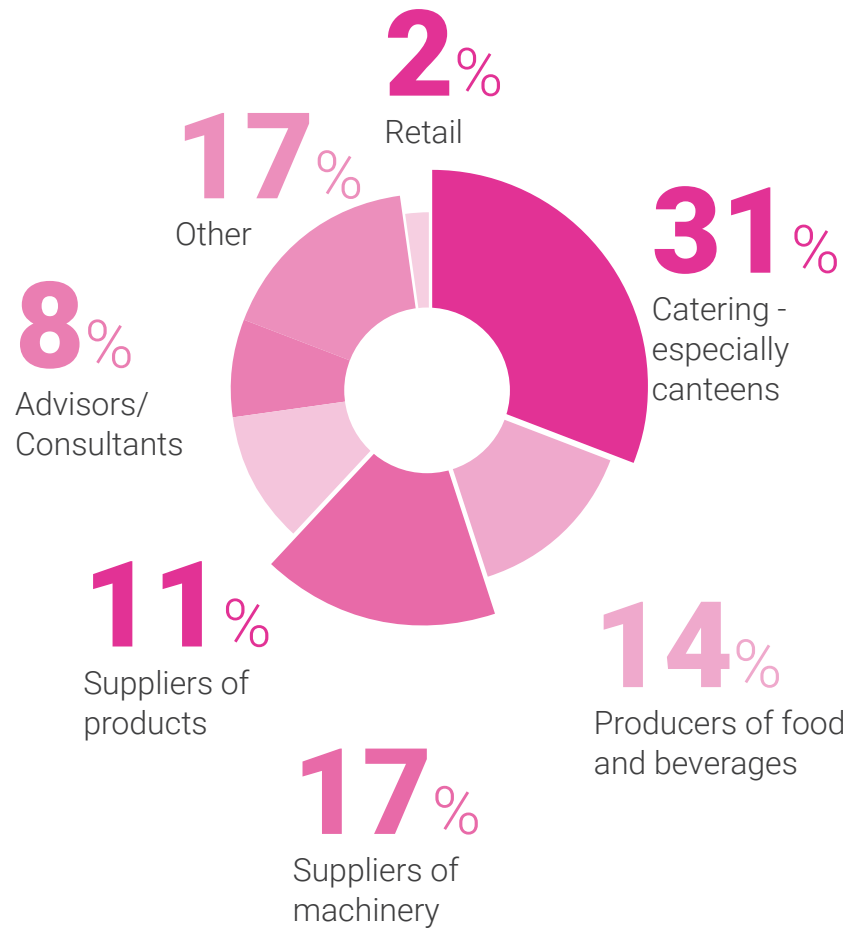
90%

of Food Supply's newsletter recipients read half or all of the newsletter daily.

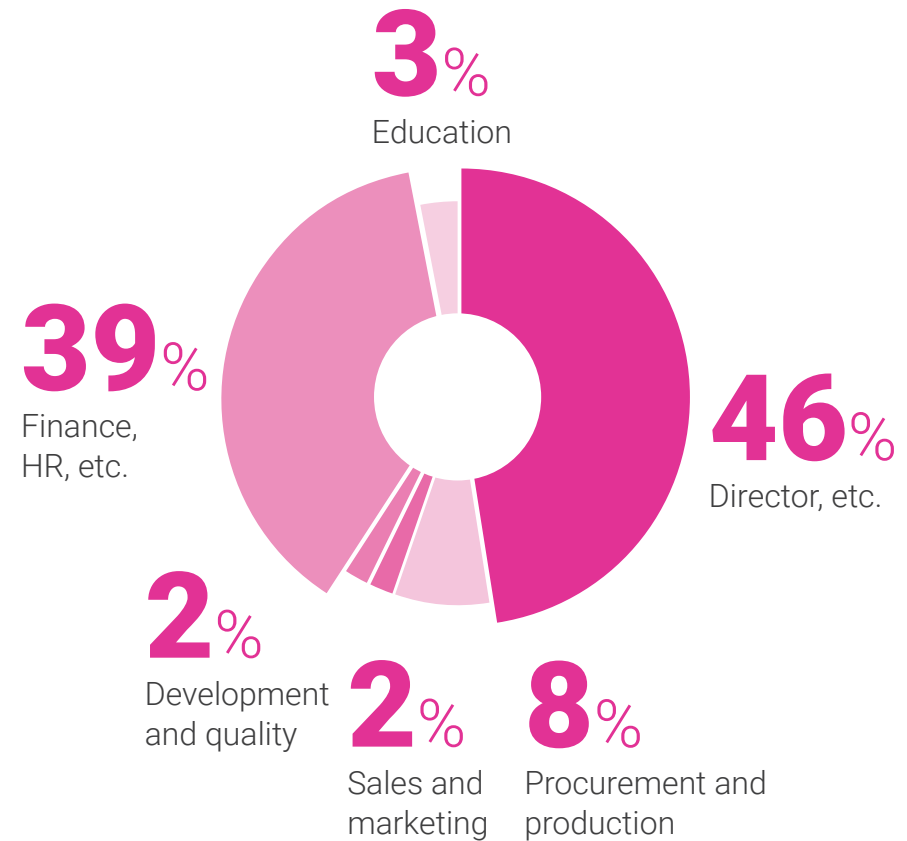
* Reader survey 2023

Target audience

Distribution in relation to business



Distribution by position

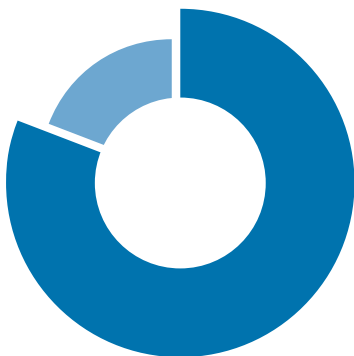


Clarification of target audience

Food Production

20%

Not subscribed
to the newsletter



80%

Subscribed to the
newsletter

Manufacturing of Food Machinery

35%

Not subscribed
to the newsletter



65%

Subscribed to
the newsletter



Theme Plan

The Food Industry Platform

Food Supply Magazine is published 4 times a year (February, May, September, and November). The magazine focuses on the Danish food industry.

Food Supply Magazine offers a variety of options for print advertising.

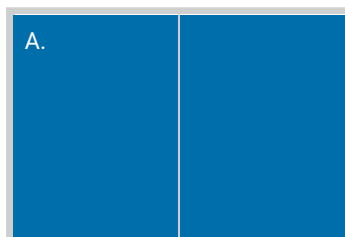
Circulation: 22,597 *

* Print circulation and e-newspaper

Issue	Theme	Publication	Deadline
Food Supply Magazine no. 1	Madværkstedet	09-02-2024	26-01-2024
Food Supply Magazine no. 2	Interpack i Düsseldorf	10-05-2024	26-04-2024
Food Supply Magazine no. 3	FoodTech	27-09-2024	13-09-2024
Food Supply Magazine no. 4	Anuga i Cologne Tyskland	15-11-2024	01-11-2024

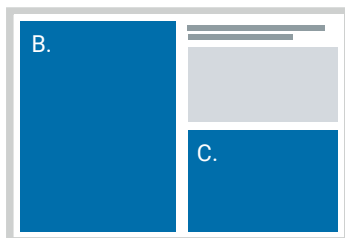


Print formats



A. 1/1 Page Main Newspaper

Formats: W: 520 x H: 360 mm DKK 34,850



B. 1/1 Page

Formats: W: 260 x H: 360 mm DKK 21,500

C. 1/2 Page Landscape

Formats: W: 240 x H: 163 mm DKK 16,250

D. 1/2 Page Portrait

Formats: W: 118 x H: 330 mm DKK 16,250

E. 1/4 Page

Formats: W: 118 x H: 163 mm DKK 11,000



Material: Format A and B can go to the edge and must be received with a 5 mm bleed but without trim marks.

For technical specifications and conditions, see the back of the media information



Online Formats and Specifications

Banner advertising on the front page

Our site is responsive, and the banners adapt to the screen they are displayed on.

The banners share space with up to 3 others.

However, title banners are displayed alone, while sticky banners share space with up to 2 others.

The banners rotate with page changes.

All banners can be static or animated, in HTML5, gif, or script, except for the title banner. Animated banners are available in the formats: .jpg, .gif, .png, or HTML5.

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

For technical specifications and conditions, please refer to the back of the media information.

Banner advertising on the front page



1) Top banner
Format: W: 930 pixels x H: 180 pixels
Size: max. 70 kB
Front page + other pages 12,000 DKK



5) Campaign Banner - Front page
Format: W: 300 pixels x H: 250 pixels
Size: max. 70 kB
Front page pos. 5.1 - 5.3: 7,750 DKK
Front page pos. 5.2 - 5.4: 5,000 DKK



1.2) Billboard
Format: W: 980 pixels x H: 540 pixels
Size: max. 150 kB
Front page + other pages 25,500 DKK



5) Campaign Banner 1&2 - Other pages
Format: W: 300 pixels x H: 250 pixels
Size: max. 70 kB
Other pages pos. 5.1 - 5.3: 3,900 DKK
Other pages pos. 5.2 - 5.4: 3,000 DKK



2) Sticky banner*
Format: W: 240 pixels x H: 400 pixels
Size: max. 90 kB
Front page + other pages 10,000 DKK



6) Gigabanner 1&2
Format: W: 980 pixels x H: 250 pixels
Size: max. 150 kB
Front page pos. 6.1: 4,850 DKK
Front page pos. 6.2: 2,500 DKK



3) Corner banner*
Format: W: 200 pixels x H: 300 pixels
Size: max. 70 kB
Front page + other pages 6,500 DKK



4) Side banner*
Format: W: 200 pixels x H: 175 pixels
Size: max. 40 kB
Front page + other pages 2,000 DKK

Banner advertising on the article pages

Our site is responsive, and the banners adapt to the screen they are displayed on.

The banners share space with up to 3 others.

However, title banners are displayed alone, while sticky banners share space with up to 2 others.

The banners rotate with page changes.

All banners can be static or animated, in HTML5, gif, or script, except for the title banner. Animated banners are available in the formats: .jpg, .gif, .png, or HTML5.

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

For technical specifications and conditions, please refer to the back of the media information.

Banner Advertising on Article Pages



1) Top banner
Format: W: 930 pixels x H: 180 pixels
Size: max. 70 kB
Article..... 12,000 DKK



7) Article Banner
Format: W: 660 pixels x H: 200 pixels
Size: max. 100 kB
Article..... 7,500 DKK



1.2) Billboard
Format: W: 980 pixels x H: 540 pixels
Size: max. 150 kB
Article..... 25,500 DKK



2) Sticky banner*
Format: W: 240 pixels x H: 400 pixels
Size: max. 90 kB
Article..... 10,000 DKK



8) Campaign banner 1&2 – Article
Format: W: 300 pixels x H: 250 pixels
Size: max. 70 kB
Article pos. 8.1:..... 7,750 DKK
Article pos. 8.2:..... 5,000 DKK



3) Corner banner*
Format: W: 200 pixels x H: 300 pixels
Size: max. 70 kB
Article..... 6,500 DKK



9) Title Banner
Format: W: 300 pixels x H: 60 pixels
Banner er statisk
Size: max 20 kB
Article..... 13,000 DKK



4) Side banner*
Format: W: 200 pixels x H: 175 pixels
Size: max. 40 kB
Article..... 2,000 DKK

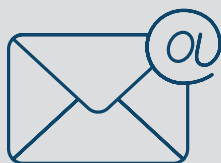
Advertising in the newsletter

The newsletter is sent out to the industry via email and is read by decision-makers, buyers, and other professionals in the field who wish to stay updated on the industry's most current news.

General specifications for the advertisements in the newsletter are:

- Advertisements are static.
- Finished material should be provided in the file formats: .jpg, .gif, or .png.
- The finished graphic file must not exceed 50 KB in size.

For technical specifications and conditions, please refer to the end of the media information.



Over
96%
of our readers receive Food Supply's newsletter



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

Top ad full size
Format: W: 820 x H: 200 pixels
Price per publication: 6,000 DKK



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



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

Mid ad full size
Format: W: 820 x H: 200 pixels
Price per publication: 4,000 DKK



Bottom ad
Format: W: 400 x H: 200 pixels
Price per publication:1,500 DKK

Bottom ad full size
Format: W: 820 x H: 200 pixels
Price per publication:3,000 DKK

Membership

Medlemskab+

With a Membership+, you are connected to a media consultant who assists you in getting started and provides professional media advice, ensuring that you get the most out of your membership.

Benefits of Membership+

- Access to all the advantages of a regular membership
- We set up your membership so you get off to a good start
- Assistance in creating sales advertisements for your products and sharing your news on our media
- Annual discussions and advice regarding target audiences, media and channel selection, and more.

PREFERRED CHOICE

Basic Membership

Selected options with a membership include:

- Plan and share news posts on the membership portal.
- Post 1 news update per day in the media's newsletter.
- Unlimited creation of sales advertisements.
- Access to Market Overview: a tool that keeps you updated on the competitors you want to follow.
- Easy collaboration with multiple users linked to the same profile.

NewsBooster

Purchase NewsBooster for your membership and receive

- Assistance in building and showcasing your brand on the membership portal.
- A dedicated partnership where you'll be connected with one of Nordiske Medier's professional writers.
- The opportunity to ease your workload as we write and publish up to two stories per month about your company.
- Compelling and search engine-optimized content that strengthens your visibility to potential customers and partners.

Contact us for prices via email: salg@nordiskemedier.dk

Technical specifications – Online

Deadline

The deadline is arranged with the graphic designer, who will provide the booked advertising campaign, specifications, and deadline.

Delivery of Finished Material If finished material is provided, the deadline is 2 business days before the start.

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

Graphic Assistance

If you need a graphic designer to assist with your design, the following requirements apply to images, logos, and text.

Images should be at least 80 DPI in the file formats .jpg, .tiff, .eps, .psd, and .png.

Logos and graphic elements are provided as .eps or .ai vector graphics. The text is sent separately in .docx format or in the email with the material. Material for our production should be received no later than

10 days before the advertising campaign is scheduled to start. Banners are created for free when banners are ordered for a minimum of 2 months; otherwise, the price is 500 DKK per banner.

Banner Advertising

Our site is responsive, and the banners adapt to the screen they are displayed on. Please note that the banners are legible on different screens.

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

The banners rotate with each page shift. All banners can be either static or animated – HTML5, gif, or script – except for the title banner. Banners are delivered in the following formats: .jpg, .gif, .png, or HTML5.

Specific to HTML5 banners

When delivering HTML, we need to receive a zip file with the entire

source material. The zip file must not exceed 10 MB. It is advantageous for the HTML5 file to stay within a 20-second timeframe.

HTML5 files can only be used for banners on the portal, as the file type cannot be handled by email programs. If HTML and script banners are not made responsive, a fallback banner must be provided for use on mobile and tablet screens.

Guidelines for advertisers

It must be clear to the readers what is an advertisement and what are articles written by the editorial team.

Therefore, advertisements should distinguish themselves from the layout - both on the portal and in the newsletter, so that readers are not misled and do not believe that an advertisement is an article written by the editorial team.

In general, advertisers are requested to use a different font than ours.

On the website, the word "Advertisement" automatically appears just above the banner, but when advertising in the newsletter, the word "Advertisement" should clearly appear at the top of the advertisement, if there is any doubt that it is an advertisement - so we comply with the legislation in this area.

If we consider the advertisement to be too close to the editorial texts, we will request a change in font and/or the addition of the company's logo, so that it is clear that it is an advertisement.

This is done to comply with the rules set out by the Consumer Ombudsman.

Furthermore, only advertising for one's own company and products is allowed - meaning no misleading or negative mention of competitors - in order to also comply with the Marketing Act.

Technical specifications - Print

Material

Material to be sent to:
materiale@nordiskemedier.dk

Compensation

Material compensation by agreement, but a maximum of 5%.

Cancellation Terms

Cancellation and date changes must be made in writing no later than 14 days before the publication date. If changes in the insertion plan result in the conditions for discounts not being met, the improperly paid discount will be debited.

Reproduction

If Nordiske Medier does not receive fully finished advertising material, the completion of the material will be invoiced at 0,5 DKK per millimeter.

Formater

Newspaper format Trimmet
Column height 360 mm
1 columns 57 mm
2 columns 118 mm
3 columns 179 mm
4 columns 240 mm
1/1 page 260x360 mm
2x1/1 page (spread) 520x360 mm

Newspaper Paper Quality 70 gram
Number of columns 4
**To the Edge: Not possible
On Special Supplements: 5 mm for trimming, but without crop marks.

Complaints for Color Ads

For the printing of color ads, the newspaper assumes no responsibility for any minor deviations from the original material's colors. The newspaper reserves the right to reject complaints about ads where the material has been previously flagged as less suitable for reproduction or where the submission deadline has been exceeded.

Specifications

Layout-fil: Adobe IDML fil InDesign. paket med alle 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). For further details, refer to the Industry Standard for digital advertising material agreed upon between DRRB, DFF, and DDPFF. Various descriptions, setting files, etc., can be obtained at www.kankanikke.dk.

Images/Illustrations/Graphics

Color: All Photoshop formats at a minimum of 200 dpi.
Black and White: All Photoshop formats at a minimum of 200 dpi.
Line Drawing: EPS and Ai. TIFF, EPS, and JPG at a minimum of 600 dpi. The "overprint" function must not be used.

Colors

CMYK-defined (RGB and Pantone are converted to CMYK).

Compression: Stuffit, Zip.

Other Matters

Refer to our terms and conditions on www.nordiskemedier.dk or email from your consultant for further details.

Nordiske Mediers Industry Media in Denmark

Nordiske Medier is the largest media house in the Nordic region within industry-specific media. With our industry-specific media, we cover all sectors of Nordic business and reach numerous industry professionals every day in various branches.



Learn more about all our trade media on omos.nordiskemedier.dk

Nordiske Medier
Phone: +45 72 28 69 70
Email: info@nordiskemedier.dk
CVR: 10150825