

Media information 2023 Jern-Maskinindustrien

A part of Nordiske Medier A/S



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Jern-Maskinindustrien

Jern-Maskinindustrien is for everyone who wants serious insight into the Danish industrial sector and to be at the forefront of an ever-changing industry.

We write about and for professional players who all have one thing in common: a deep-felt interest in industrial production, whether as a metalworking subcontractor, a machine manufacturer, or a machine builder. Jern-Maskinindustriens trade magazine focuses on new trends, technologies, and opportunities, but also the challenges the industry faces. We bring interviews with

the industry's top people and deliver inspiration, solutions, knowledge, market insight, and key figures to our readers.

Jern-Maskinindustrien also consists of various special sections and special publications.

Among these you will find:

- Who's Who in the Iron and Metal Industry
- The Industry's Top 100
- Danish World Class

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www.jernindustri.dk

Target group & statistics

The background is a solid dark blue color. It features several thin, white, curved lines that sweep across the frame, creating a sense of motion and design. One line starts near the top left and curves towards the bottom right. Another line starts near the top right and curves towards the bottom left. A third line starts near the bottom left and curves towards the top right. These lines intersect and overlap, creating a dynamic and abstract composition.

Facts about Jern-Maskinindustrien

Jern-Maskinindustriens newsletter is sent out daily to over **19.300** people within the industry and has around **103** member companies who actively use the portal in their everyday lives.

The companies are located throughout the country and evenly vary by company size.

The users and the newsletter recipients are characteri-

zed by being decision makers – i.e. primarily directors, purchasing managers, production managers, and sales managers. Additionally, salespeople and buyers use our newsletters to stay oriented about their customers and suppliers.

Our newsletter recipients are all relevant recipients. We regularly contact all key people in the industry by phone, to ensure we hit the right target audience with our news-

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

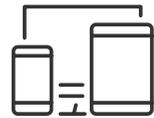
We regularly unsubscribe recipients if the newsletter bounces back.



TOTAL CIRCULATION
27,993 *



READERSHIP
V/1 inserts
29,000 **



ONLINE VISITORS
51,392 visitors/month.***



ONLINE VIEWS
75,484 views/month.***



NEWSLETTER
Sent out daily to 19,335 recipients***



NEWSLETTER
Open rate: 29,59%

* Print circulation and e-newspaper ** Source: Index Denmark Gallup, Full year 2020 *** jernindustri.dk – June 2022

About Jern-Maskinindustrien

Who reads Jern-Maskinindustrien?



More than

83%

of our readers rate Jern-Maskinindustrien
as a good media



More than

26%

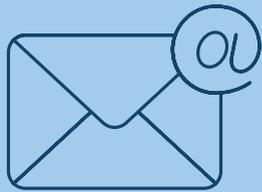
of our readers work at a company with
more than a 100 employees



More than

70%

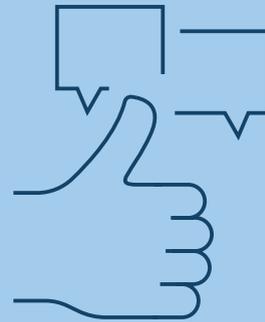
Of our readers also read Metal Supply



More than

60%

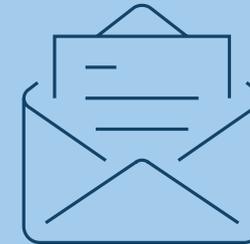
of our readers think it is important to receive Jern-Maskinindustrien's newsletter



More than

36%

of our readers prefer to stay updated via Jern-Maskinindustrien's newsletter



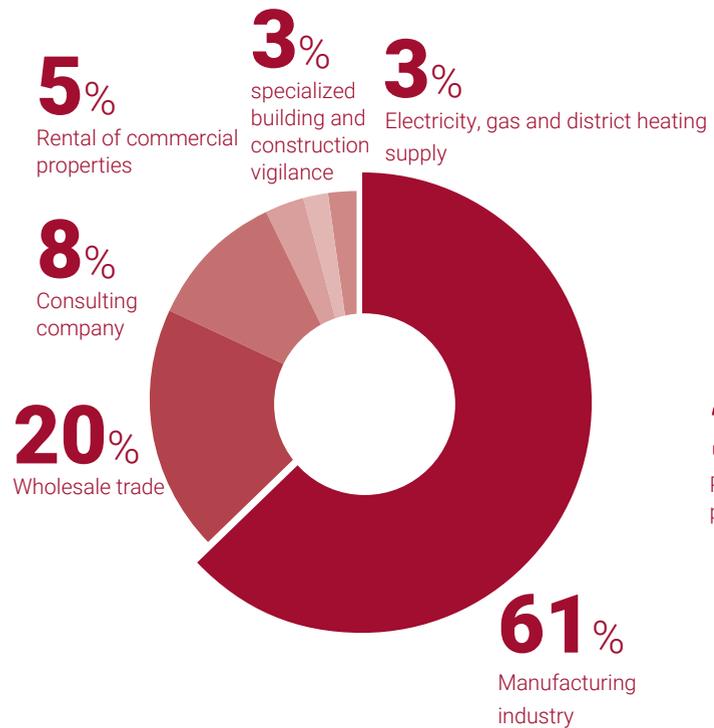
More than

64%

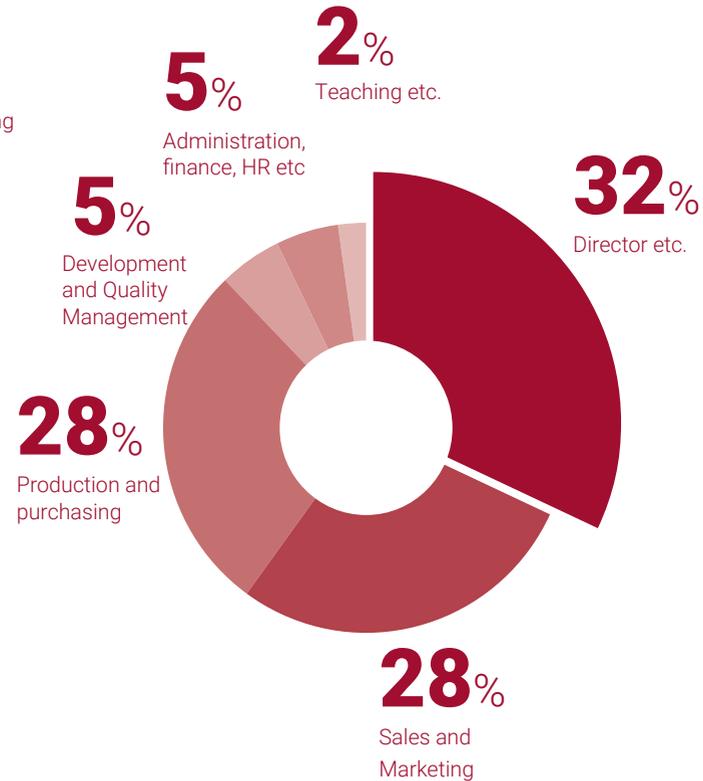
read all or more than half of the newsletter daily

Print target group

The distribution in relation to company



The distribution in relation to position

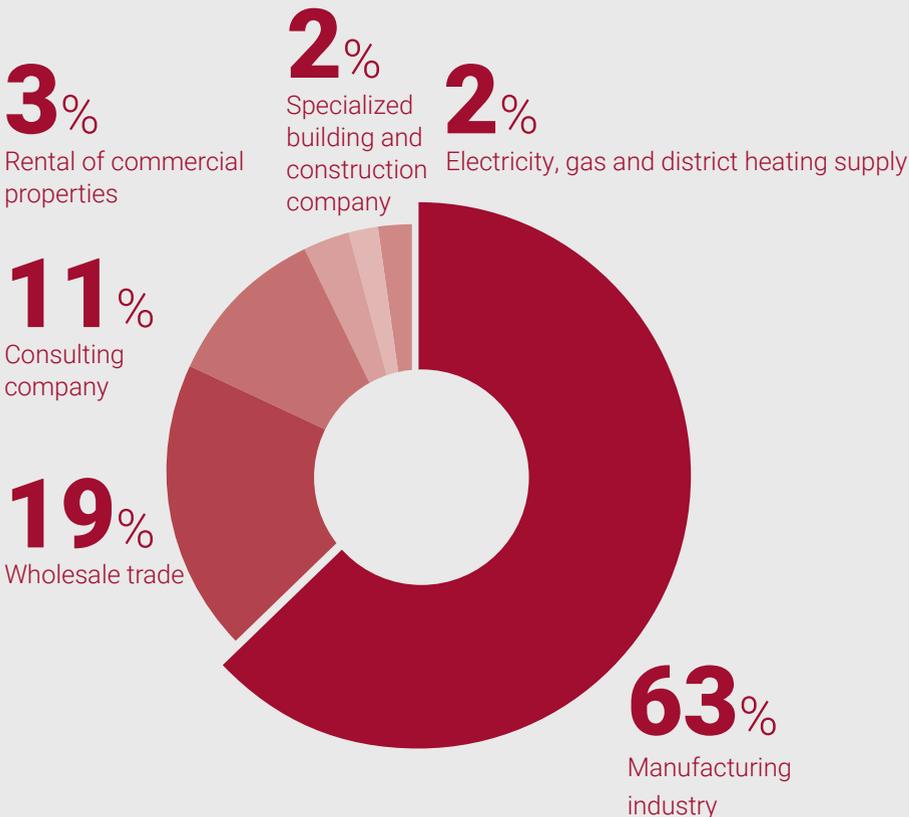


More than
50%
of the readers of Jern-Maskinindustrien, seems the most important thing as a subscriber is to be able to read the physical newspaper and e-newspaper online

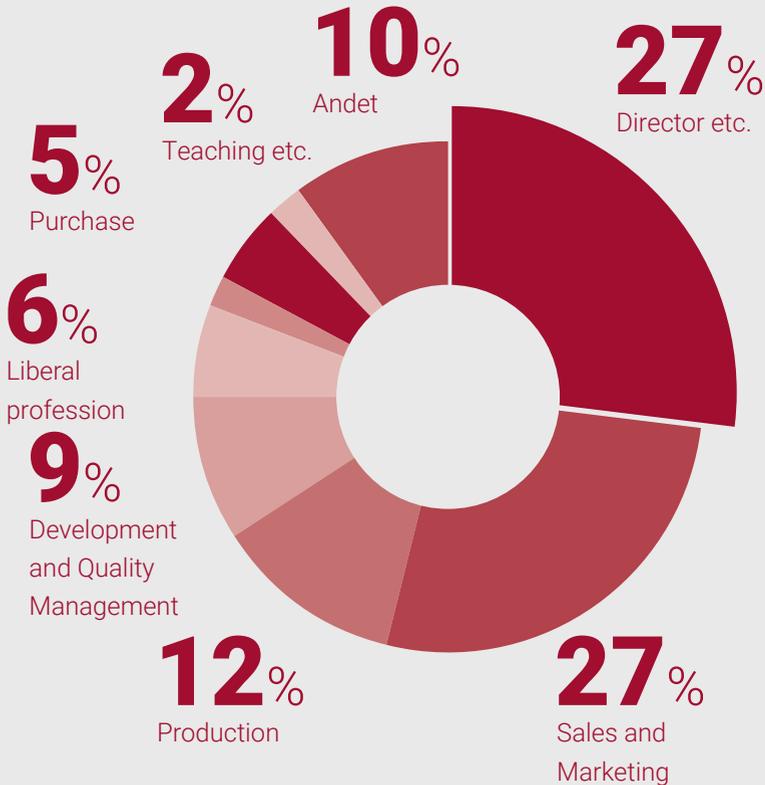
More than
75%
of the readers of Jern-Maskinindustrien uses the magazine to keep up to date on the general information in the manufacturing industry

Online target group

The distribution in relation to company



The distribution in relation to position



Print publications

Editorial Sections and Content

Insight - Background - Perspective in the Iron Machinery Industry. Jern-Maskinindustrien is aimed at everyone who wants a serious insight into the Danish industrial sector and wants to be at the forefront of an industry that is constantly changing.

We write about and for professional players who all have one thing in common: a deep-felt interest in industrial production, whether as a metalworking subcontractor, a machine manufacturer, or a machine builder.

Jern-Maskinindustriens trade magazine focuses on new trends, technologies, and new opportunities, but also the challenges the industry

faces. We bring interviews with the industry's top people and deliver inspiration, solutions, knowledge, market insight, and key figures to our readers. Jern-Maskinindustrien also consists of a number of special sections and special publications.

Among them, you will find:

- Who's Who in the Iron and Metal Industry
- The Industry's Top 100
- Danish World Class

Here is an overview of the planned releases in 2023:

Theme
Robots, Digital production and 3D

2. section
Automation and process engineering

The magazine 'Overflade'

Trade fairs
HI Fair 3.- 5. Oct.

European Robotics Forum 14.-16. mar.

Scandinavian Coating 15.-16. mar.

DIRA/Robotbrag 31 Mar.

Hannover Fair 17.- 21. Apr.

VTM Fair 25 - 28 April

EMO Hannover 18.- 23. Sep.

2. section



Here, the editors focus on technology: Machine cutting, plate processing, 3D metal printing, software, etc. Maskin-Fokus is particularly aimed at machine workshops and machine suppliers.



Focuses on the automation industry, machine builders, the trends that characterize the industry, and the industry's customers in everything from the process and food industry to the energy sector.



The magazine 'Overflade'
Published: 24/2 + 10/11 2023

Special issue



Danish World Class
Published: 23/6 2023.



Who's Who in the Iron and Machine Industry.
Published: 28/4 2023.



The top of the metal industry 2023. Published once a year.
Published: 8/12 2023.

The main newspaper

Issue	Publication	Deadline	Theme	Section 2
Jern-Maskinindustrien nr. 1	13-01-23	03-01-23	Welding	
Jern-Maskinindustrien nr. 2	03-02-23	24-01-23		Automation and process engineering
Jern-Maskinindustrien nr. 3	24-02-23	14-02-23	Safety	Magazine 'Overflade' / Scandinavian Coating
Jern-Maskinindustrien nr. 4	17-03-23	07-03-23	Robots	
Jern-Maskinindustrien nr. 5	14-04-23	04-04-23		Automation and process engineering / Hannover Messe
Jern-Maskinindustrien nr. 6	28-04-23	18-04-23	Green transition	
Jern-Maskinindustrien nr. 7	12-05-23	02-05-23	Welding	
Jern-Maskinindustrien nr. 8	02-06-23	23-05-23		Automation and process engineering
Jern-Maskinindustrien nr. 9	23-06-23	13-06-23	Green transition	
Jern-Maskinindustrien nr. 10	18-08-23	08-08-23		
Jern-Maskinindustrien nr. 11	01-09-23	22-08-23	Industry's Raw Materials	Automation and process engineering
Jern-Maskinindustrien nr. 12	15-09-23	05-09-23	Welding	
Jern-Maskinindustrien nr. 13	29-09-23	19-09-23	Green transition	HI Trade fair magazine
Jern-Maskinindustrien nr. 14	13-10-23	03-10-23		Automation and process engineering
Jern-Maskinindustrien nr. 15	27-10-23	17-10-23	Robots	
Jern-Maskinindustrien nr. 16	10-11-23	31-10-23		Magazine 'Overflade'
Jern-Maskinindustrien nr. 17	24-11-23	14-11-23	Welding	Automation and process engineering
Jern-Maskinindustrien nr. 18	08-12-23	28-11-23	Green transition	

Over
42%
 of Jern-Maskinindustrien's readers are
 between 50-59 years old



2. Section

Focus and Immersion

In each publication, Jern-Maskinindustrien has an extra focus on a current theme, where we go one step deeper into that particular topic.

Machining:

We focus on the latest technologies within metalworking, like turning and milling, where we follow developments within CNC machines and cutting tools.

Sheet metal processing:

We focus on cutting, bending, and joining in the form of welding, riveting, etc. Here you can read about the development of fully automated plate processing in the form of e.g. laser cutting and punching.

Welding:

We focus on new trends in welding. Here you can read about the latest developments in robotic welding, about welding in stainless steel and welding in thick materials.

Green transition:

The green transition is no longer only a conversation piece within the industry. Now there is action and investments are being made in energy optimization, recycling, and other initiatives that lower CO2 emissions. Under the theme "Green transition" we write about the latest developments and inspire companies to take further steps toward sustainability

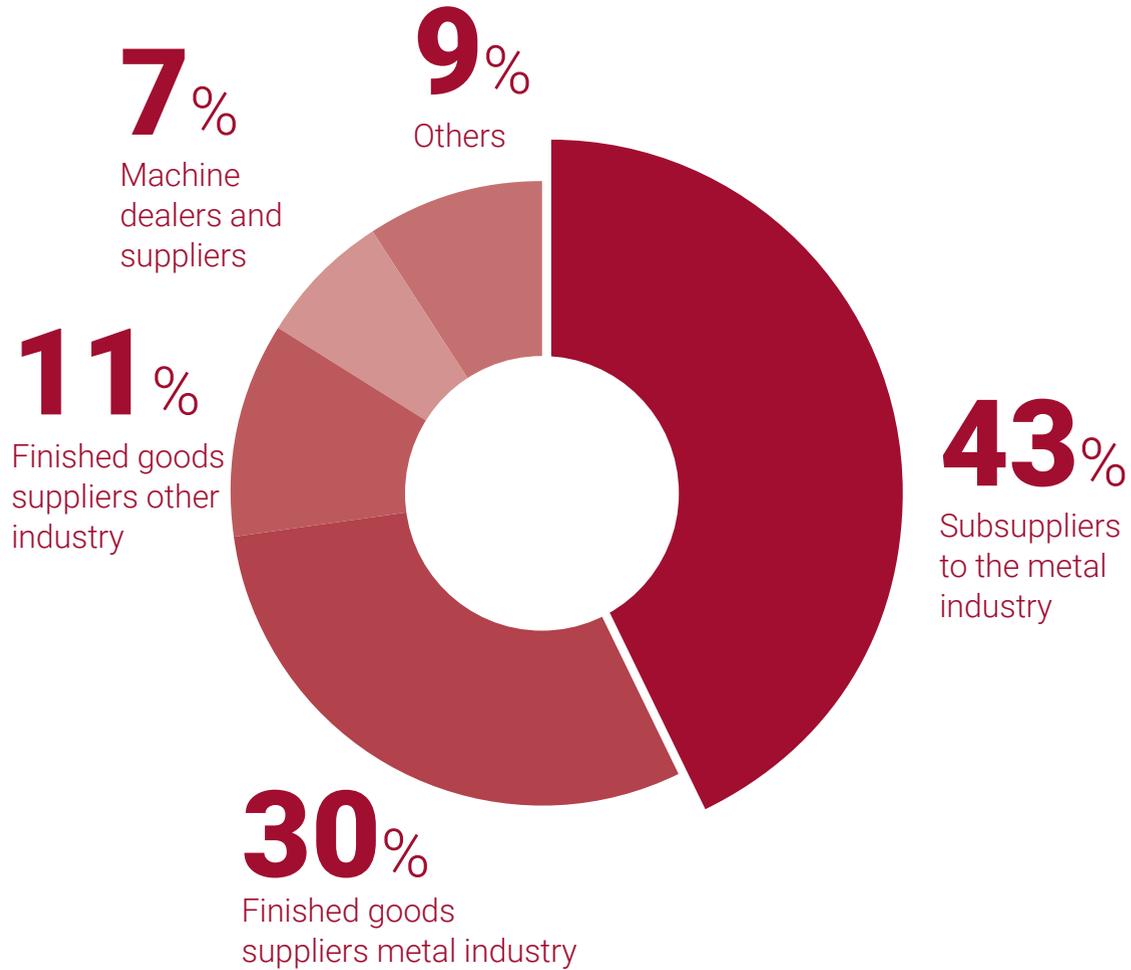


- Machine shops
- The supplier for the Iron and machine industry
- Automation houses
- Process plants
- Machine builders
- Robot manufacturers and robot integrators
- Responsible for production lines throughout the industry

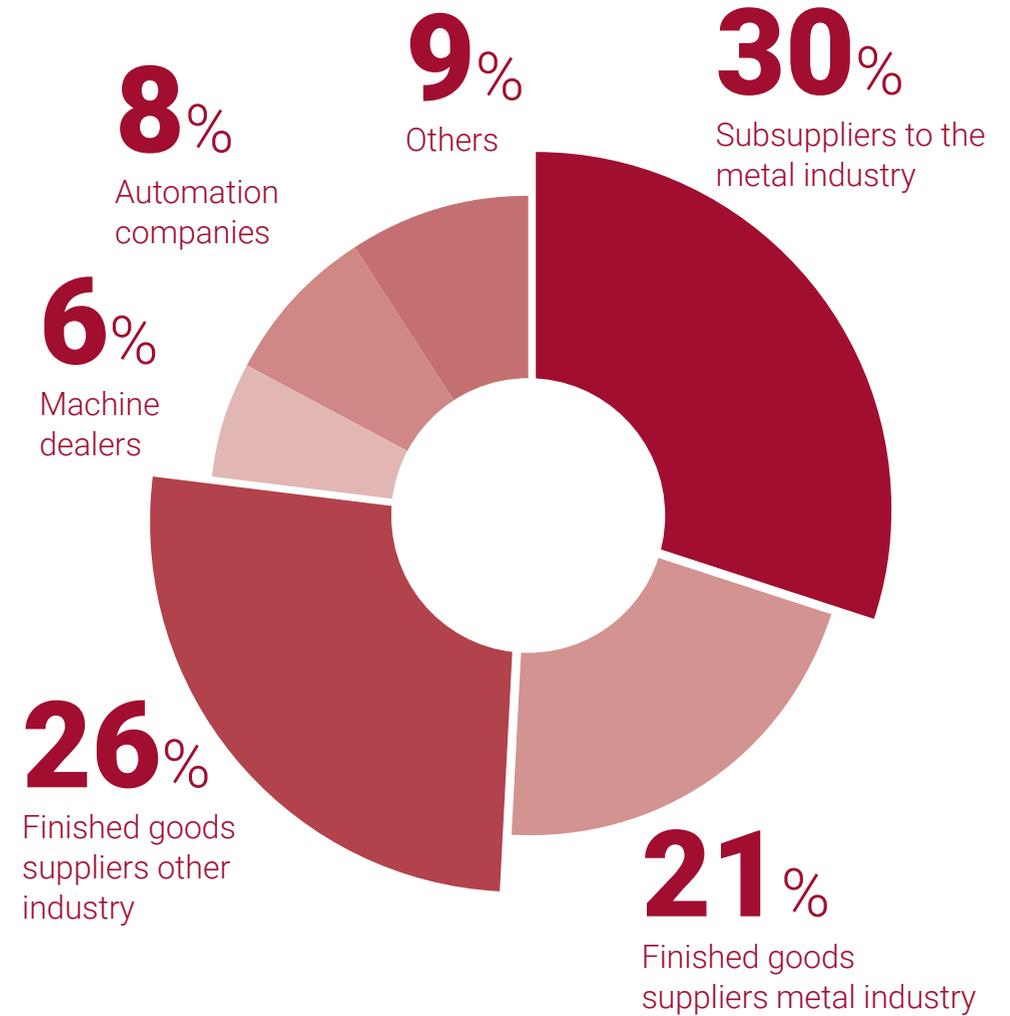


Target group for MaskinFokus and Automation

Machine Focus



Automation, Process and Technology



Automation of the future

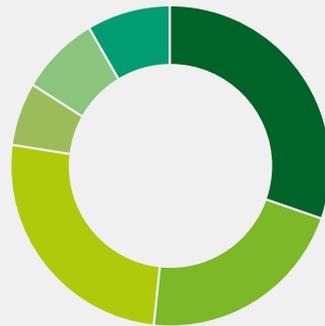
The newsletter is sent to decision-makers mainly in the metal industry, but also to the wood industry, the food industry, and the energy sector.

The decision-makers include production managers, factory managers, directors, and others who influence the decision-making process.

Furthermore, it is sent to machine manufacturers who use automation equipment in their machines.

Published 20 times in 2023. Published on Fridays; odd weeks.

Distribution of newsletter readers
Recipients of the newsletter: + 13,500



- Subsuppliers metal industry
- Finished goods suppliers metal industry
- Finished goods suppliers other industry
- Automation companies
- Machine dealers
- Others

Print supplement

Automation and process engineering, Jern-Maskinindustrien's 2. section, focuses on the automation industry, the machine builders, and on the trends that characterize the industry and the industry's customers in the process and food industry.

Published 6 times in 2023.



Fremtidens Automation	Publication	Deadline
Automation og procesteknik	03-02-23	24-01-23
Automation og procesteknik	14-04-23	04-04-23
Automation og procesteknik	02-06-23	23-05-23
Automation og procesteknik	01-09-23	22-08-23
Automation og procesteknik	13-10-23	03-10-23
Automation og procesteknik	24-11-23	14-11-23

MaskinFokus

MaskinFokus is part of Jern-Maskinindustrien's main newspaper.

Here, the editors focus on technology:

- Chip removal
- Sheet metal processing
- 3D metal printing
- Software, etc.

Machine focus is particularly aimed at:

- Machine workshops
- Machine suppliers

Published 18 times in 2023.



MaskinFokus	Publication	Deadline	
MaskinFokus nr. 1	13-01-2023	03-01-2023	Machine cutting
MaskinFokus nr. 2	03-02-2023	24-01-2023	Sheet metal processing / Surface treatment & Environment
MaskinFokus nr. 3	24-02-2023	14-02-2023	Machine cutting
MaskinFokus nr. 4	17-03-2023	07-03-2023	Sheet metal processing / Surface treatment & Environment
MaskinFokus nr. 5	14-04-2023	04-04-2023	Machine cutting
MaskinFokus nr. 6	28-04-2023	18-04-2023	Sheet metal processing / Surface treatment & Environment
MaskinFokus nr. 7	12-05-2023	02-05-2023	Machine cutting
MaskinFokus nr. 8	02-06-2023	23-05-2023	Sheet metal processing / Surface treatment & Environment
MaskinFokus nr. 9	23-06-2023	13-06-2023	Machine cutting
MaskinFokus nr. 10	18-08-2023	08-08-2023	Sheet metal processing / Surface treatment & Environment
MaskinFokus nr. 11	01-09-2023	22-08-2023	Machine cutting
MaskinFokus nr. 12	15-09-2023	05-09-2023	Sheet metal processing / Surface treatment & Environment
MaskinFokus nr. 13	29-09-2023	19-09-2023	Machine cutting
MaskinFokus nr. 14	13-10-2023	03-10-2023	Sheet metal processing / Surface treatment & Environment
MaskinFokus nr. 15	27-10-2023	17-10-2023	Machine cutting
MaskinFokus nr. 16	10-11-2023	31-10-2023	Sheet metal processing / Surface treatment & Environment
MaskinFokus nr. 17	24-11-2023	14-11-2023	Machine cutting
MaskinFokus nr. 18	08-12-2023	28-11-2023	Sheet metal processing / Surface treatment & Environment

Who is Who

Here you get the total overview of the personnel gallery, key figures, and contact information for management and key employees in the 100 largest companies in the industry.

Divided into categories

- Machine and metal product manufacturers
- Subsuppliers

You can also find WHO IS WHO digitally at hvemerhvem.dk/metal/, which is continuously updated. As a subscription to Jern-Maskinindustrien, you have access all year round.

Release 28 April 2023.
Deadline 31 March 2023.



Print formats

A. Double page

Format: B: 546xH: 365 mm
 Main newspaper DKK 49,850
 Special sections DKK 39,850

B. 1/1 page

Format: B: 266xH: 365 mm
 Main newspaper DKK 29,950
 Special sections DKK 23,450

C. 1000 mm

Format: B: 176xH: 270 mm
 Main newspaper DKK 22,450
 Special sections DKK 18,450

D. 1/2 page cross format

Format: B: 266xH: 180 mm
 Main newspaper DKK 19,450
 v DKK 15,450

D. 1/2 page tall format

Format: B: 131xH: 365 mm
 Main newspaper DKK 19,450
 Special sections DKK 15,450

E. 1/4 page cross format

Format: B: 266xH: 90 mm
 Main newspaper DKK 11,750
 Special sections DKK 9,750

E. 1/4 page tall format

Format: B: 131xH: 180 mm
 Main newspaper DKK 11,750
 Special sections DKK 9,750

F. 1/8 page cross format

Format: B: 131xH: 90mm
 Main newspaper DKK 8,150
 Special sections DKK 6,150

G. 1/6 page

Format: B: 86xH: 175mm
 Main newspaper DKK 9,250
 Special sections DKK 7,150

Other formats

Format: B: 86 x H: 100 BLOK
 Main newspaper DKK 6,450
 Special sections DKK 5,150

Other formats

Indent in main newspaper
 4 pages DKK 69,850
 8 pages DKK 89,850
 12 pages DKK 99,850

Prices on other formats

Announce-mm:

Main newspaper DKK 22
 Advertisement etc
 Special sections DKK 16
 Per split etc

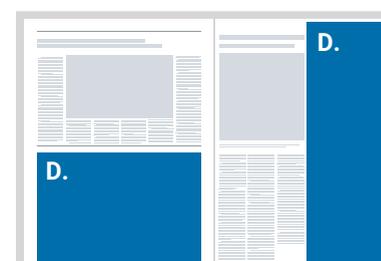
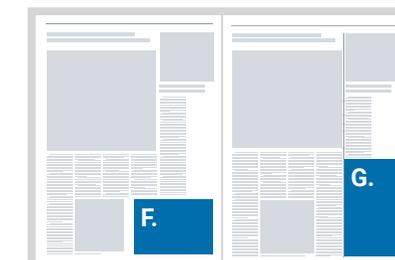
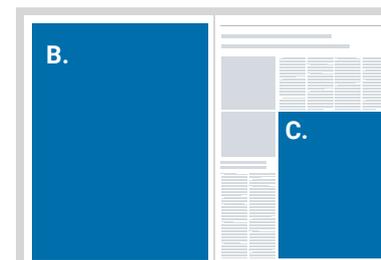
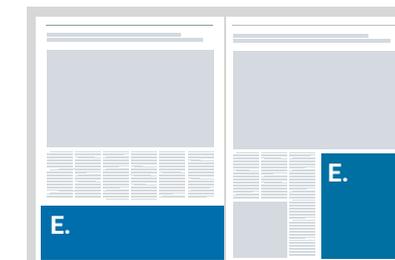
Discounts

Contact us for a good deal if you wish to order more ads. Please see the contact information on the last page.

The material formats are scaled down slightly to the magazine format.

All prices are ex. VAT, unless otherwise stated. We reserve the right to printing errors and price adjustments.

See in the back for technical specifications and conditions.



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 25,500



1.2) Billboard
Format: W: 980 pixels x H: 540 pixels
Size: max. 150 KB
Cover + the other pages DKK 35,000



2) Sticky banner*
Format: W: 240 pixels x H: 400 pixels
Size: max. 90 KB
Cover + the other pagesDKK 18,500



3) Corner banner*
Format: W: 200 pixels x H: 300 pixels
Size: max. 70 KB
Cover + the other pages DKK 12,500



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



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 14,750
Front page pos. 5.2 - 5.4:DKK 11,750



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 7,750
Other pos. 5.2 - 5.4:DKK 6,350



6) Gigabanner 1&2
Format: W: 980 pixels x H: 250 pixels
Size: max. 150 KB
Front page pos. 6.1:DKK 10,500
Front page pos. 6.2:DKK 5,500

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.

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 article page



1) Top banner
Format: W: 930 pixels x H: 180 pixels
Size: max. 70 KB
Article DKK 25,500



1.2) Billboard
Format: W: 980 pixels x H: 540 pixels
Size: max. 150 KB
Article DKK 35,500



2) Sticky banner
Format: W: 240 pixels x H: 400 pixels
Size: max. 90 KB
ArticleDKK 18,500



3) Corner banner
Format: W: 200 pixels x H: 300 pixels
Size: max. 70 KB
Article DKK 12,500



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



7) Article banner
Format: W: 660 pixels x H: 200 pixels
Size: max. 100 KB
Article:DKK 11,000



8) Campaign banner 1&2 – article
Format: W: 300 pixels x H: 250 pixels
Size: max. 70 KB
Article pos. 8.1:DKK 14,750
Article pos. 8.2:DKK 11,750



9) Title banner
Format: W: 300 pixels x H: 60 pixels
Banner is static
Size: max 20 kB
Article:DKK 23,750

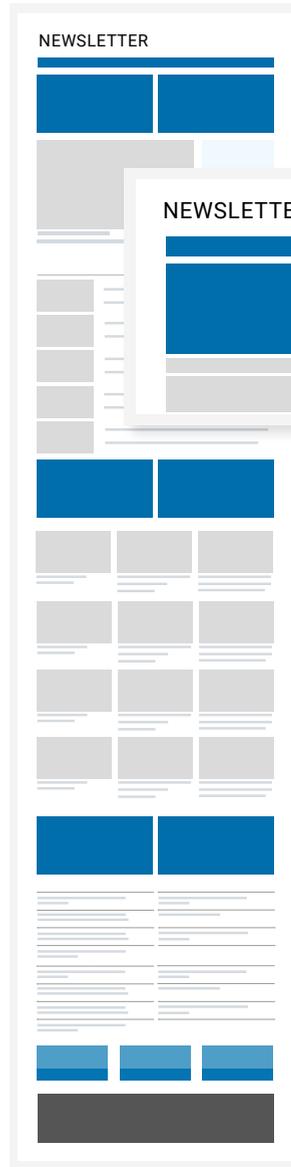
Advertising in the newsletter

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. All prices are membership prices per publication.

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



Streamers
 Format: W: 820 x H: 28 pixels
 Price per week:DKK 11,000



Top ad
 Format: W: 400 x H: 200 pixels
 Price per publication:DKK 5,000

Top ad Full Size
 Format: W: 820 x H: 200 pixels
 Price per publication: DKK 9,000



Middle Ad
 Format: W: 400 x H: 200 pixels
 Price per publication:DKK 4,000

Middle Ad Full Size
 Format: W: 820 x H: 200 pixels
 Price per publication: DKK 7,000



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

Bottom ad Full Size
 Format: W: 820 x H: 200 pixels
 Price per publication: DKK 5,000

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.

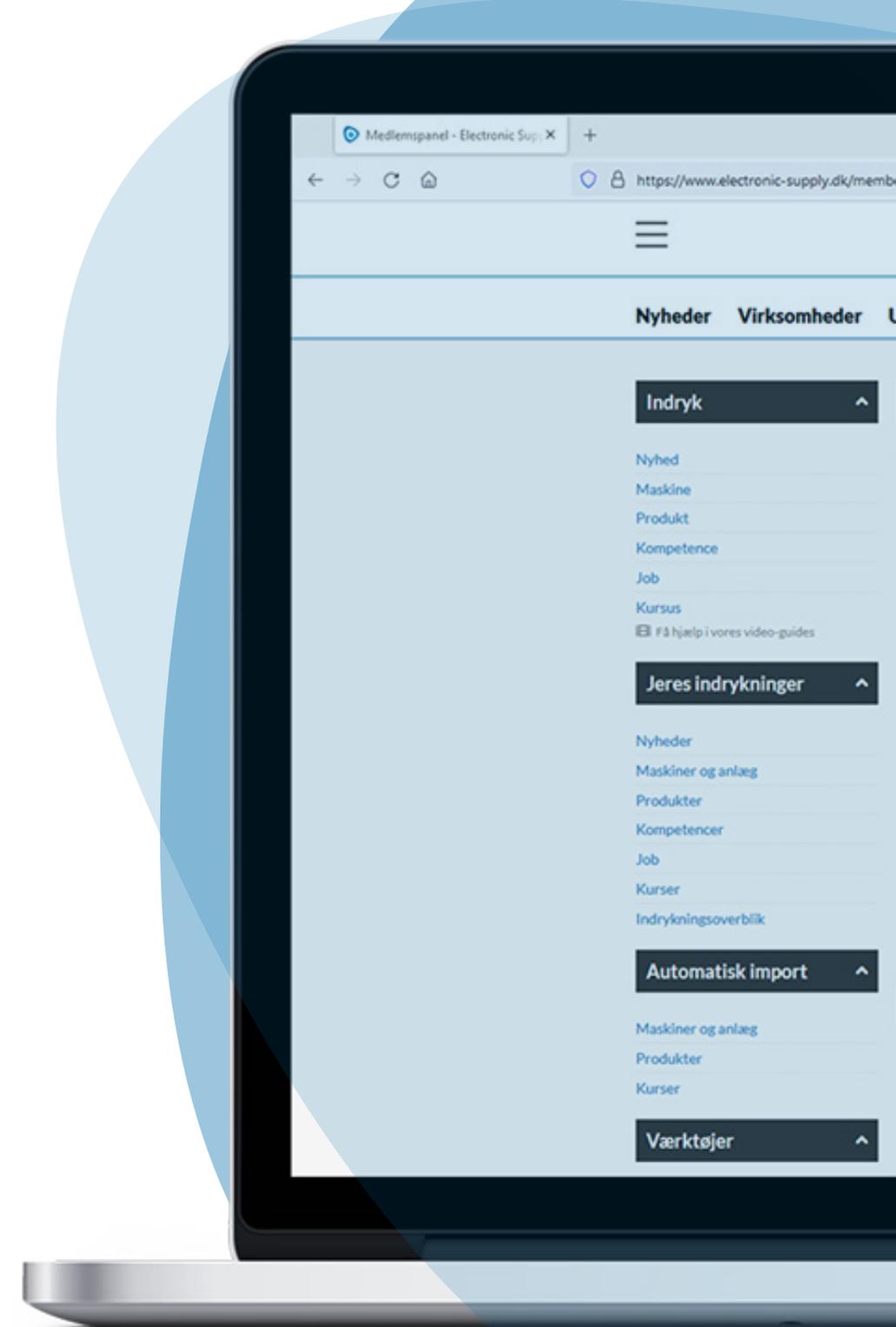
MEMBERSHIP+

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.

Formats

Newspaper format	Tabloid
Column 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 (spread).....	546x365 mm
Paper quality newspaper.....	49 gram
Number of columns.....	6
*To edge.....	Not possible

* On special issues: 5 mm. for trimming without cutting marks.

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

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