

TEKNOLOGIENS  
MEDIEHUS

# INGENIØREN MEDIA KIT 2024

DENMARK'S LARGEST  
TECHNOLOGY MEDIA

LEADS, ONLINE WEBINARS  
AND ADVERTISING



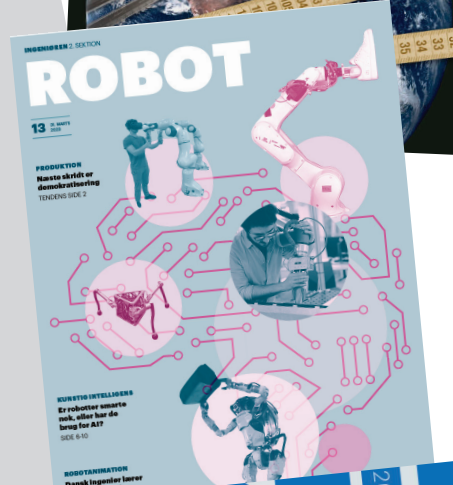
## CONTACT

Product and  
market advertising

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## 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

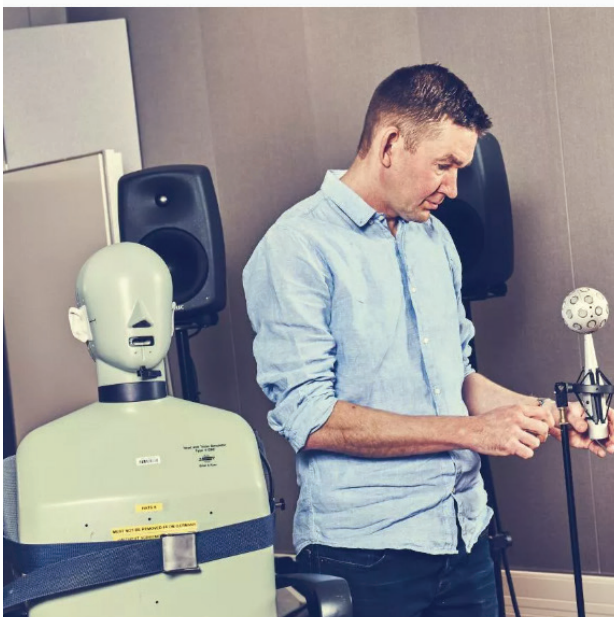
- Newspaper publication, one full page, Ingeniøren: DKK 25,000
- Repost online: DKK 18,500

#### 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 lydscener, 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 a platform and your company as a partner, a briefing is a digital event with great exposure.

You provide the content, and together we prepare an exciting live or pre-recorded programme in a professional studio with an experienced host.

We have the audience and the media platforms to help you with business branding and ensure you reach just the right target audience.

You get the permission to contact all participants afterwards, video recordings for further use, and the opportunity for extended online collection of leads via our channels.

- **Livestream / Live-on-tape**
- **Live Q&A / Live chat**
- **1 hour of recording**
- **2 hours of editing**
- **A skilled host to direct the briefing**
- **Professional TV studio**
- **Marketing campaign to attract participants**
- **Event sign-up page**
- **Graphic design package with digital nametags, web banners, and SoMe formats**
- **Permission to contact all participants who signed up**

Contact us if you would like to modify one or more elements of our standard setup and get a custom briefing that best suits your and your business's needs. For example, we have large studios available, which have enough room for the chosen audience, or we can hold the briefing on your premises.

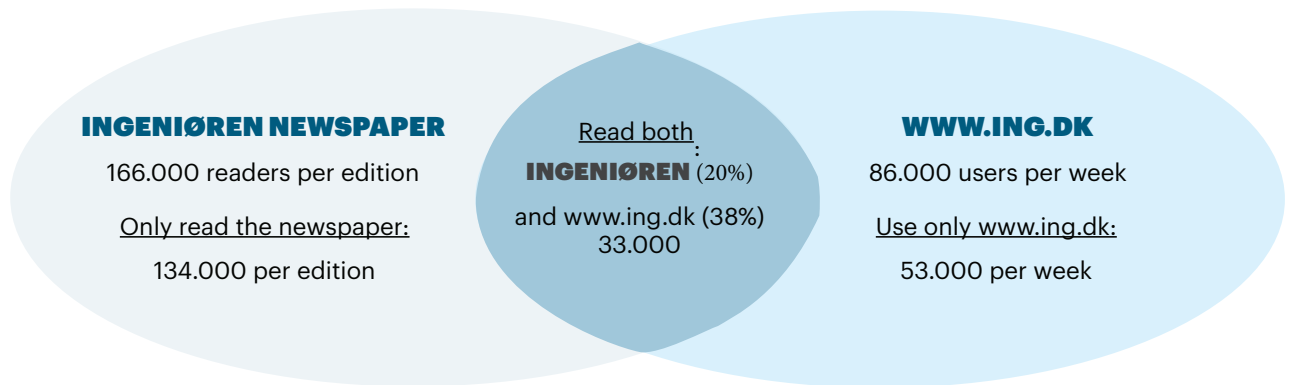
**Price: DKK 55,000**



## 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	106.000	69.000	64.000	59.000	7.000	16.000
Engineers	64.000	8.000	7.000	5.000	1.000	2.000

These are our readers:

	INGENIØREN	www.ing.dk	INGENIØRENS newsletter
<b>Readers in total:</b>	166,000	86,000	26,000
Employed	106,000	58,000	18,000
• Leaders	21,000	13,000	4,000
• Technical Specialists	57,000	26,000	8,000
• B2B decision makers	44,000	24,000	10,000
• Expect to take courses / additional training	56,000	6,000	8,000

## 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.

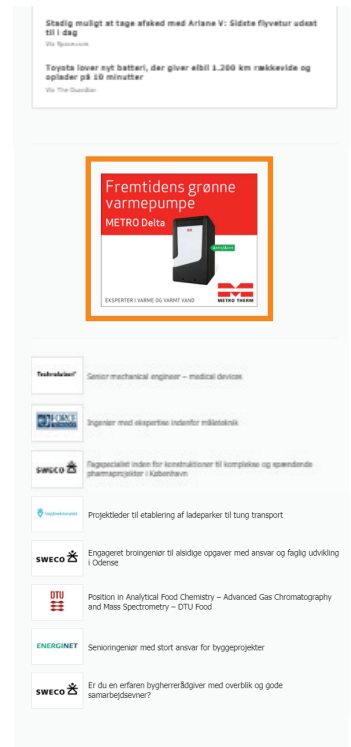
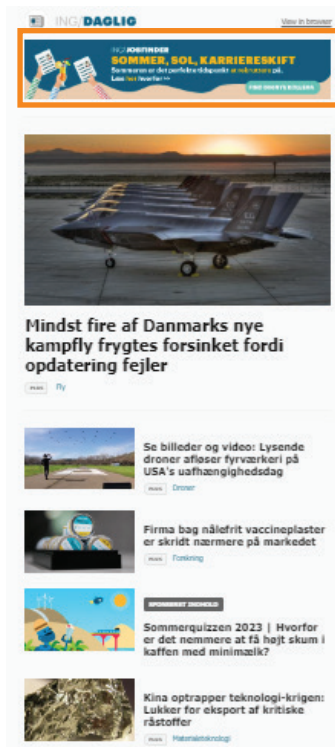
## CONTENT DEADLINE

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

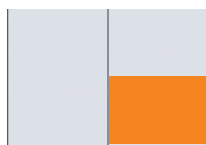
## CONTENT SPECIFICATIONS

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.

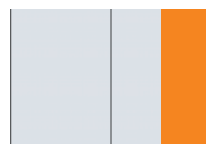
## PRICES AND FORMATS



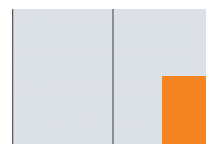
**1/1 PAGE**  
w: 266 x h: 365 mm.  
incl. 4 colours  
DKK 43,650



**1/2 PAGE**  
w: 266 x h: 180 mm.  
incl. 4 colours  
DKK 26,625



**1/2 PAGE**  
w: 131 x h: 365 mm.  
incl. 4 colours  
DKK 26,625



**1/4 PAGE**  
w: 131 x h: 180 mm.  
incl. 4 colours  
DKK 17,400



**2/1 PAGE**  
w: 546 x h: 365 mm.  
incl. 4 colours  
DKK 66,500



**FRONT PAGE  
BOTTOM**  
w: 212 x h: 35mm.  
incl. 4 colours  
DKK 19,500

<b>1 column</b>	41 mm
<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

**VARIABLE ADVERTISING FORMATS**  
incl. 4 colours  
Price per mm. DKK 38,00

## CONTENT DEADLINE

No later than 10 days before publication.

## CONTENT DELIVERY

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

# 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:416 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 2024

**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 12	Section 1	Technology & natural sciences	Job & Career	Jan 3	Jan 5
4	Jan 26	Section 1	Technology & natural sciences <b>Production</b>	Defense	Jan 17	Jan 19
6	Feb 9	Section 1	Technology & natural sciences <b>Continuing education</b>	Sound	Jan 31	Feb 2
8	Feb 23	Section 1	Technology & natural sciences	Offshore	Feb 14	Feb 16
10	Mar 8	Section 1	Technology & natural sciences	Production	Feb 28	Mar 1
12	Mar 22	Section 1	Technology & natural sciences	Energy Renovation	Mar 13	Mar 15
14	Apr 5	Section 1	Technology & Natural Sciences	Water	Mar 25	Mar 27
16	Apr 19	Section 1	Technology & Natural Sciences	IT security	Apr 10	Apr 12
18	May 03	Section 1	Technology & Natural Sciences	Project Management	Apr 24	Apr 26
20	May 17	Section 1	Technology & Natural Sciences <b>Continuing education</b>	Rail	May 8	May 10
22	May 31	Section 1	Technology & Natural Sciences <b>Production</b>	Profile Magazine	Section 1: May 22 Profile: Apr 26	Section 1: May 24 Profile: May 03
24	Jun 14	Section 1	Technology & Natural Sciences	Bio Solutions	Jun 4	Jun 7
26	Jun 28	Section 1	Technology & Natural Sciences	Summer Edition Newspaper	Jun 19	Jun 21
31	Aug 2	Section 1	Technology & Natural Sciences	Defense	Jul 24	Jul 26
33	Aug 16	Section 1	Technology & Natural Sciences <b>Continuing education</b>	Electronics	Aug 7	Aug 9
35	Aug 30	Section 1	Technology & Natural Sciences	Production	Aug 21	Aug 23
37	Sep 13	Section 1	Technology & Natural Sciences	Energy Renovation	Sep 4	Sep 6
39	Sep 27	Section 1	Technology & Natural Sciences	Production	Sep 18	Sep 20
41	Oct 11	Section 1	Technology & Natural Sciences	Digitalization	Oct 2	Oct 4
43	Oct 25	Section 1	Technology & Natural Sciences <b>Continuing education</b>	Smart Grid	Oct 16	Oct 18
45	Nov 8	Section 1	Technology & Natural Sciences	Job & Career	Oct 30	Nov 1
47	Nov 22	Section 1	Technology & Natural Sciences	Version2 Profile	Section 1: Nov 13 IT Magazine: Nov 1	Section 1: Nov 15 IT Magazine: Nov 8
49	Dec 6	Section 1	Technology & Natural Sciences	Production	Nov 27	Nov 29
51	Dec 20			Year in Review	Nov 15	Nov 29