

TEKNOLOGIENS  
MEDIEHUS

# INGENIØREN MEDIA KIT 2025

DENMARK'S LARGEST  
TECHNOLOGY MEDIA

LEADS, ONLINE WEBINARS  
AND ADVERTISING

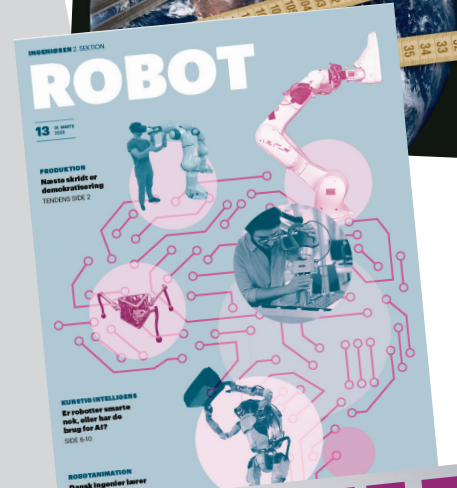


## CONTACT

Product and  
market advertising

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# PROFIL 2024 INGENIØREN

VINDER  
**Novo Nordisk**  
tilbage på topen  
trods magsager

IMAGE BOOST  
**Semco**  
Maritime  
sætter på flere  
unge kreativer

PRISER  
**5 gode råd**  
til et styre gennem  
en skiftetorm

FUSION  
**Novonosis**  
døner den helt ny,  
fælles kultur. Og  
Morten Enggaard Rasmussen  
er nøglen med  
potetkålene



## Danmark sylter samarbejde om europæisk cloudløsning

Trods en to år gammel arbejdsplan for den tidligere regerings digitale samarbejdsplan skal Danmark fortsat uden for cloud-samarbejdet Gato-X.

**At samarbejde**  
med EU  
Dansk og EU's samarbejde om cloud-samarbejde skal være en del af den kommende samarbejdsplan Gato-X. I samarbejdet skal Danmark og EU samarbejde om at udvikle en cloud-samarbejdsplan, som Danmark skal deltage i. Det er den første af tre samarbejdsplaner, som Danmark skal deltage i. De andre to er samarbejdsplanerne om AI og om quantum computing.



## Erhvervsrådgiver står uden rettigheder

Ung arkitekt  
Erhvervsrådgiver står uden rettigheder

## Transport stort projekt om trafikstyring af droner er styret

2. SEKTION  
PREMTIDENS  
ELEKTRONIK  
B&O onsrætter sine byggeledere  
Dansk startup vil ruske op i halvlederindustrien

## HERE ARE YOUR NEW CUSTOMERS

Teknologiens Mediehus is Denmark's leading publisher of media focused on technology and science. We cover all areas of technology, engineering, and IT. Our media include newspapers and magazines, live events, trade shows, websites, webinars, and newsletters.

The newspaper Ingeniøren (Engineering Weekly) has 162,000 readers every second week. Our news sites have a total of 300,000 users, and our large B2B database contains detailed businessrelated knowledge of more than 140,000 technical profiles and decision makers. In doing so, we have created a solid foundation to help you achieve your marketing goals. From branding and mass communication to an attractive target audience, precise segmentation, and delivery of valuable leads that will eventually become your new customers.

## ADVERTORIALS

An advertorial is a sponsored article that offers great opportunity to meet our readers with expert knowledge and really dive into a subject, a case, or a product. We write and produce the advertorial in collaboration with you.

Our content marketing formats blend in with the editorial content flow-labelled as "Sponsored Content".

In cooperation with you, we integrate opportunities for users to ask for more information (call-to-actions), just as we can integrate other elements and media types such as video, fact boxes, picture series, and graphics.

## PRICES AND FORMATS

### STANDARD PACKAGE: DKK 28.500

One advertorial including production, layout, approval, three days on the front page of ing.dk or version2.dk as well as inclusion in one newsletter and subsequent reporting.

### ADDITIONAL: FACEBOOK BOOST: DKK 6,200

Get your advertorial read and seen by a larger audience. With Facebook Boost, you will get a targeted post with your advertorial on Ingeniøren's Facebook page that reaches a minimum of 20,000 users.

### ADDITIONAL: INGENIØREN AND REPOST

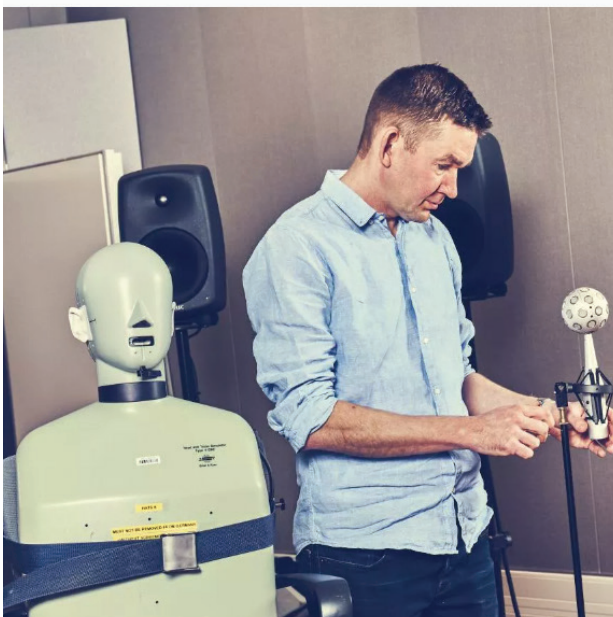
- Newspaper publication, one full page, Ingeniøren: DKK 25,000
- Repost online: DKK 18,500

### Example of an online advertorial

Af Tech Relations  
Artiklen er sponsoreret af Oticon.

## Michael har 90 patentansøgninger under bæltet og ser AI og maskinlæring som høreapparatindustriens nye schweizerkniv

Lyd | 22. maj kl. 11:13



Med en ph.d. i signalbehandling og 90 patentansøgninger på cv'et er Michael Syskind Pedersen en af de centrale personer i Oticons arbejde med at optimere høreapparater gennem maskinlæring. Her står han med en kuglemikrofon. Den er i stand til at optage komplekse realistiske lydindtænder, der senere kan bruges til træning af maskinlæringsalgoritmer i høreapparater. Illustration: Jeppe Carlsen.

**Audioindustrien råder over store mængder data. Dem bruger udviklerne til at bygge nye features med baseret på kunstig intelligens og maskinlæring. DSP-ekspert Michael Syskind Pedersen er en af nøglepersonerne.**

Ifølge Michael Syskind Pedersen er maskinlæring og kunstig intelligens høreapparatindustriens nye schweizerkniv. Med en ph.d. i signalbehandling, 20 års anciennitet og 90 patentansøgninger på cv'et er han som senior principal digital signal processing engineer en af de centrale personer i Oticons arbejde med at optimere høreapparater gennem maskinlæring.

# FOUR WAYS TO GET NEW CUSTOMERS

Share your content with our readers and get lots of leads in return

Ingeniøren's large B2B database now contains more than 140,000 profiles and our media platforms reach over 300,000 users - including thousands of decision makers. If you have content in the form of articles, videos, webinars, white papers, etc., you can market it to selected target groups via Ingeniøren.

## 1 PUSH EMAIL OR SPECIAL NEWSLETTER

With a push email or a special newsletter, your marketing campaign for e.g. a product or a customer event will get an intensive boost so that you reach a relevant target group as well as get valuable conversions.

### PUSH EMAILS

Many of our users have actively chosen to receive news and new white papers or webinars from us and our partners. With a push email we will send your content to a selected group of users.

### SPECIAL NEWSLETTER

To reach a larger segment of your target audience, you can become an exclusive advertising partner in a special newsletter from Ingeniøren sent to a segmented target group, with a theme that matches your company's market and products.

A special newsletter contains 3-4 content elements from your company (choice between articles/videos/banners) which link to your websites. These content elements are presented alongside editorial articles from our media that support the theme of the newsletter.

Prices for push emails and special newsletters depend on the target audience and the number of recipients.

RECIPIENTS	PRICE
1,000	DKK 8,000
2,000	DKK 11,000
3,000	DKK 14,000
5,000	DKK 20,000
6,000	DKK 22,000
7,000	DKK 24,000
8,000	DKK 26,000
9,000	DKK 28,000

### EXAMPLES OF PUSH AND SPECIAL NEWSLETTERS WITHIN:

Energy, Climate & Environment  
Utilities (Water, Gas, Electricity)  
Electronics  
Construction & Infrastructure  
Machine & Production  
Research & Development  
IoT (Internet of Things)  
Transport  
Natural Sciences  
Pharma & Medicine  
... and many more

## 2 WEBINAR/VIDEO

A webinar can be a case presentation or a professional presentation where viewers meet a technical expert from your company. Your webinar is uploaded on ing.dk, after which we market it until you have received the sales leads you have ordered.

**Prices from DKK 500 per lead**

**UPGRADE YOUR WEBINAR TO INGENIØREN'S LIVE BRIEFING (READ MORE ON THE NEXT PAGE)**

## 3 WHITE PAPERS

A white paper is a document (pdf) used as a marketing and sales tool to generate sales leads. A white paper must provide the reader with detailed knowledge of a specific technological topic and could be e.g.:

- A report or description of a new technology
- A case on how a product can be used to meet specific challenges
- A technical article on trends in an industry
- A guide to how to complete a specific task and how a company's product/knowledge can support this

Once your white paper is online, you will receive ongoing information about the users who have downloaded the material.

**Prices from DKK 500 per lead**

## 4 BRIEFINGS

With Ingeniøren as the platform and your company as the partner, we offer a Briefing – a well-exposed physical or digital event designed to effectively communicate your message to the right target audience.

### TAILORED FORMAT TO SUIT YOUR NEEDS

You bring the message, and together we design an engaging program. The event can take place as a physical morning or afternoon session or be conducted digitally from our professional TV studio.

We handle audience recruitment through our media platforms and databases, ensuring optimal visibility for your company and the opportunity to engage with the right target groups.

### PHYSICAL BRIEFING

**Format:** Morning or afternoon session with up to 80 guests

**Content:** Typically 3 speakers and an experienced host to manage the event

#### We provide:

- Project management and program planning
- All practical arrangements regarding the venue\* and catering
- Marketing campaign for participant recruitment

**Benefit:** Opportunity for personal interaction with your audience

### DIGITAL BRIEFING

**Format:** 1-hour live broadcast from a professional TV studio

**Content:** Typically 2 speakers and an experienced host to lead the program

#### We provide:

- Project management and program planning
- All practical arrangements for the digital production
- Marketing campaign for participant recruitment

**Benefit:** Potentially reach more participants/leads and extend the campaign with the recorded video afterward

*\*We typically use IDA's conference facilities but are open to other preferences.*

### FLEXIBILITY AND TAILORED SOLUTIONS

If you want to adapt our standard setup, we can help customize a Briefing that perfectly matches your company's needs.

### PRICES:

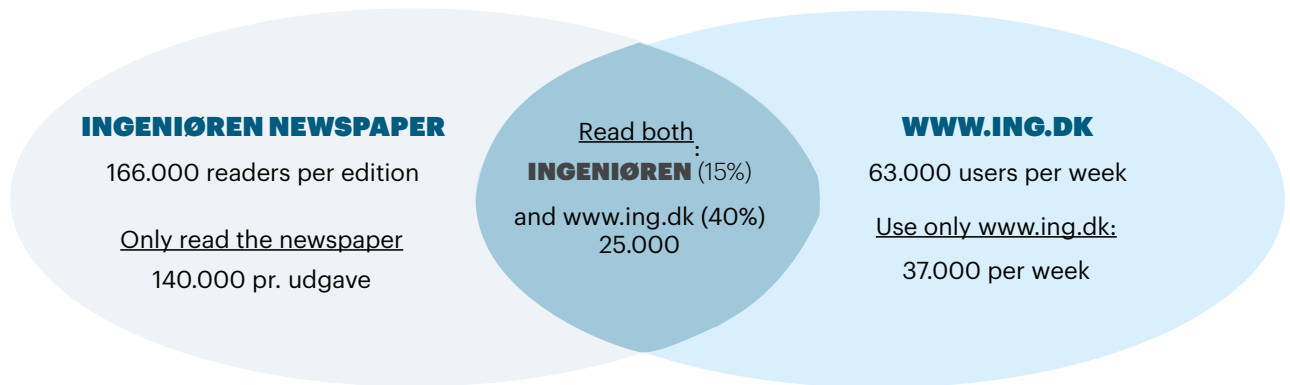
**Physical Briefing:** DKK 57,000  
**Digital Briefing:** DKK 50,000

Contact us today, and let's create a unique event that maximizes value and engagement for your company.

## INGENIØREN'S READER PROFILE

**Ingeniøren** (Engineering Weekly) is a truly unique community for Denmark's tech professionals and the flagship of Teknologiens Mediehus. Focusing on science and new technology, Ingeniøren reaches more than 102,000 subscribers and 162,000 readers every second week.

In addition, our website **ing.dk** delivers news and debates to 85,000 weekly users. Together, the two media channels reach 212,000 users and readers a week:



### OUR NEWSPAPER INGENIØREN IS DENMARK'S MOST WIDELY READ BUSINESS NEWSPAPER

	Ingeniøren	Børsen	Berlingske	Jyllandsposten	Licitationen	Jern- & Maskin-industrien
Employed readers	105.000	63.000	57.000	47.000	7.000	12.000
Engineers	67.000	8.000	6.000	5.000	1.000	2.000

These are our readers:

	INGENIØREN	www.ing.dk	INGENIØRENS newsletter
<b>Readers in total:</b>	166,000	63,000	25,000
Employed	105,000	41,000	16,000
• Leaders	20,000	10,000	4,000
• Technical Specialists	59,000	18,000	7,000
• B2B decision makers	42,000	18,000	7,000
• Expect to take courses / additional training	45,000	17,000	7,000

## ING.DK / **BANNER**

**www.ing.dk** has 13,000 visitors per day, 80,000 visitors per week and 248,000 visitors per month.

### **DAILY BRANDING, TARGETED AT ENGINEERS**

In addition to the newspaper Ingeniøren, Teknologiens Mediehus is also running the online universe ing.dk, which covers subjects such as energy and environment, transport, construction, research, biotechnology, electronics, and much more. In principle, all topics have an engineering angle.

**Ing.dk** is Denmark's largest technological news site with daily updates of news, videos, blogs, and debates. The primary target group is engineers and other users with an interest in technology and science.

### **CONTENT SPECIFICATIONS**

Content must be submitted as GIF, PNG, or JPEG files. HTML will be accepted in HTML 5 Javascript (as a zip-file) or as AdForm tags, however these will only be shown to users, who have accepted cookies. File size must not exceed 2 MB. Animations are limited to 5 loops at a maximum of 45 sec. Link/URL of landing page must be submitted with the banner.

### **PRICES AND FORMATS**

1,000 BANNER EXPOSURES (CPM)



#### **TOP BANNER**

Desktop: w:930 x h:180 px  
Mobile: w:320 x h:160 px

CPM PRICE: DKK 200 (per 1,000 views)



#### **ARTICLE BANNER**

Desktop/Mobile:  
w:300 x h:250 px

CPM price: DKK 200 (per 1,000 views)



#### **INREAD ARTICLE BANNER**

Desktop/Mobile:  
w:300 x h:250 px

CPM price: DKK 200 (per 1,000 views)

### **CONTENT DEADLINE**

No later than 3 days before campaign launch.

### **CONTENT DELIVERY**

Please submit to [banner@ing.dk](mailto:banner@ing.dk)

For further information please contact [banner@ing.dk](mailto:banner@ing.dk)

# NEWSLETTER

Ingeniøren's newsletter has 26,000 subscribers.

## ATTRACTIVE AUDIENCE - HIGH LEVEL OF INVOLVEMENT

Ingeniøren's newsletter combines the newspaper and website, which gives the users a quick overview of the latest news in technology and science. The primary audience is engineers and technology professionals. The newsletter goes out two times a day on weekdays and once on Sundays. The newsletter's strength is that the recipients themselves have chosen to subscribe to it, which generates a high level of involvement.

## CONTENT SPECIFICATIONS

Content must be submitted in JPEG or PNG format. File size must not exceed 2 MB. Please note that several email programs do not offer the possibility of animation, which is why we offer only static banners in our newsletters.

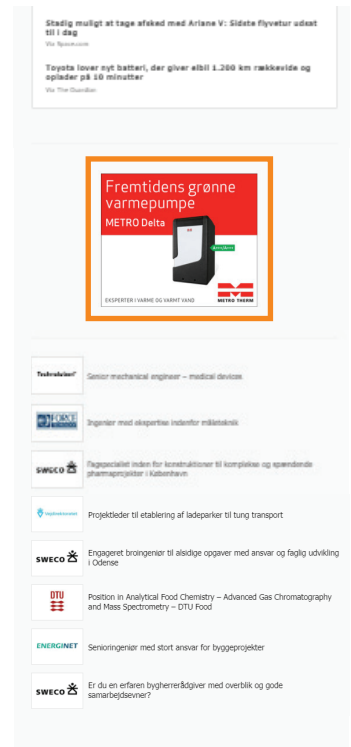
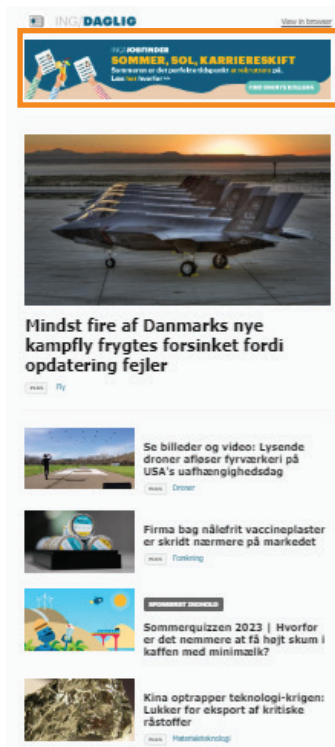
## CONTENT DEADLINE

No later than 3 days before campaign launch.

## CONTENT DELIVERY

Please submit to [banner@ing.dk](mailto:banner@ing.dk)

## PRICES AND FORMATS



**TOP BANNER - 1 WEEK**

w: 600 x h: 116 px.

6 placements (morning): DKK 27,000  
5 placements (afternoon): DKK 23,000

**ARTICLE BANNER, MIDDLE - 1 WEEK**

w: 300 x h: 250 px.

6 placements (morning): DKK 19,000  
5 placements (afternoon): DKK 16,000

**ARTICLE BANNER, BOTTOM - 1 WEEK**

w: 300 x h: 250 px.


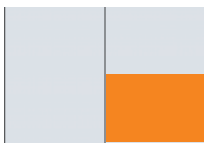
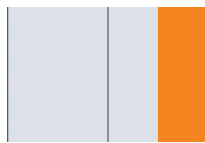
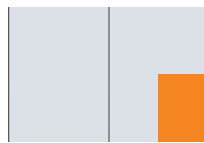


6 placements (morning): DKK 16,000  
5 placements (afternoon): DKK 14,000

# 1<sup>ST</sup> SECTION INCLUDING SPECIAL SECTIONS

## CONTENT SPECIFICATIONS

Content must be submitted in print optimized PDF format (CMYK, 300 DPI). PDF files are generated without trim marks. The original content must be of an appropriate quality for newspaper printing. Teknologiens Mediehus follows the guidelines of the Procurement Association of the Danish Press for newspaper print.

## PRICES AND FORMATS

					
<b>1/1 PAGE</b> w: 266 x h: 365 mm. incl. 4 colours DKK 43,650	<b>1/2 PAGE</b> w: 266 x h: 180 mm. incl. 4 colours DKK 26,625	<b>1/2 PAGE</b> w: 131 x h: 365 mm. incl. 4 colours DKK 26,625	<b>1/4 PAGE</b> w: 131 x h: 180 mm. incl. 4 colours DKK 17,400	<b>2/1 PAGE</b> w: 546 x h: 365 mm. incl. 4 colours DKK 66,500	<b>FRONT PAGE BOTTOM</b> w: 212 x h: 35mm. incl. 4 colours DKK 19,500

<b>1 column</b> 41 mm	<b>VARIABLE ADVERTISING FORMATS</b> incl. 4 colours Price per mm. DKK 38,00
<b>2 columns</b> 86 mm	
<b>3 columns</b> 131 mm	
<b>4 columns</b> 176 mm	
<b>5 columns</b> 221 mm	
<b>6 columns</b> 266 mm 1/1 side	
<b>12 columns</b> 546 mm 2/1 side	

Column maximum height: 365 mm

# MAGAZINE

## ADVERTISING IN OUR HIGH-END PUBLICATIONS

Every year, Ingeniøren publishes two high-impact magazines dedicated to covering the most important technological stories from Ingeniøren.

- **Ingeniørens Profilmagasin** is published once a year in May/ June and is based on Ingeniøren's annual image analysis of Denmark's 95 largest engineering workplaces.
- **Året Rundt** is a captivating look back on the year's stories featured in Ingeniøren. The magazine is published together with the year's last edition of the Ingeniøren newspaper in December.

## PRICES AND FORMATS

<b>1/1 page</b>	w:208 x h:278 mm	DKK 43,650
<b>1/2 page</b>	w:208 x h:137 mm	DKK 26,625
<b>1/2 page</b>	w:101 x h:278 mm	DKK 26,625
<b>1/4 page</b>	w:101 x h:137 mm	DKK 17,400
<b>2/1 page</b>	w:418 x h:278 mm	DKK 66,500

All formats include 4 colours.

## CONTENT SPECIFICATIONS

Materials must be submitted as print-optimized PDF files (CMYK, 300 DPI). PDF files are generated with cropping. Advertisements that should be placed along the edge of the page must be in the exact net size = height x width + 4 mm bleed on all sides. Text boxes must be placed at least 5 mm from the edge of the page.



## PUBLICATION PLAN 2025

DEADLINE FOR BOOKING

DEADLINE FOR SUBMISSION OF MATERIAL

Week	Date	section 1	Themes in section 1	Feature sections & magazine sections	Section 1 & Special sections	Section 1 & Special sections
2	Jan 10	Section 1	Technology & natural sciences	Defense	Jan 2	Jan 3
4	Jan 24	Section 1	Technology & natural sciences	Job & Career	Jan 15	Jan 17
6	Feb 07	Section 1	Technology & natural sciences <b>Continuing education</b>	Production OT security & Digitalization	Jan 29	Jan 31
8	Feb 21	Section 1	Technology & natural sciences <b>Cyber security</b>	WaterTech	Feb 12	Feb 14
10	Mar 7	Section 1	Technology & natural sciences	BuildingTech Green building & Energy renovation	Feb 26	Feb 28
12	Mar 21	Section 1	Technology & natural sciences <b>Production</b>	IDA election	Mar 12	Mar 14
14	Apr 04	Section 1	Technology & natural sciences	Elektronics & sound	Mar 26	Mar 28
15	Apr 11	Section 1	Technology & natural sciences	Production AI in the industry & Robots	Apr 2	Apr 4
17	Apr 25	Section 1	Technology & natural sciences <b>Life Science</b>	The future railway	Apr 14	Apr 16
19	May 9	Section 1	Technology & natural sciences	Cyber security	Apr 30	May 2
21	May 23	Section 1	Teknologi & Naturvidenskab <b>Continuing education</b>	Profile magazine	Section 1 May 14 Magazine Apr 22	Section 1 May 16 Magazine April 28
23	Jun 6	Section 1	Technology & natural sciences	Novo Nordisk	May 28	May 30
25	Jun 20	Section 1	Technology & natural sciences	Summer Edition Newspaper	June 11	Jun 13
31	Aug 1	Section 1	Technology & natural sciences	Defense	Jul 23	Jul 25
33	Aug 15	Section 1	Technology & natural sciences <b>Continuing education</b>	BuildingTech Green building & Energy renovation	Aug 6	Aug 8
35	Aug 29	Section 1	Technology & natural sciences	Production OT security & Digitalization	Aug 20	Aug 22
37	Sep 12	Section 1	Technology & natural sciences	Offshore	Sep 3	Sep 5
39	Sep 26	Section 1	Technology & natural sciences <b>Electronics</b>	Production HI fair	Sep 17	Sep 19
41	Oct 10	Section 1	Technology & natural sciences	Job & Career	Oct 1	Oct 3
43	Oct 24	Section 1	Technology & natural sciences <b>Continuing education</b>	Digitalization Digital Tech Summit	Oct 15	Oct 17
45	Nov 7	Section 1	Technology & natural sciences	Life science	Oct 29	Oct 31
47	Nov 21	Section 1	Technology & natural sciences	Version2 Profile magazine	Section 1 Nov 12 Magazine Oct 27	Section 1 Nov 14 Magazine Oct 31
49	Dec 5	Section 1	Technology & natural sciences	Production AI in the industry & Robots	Nov 26	Nov 28
51	Dec 19			Year in Review	Nov 14	Nov 28