

Forum for Supply Chain Management

Get closer to your customers with SCM.dk's media platform



Effective marketing platform

With SCM you reach those that make the decisions that matter the most within the fields of Supply Chain Management (SCM) and logistics.

We communicate with supply chain managers, logistics managers, warehouse managers, purchasing managers, and production managers within the areas of transport, warehousing, planning, production, IT, economic management, logistics, SCM, strategic purchases, and traditional purchases across different industries.

SCM.dk's marketing platform consists of an online portal, a newsletter, a podcast, and a magazine.

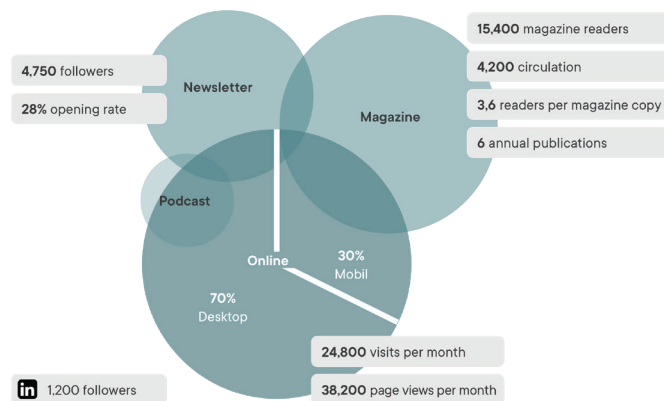
All prices on this site are VAT excluded.

SCM.dk's target group

The universe consists of a print magazine published 6 times a year, an online portal, two weekly newsletters sent on Tuesday and Friday.

In addition, regular themed newsletters are sent where relevant agendas are unfolded.

SCM.dk also runs the SCM AGENDA, which is the medium's own podcast.



Contact the SCM.dk team



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Become a partner at SCM.dk

Choose your plan

Do you want to actively influence the development and security of your efforts and results? Do you want to be a part of a strong and serious community platform that produces news about the current trends, podcasts, and cases in SCM and logistics?

	BASIS	MOST POPULAR STANDARD	PLUS
	DKK 15,995 per year	DKK 21,995 per year	DKK 27,995 per year
Company presentation	✓	✓	✓
Publish unlimited content	✓	✓	✓
Access to all restricted content	✓	✓	✓
Statistics	✓	✓	✓
Standard (Including extended support)			
Contact Support by email, phone and chat	–	✓	✓
We publish relevant types of content on your behalf	–	✓	✓
Updating and administration of your partner profile	–	✓	✓
Plus (Content production and advertising discount)			
Content Production (Article, Case, News, Q&A)	–	–	✓
Highlighted content (Boost your content for seven days)	–	–	✓
50% off on traditional cross-channel advertising	–	–	✓



"We have been a partner with scm.dk for several years because it is an opportunity to gain visibility in the places that our audience already visit regularly when they require knowledge of their fields. It is a clear advantage for us to be able to publish articles because professional standards can be difficult to convey. Practically, it is very easy to publish articles in the system."

Signe Poulsen, Formerly Head of Communication, GS1 A / S

Advertise on SCM.dk

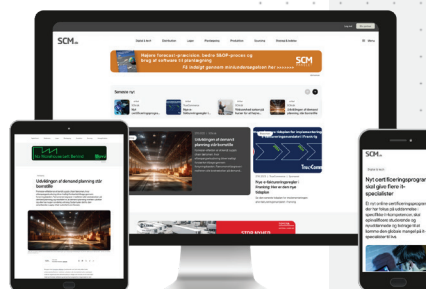
Targeted profiling via Denmark's biggest media platform for SCM and Logistics

Come closer to your customers – online, via newsletters, and through podcasts.
You can also combine our opportunities to gain the best coverage.

SCM.dk - Onlineplatform

There are good opportunities to influence decisionmakers via SCM.dk. There are different banner formats, placements, periods, etc., that may be combined to maximize exposure and gain optimal coverage in relation to your company.

SCM.dk is the only business media that has a podcast about SCM and Logistics – SCM Agendaen. In addition to a line of editorial episodes, we also grant access to exclusive communication services with our partners at SCM.dk. Read more further down the page.



Advertisement formats and prices – Online Platform

Prices are applicable for desktop, mobile, and tablet. Dimensions may vary on desktop, mobile, and tablet. See the descriptions underneath our products for further information.



Article banner

Capture the reader directly in articles provided by the editors. The banner is placed in all editorial articles after the 2nd paragraph. The space is shared with up to 4 others during the campaign period.

Technical information

Price per. month	DKK 16,800
Format	300 x 250 px
Filtype	Jpg / gif / MP4 / HTML
Size	Max 100 kb
Devices	Desktop, mobile and tablet
NB: MP4 and HTML must not be delivered responsive.	



Highlighted content

If you are a partner, you have the opportunity to boost your post and thus create the ultimate market relevance. Your article is highlighted at the top of the front page for seven days and appears as recommended content (without image) in all editorial articles across the site.

Technical information

Price per. week	DKK 7,000
Devices	Desktop, mobile and tablet
You can upload the content via 'Partner CMS' or send Word or PDF and our support can be published. kundeservice@horisontgruppen.dk	



Highlighted content - Large

If you are a partner, you have the opportunity to boost your post and thus create the ultimate market relevance. Your article is highlighted at the top of the front page for seven days and appears as recommended content (incl. image) in all editorial articles across the site. The article is also shared via the site's SoMe channels with relevant tags.

Technical information

Price per. week	DKK 10,500
Devices	Desktop, mobile and tablet
You can upload the content via 'Partner CMS' or send Word or PDF and our support can be published. kundeservice@horisontgruppen.dk	



Medium

Get maximum exposure with a medium banner. The banner is placed among the articles, on all pages with the exception of content from partners. The space is shared with up to 9 others during the campaign period.

Technical information

Price per. month	DKK 9,800
Format	300 x 250 px
Filtype	Jpg / gif / MP4 / HTML
Size	Max 100 kb
Devices	Desktop, mobile and tablet
NB: MP4 and HTML must not be delivered responsive.	



Megaboard

Get exposure across all pages of the site. The banner is placed in the middle of the page, on all pages with the exception of content from partners. The space is shared with up to 9 others during the campaign period.

Technical information

Price per. month	DKK 12,800
Filtype	Jpg / gif / MP4 / HTML
Size	Max 100 kb
Devices	Desktop, mobile and tablet
Format (Desktop)	930 x 180 px
Format (Mobile and Tablet)	300 x 250 px
NB: Separate file for mobile and tablet CAN be supplied for optimal exposure. MP4 and HTML must not be delivered as responsive	



Megabox

Gain great exposure across all pages of the site. The banner is placed as an extension of editorial articles and shared with up to 4 others.

Technical information

Price per. month	DKK 8,000
Filtype	Jpg / gif / MP4 / HTML
Size	Max 100 kb
Devices	Desktop, mobile and tablet
Format (Desktop)	1280 x 600 px
Format (Mobile and Tablet)	300 x 250 px
NB: Separate file for mobile and tablet CAN be supplied for optimal exposure. MP4 and HTML must not be delivered as responsive	



Streamer

Use this atypical format and stand out from the crowd. Placed at the top of all front pages: Ex. front page, category pages, tag pages, events and jobs. In addition, in continuation of editorial articles. The space is shared with up to 4 others during the campaign period.

Technical information

Price per. month	DKK 16,800
Filtype	Jpg / gif / MP4 / HTML
Size	Max 100 kb
Devices	Desktop, mobile and tablet
Format (Desktop)	1242 x 130 px
Format (Mobile and Tablet)	300 x 140 px
NB: Separate file for mobile and tablet CAN be supplied for optimal exposure. MP4 and HTML must not be delivered as responsive	



Theme participant

Participate in relevant themes that the editors have prioritized. Submit relevant content in the form of articles, news or cases and help set the agenda side by side with the editors and other actors in the industry. In addition to the online platform, the theme is also brought up in the newsletter and via LinkedIn with paid campaigns and traditional sharing. Ask for theme and campaign plan.

Technical information

Price per. theme	DKK 7,995
Price per. theme for partners	DKK 6,995



Theme ownership

We tailor a theme together with you and unfold your agenda in just the right way. As a theme owner, you occupy an exclusive role as experts. We are happy to contribute content to support the message. Theme ownership allows you to reach specific target groups and position your company through relevant content contributions. In addition to the online platform, the theme is also brought up in the newsletter and via LinkedIn with paid campaigns and traditional sharing. Ask for theme and campaign plan.

Technical information

Price per. theme	Ask for price
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SCM.dk's newsletter

Distributed twice a week. The newsletter's content gives our audience an overview by combining current news and service-oriented articles with current events and news from news from Partners.

"We also distribute our magazine in digital format. Additionally, we distribute monthly the articles most frequently read in our newsletter, both from our editorial staff and from our Partners."



Advertisement formats and prices – Newsletter

Bring your message directly to the Logistics Manager's inbox.



Medium Banner

Catch the reader in the inbox side by side with articles provided by the editors and our partners.

Technical information

Price per. publication	DKK 4,500
Filetype	Jpg
Size	Max 45 kb
Format	580 x 121 px
Devices	Desktop, Mobile and Tablet



Medium Banner - Large

Get more space in the newsletter with size Large. The banner is placed side by side with articles provided by the editors and our partners.

Technical information

Price per. publication	DKK 7,600
Filetype	Jpg
Size	Max 45 kb
Format	580 x 242 px
Devices	Desktop, Mobile and Tablet



Solo mail

Get full control with a direct email campaign for newsletter recipients.

Here you have full control over the messages from you. Solo emails work well in conjunction with a theme ownership, but can easily stand alone. DKK 2.8 per recipient.

Technical information

Material and price by agreement.



Top Banner

Gain access to the top of the newsletter. As the first item seen in the newsletter, the Top Banner is the exclusive banner format.

Technical information

Price per. publication	DKK 7,500
Filetype	Jpg
Size	Max 45 kb
Format	580 x 121 px
Devices	Desktop, Mobile and Tablet

Advertisements in the magazine SCM+Logistik

The magazine SCM+Logistik is published eight times a year with a circulation of approximately 4.000 copies. The magazine has more than 40 years of history. The format is A4, printed on uncoated paper in good quality. The magazine is published FSC-marked and is 100% CO₂ neutral. It is typically 44-52 pages long.

The magazine is presented in a reader-friendly design that conveys inspiration and knowledge to our audience. The magazine may also be read in a digital version on SCM.dk.

Every week, we work with a theme in which we cover specific topics in a more in-depth manner.

Below, you can see our coming publications and themes.



Advertisement formats and prices – Magazine

Get an overview here



1/1 side Advertorial

Your message in article format. Your article, case, or news item is highlighted side by side with articles from our editorial staff. If you are also a Partner, you can simultaneously publish your content on the Online Platform and in the newsletter.

Technical information

Price, pr. publication	DKK 28,900.
If you need help with the production, read more under Content production, where we present the most effective formats or contact us for a chat.	



1/1 page to border

The most common format. Free choice of placement within the magazine. Upgrade with our special placement deal and reach even higher levels of exposure.

Technical information

Price per. publication	DKK 27,900.
Special placement supplement	DKK 3,900.
File type	PDF high resolution
Format	210 x 297 + 5 mm for cropping



1/2 page in wide format/high format

Upgrade your advertisement with our special placement deal to reach even higher levels of exposure.

Technical information

Price per. release	DKK 16,900
Special placement supplement	DKK 3,900.
File type	PDF high resolution
Format Wide	185 x 130 mm
Format High	90 x 265 mm



2/1 page to border

A distinctive message requires more space. Choose 2/1-page ad if you want to dominate the target audience universe. Upgrade with a special placement add-on for even better exposure.

Technical information

Price per. publication	DKK 38,800
Special placement supplement	DKK 3,900.
File type	PDF high resolution
Format	420 x 297 + 5 mm for cropping

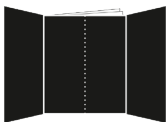


Back page advertisement

Take ownership of your audience in print-media's most exclusive placement – the back page.

Technical information

Price per. release	DKK 29,900
File type	PDF high resolution
Format	210 x 247 + 5 mm for cropping

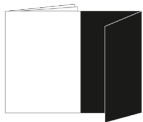


Front page advertisement

We have designed a special format that will give your message a significant wow-effect and generate lots of attention. Your message will be hidden behind the editorial front page and will be the first thing your audience sees when they venture into the magazine. In terms of area, the advertisement format is equivalent to 2 full pages.

Technical information

Price per. publication	DKK 42,800
File type	PDF high resolution
Format	Ad 1: 110x297 mm + 5 mm for cropping Ad 2: 209x297 mm + 5 mm for cropping Ad 3: 110x297 mm + 5 mm for cropping

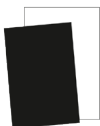


Gatefold

This format is for the company that wishes to give their message the extra space it deserves. Gatefold is between 3-4 pages and is placed either in the front or back-end of the magazine.

Technical information

Ask for price	
File type	PDF high resolution
Format	Ad 1: 190x297 mm + 5 mm for cropping Ad 2: 399x297 mm + 5 mm for cropping



Insert format

Distribute your brochure with the magazine and save money. Magazine distribution is the cheaper alternative to traditional mail distribution.

Technical information

Ask for price	
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Dates and themes

2024

No	Year	Month	Publ.	Deadline
01	2024	February	04.02	08.01
02	2024	March	24.03	01.03
03	2024	May	26.05	29.04
04	2024	August	25.08	02.08
05	2024	October	27.10	04.10
06	2024	November	24.11	04.11



"The purpose is to give our readers inspiration and the appropriate tools to better optimize their supply chains and make the sort of strategic and operational decisions that produces more competitive companies. It is vital to create a coherent and flexible flow in the entire supply chain all the way to the customer. We create better circumstances for such activities through the distribution of agenda-setting interviews, reportages, company cases, and expert pieces."

Poul Breil-Hansen
Editor, SCM.dk

Other prices, discounts, and need-to-know information regarding material delivery for the magazine SCM+Logistik

Agency provision: Collateral 1% / Information compensation: 1% / Agency provision: 3%

Repetition discount: 2 indentations: 5% / 4 indentations: 10%

Partner discount: Partners receive a 50% discount on advertisements across our media platforms

Material delivery to the magazine SCM+Logistik

High-resolution PDF with trim marks and a pruning at 5 mm.

Profile can be downloaded at: klspureprint.dk/downloads/

Under "TRYKPROFILER", select "Profiler til ubestrøget (uncoated) pair".

Please send any prospective advertisements to

kundeservice@horisontgruppen.dk



Targeted job advertising

The link between your company and the right job candidates

SCM.dk is the biggest online portal for SCM and Logistics | Denmark the country's largest network within the field of Supply Chain Management, Logistics, and Purchasing.

SELECTION OF JOB ADVERTISEMENTS ON SCM.DK

axacon

DB SCHENKER

DHL

**MITSUBISHI
FORKLIFT TRUCKS**

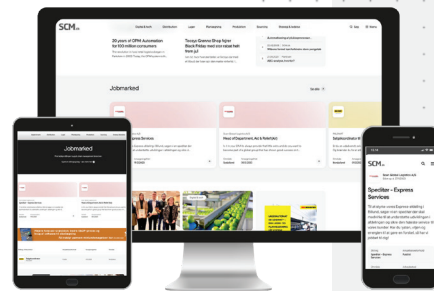
DACHSER
Intelligent Logistics

Create job advertisements on SCM.dk

Your advertisement will be seen by people actively applying for jobs as well as the people who didn't think to change jobs – until they saw your advertisement, that is.

- Until the application deadline or 30 days
- Listed in the job section at www.SCM.dk/jobmarked
- Possibility of highlighting on the front page of SCM.dk
- Possibility of highlighting in the newsletter
- Job ads are a good branding exercise – which is almost always a good story and occasion to push the company's agenda and corporate brand

NB: If the company is a Partner, you automatically get the opportunity to look up unlimited Basic job advertisements.



"When you use SCM.dk for recruitment, you reach the SCM and Logistics sector in a professional context. The readers are most likely working jobs which means that they finger the pulse."

Claus Aagaard Hansen
Business Manager, SCM.dk

Send your job advertisement

- Should include titles and an application deadline. Best format for advertisement is Word (.docx).
- Should include contact information including workplace address.
- Information regarding invoicing should include the email address of the recipient of the invoice. Always remember the EAN-number if you have this information. In case of special requirements regarding your invoice, remember to include these as well (PO-number, userID, reference number)
- Should include a company logo in JPEG-format, minimum 300px (width). If you have previously advertised a position on SCM.dk, or if you don't currently have access to your logo in the required JPEG-format, you do not need to send it. Just tell us your email.

SCM.dk production

We help produce the right content

– text or podcast.

We assist in idea-generation, ask the right questions, and produce the right content for the article or podcast your company wants published. Content that your company owns and may use freely in other relevant contexts.

Types of content that work

Native advertising or content marketing are effective tools regarding value-creation for new and/or existing customers. We have developed common formats that pique our reader's interests.



Interviews and Q&A's

A Q&A is an article that is developed through a question/answer template. The journalist asks the questions, and the company spokesperson answers – per email or phone. The format is suitable if your company wishes to profile itself with an opinion on a certain current topic, or if it wants to convey its own plans and ideas. The question/answer template is very reader-friendly and gives the reader a quick overview.

"We publish the content for you on your company's profile page. It ends up directly on our front page and is also delivered within our newsletter. Vi recommend that you share it via your company's LinkedIn-profile so that you get even more exposure for your money."

Cases

A case typically takes its starting point in concrete task that your company has solved. It centers around the achieved result, but also the difficulties related to the problem-solving and the means by which your company achieved its goal. The case format is suitable as inspiration for those of your customers who might have experienced the same difficulties in the past.

Portrait articles

A portrait article centers around a certain person. The occasion for such an article could for example be an anniversary, company purchases, newly staffed positions or other such events. A portrait is written around an interview, typically orbiting the person's career path, garnished with personal characteristics, opinions, and thoughts. The portrait is suitable as a means of delivering an intimate picture of your company's work in sustainability, so that the reader may better identify with it.

Podcast

For Partners, a podcast needs to be a mouthpiece and a platform where a message, a strategy, an initiative, or a case, can be explored more thoroughly and in-depth than what is possible in writing, while backing it up with concrete examples of, for example, how a given SCM-strategy or project is brought into the world. We handle everything surrounding production.

We are happy to help. Give us a call on 5350 6060 and we can talk about the scope of your needs and then we can give you a good price.



Boost your content

If you are a partner, you can boost your content and generate ultimate market relevancy.

Purchasing highlighted content guarantees high visibility for seven days

- As the 2nd story on the front page of SCM.dk
- Highlighted in two newsletters as the 2nd story
- Highlighted under relevant categories
- Recommended and highlighted in editorial articles directly from the SCM.dk editorial staff

Read more under advertising

Contact us for further information regarding content production

Native advertising or content marketing is an effective way of creating value for new and/or existing customers.