

# Forum for the danish maritime industry

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



## Effective marketing platform

Over many years, Maritime Denmark has built up a broad and international media platform, with a Danish starting point, to the delight of all players who touch the industry. We have great loyalty for both readers and commercial players.

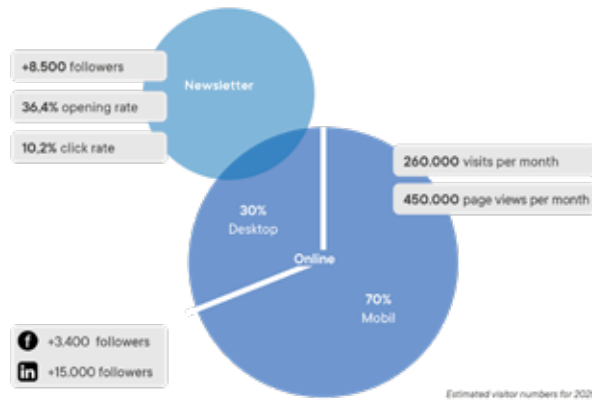
We address the decision-makers in and around the industry, and write to and for companies that have their contact with the industry.

Maritime Denmark's marketing platform consists of an online portal and newsletters.

*All prices on this site are VAT excluded.*

## maritimedanmark.dk's target group

The universe consists of an online portal, five weekly newsletters that are sent out on Monday-Friday. In addition, we regularly send themed newsletters, where relevant agendas are laid out.



## Contact the maritimedanmark.dk team



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# Become a partner at maritimedanmark.dk

## Choose your plan

And become a part of maritimedanmark.dk – publish your content and create interest in your products and business

	BASIS	<b>MOST POPULAR</b> STANDARD	PLUS
	<b>DKK 16,995</b> per year	<b>DKK 21,995</b> per year	<b>DKK 27,995</b> per year
Company presentation	✓	✓	✓
Publish unlimited content	✓	✓	✓
Statistics	✓	✓	✓
<b>Standard ( Three countries. Including extended support)</b>			
Contact Support by email, phone and chat	-	✓	✓
We publish relevant types of content on your behalf	-	✓	✓
Updating and administration of your partner profile	-	✓	✓
<b>Plus (Content production and advertising discount)</b>			
1 x optional theme participation	-	-	✓
Highlighted content (Boost your content for seven days)	-	-	✓
50% off on traditional cross-channel advertising	-	-	✓

## maritimedanmark.dk - Onlineplatform

There are good opportunities to influence decisionmakers via maritimedanmark.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.



## Advertisement formats and prices – Online Platform

Prices are applicable for 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 19,500
Format	300 x 250 px
Filetype	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. <a href="mailto:kundeservice@horisontgruppen.dk">kundeservice@horisontgruppen.dk</a>	



### 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. <a href="mailto:kundeservice@horisontgruppen.dk">kundeservice@horisontgruppen.dk</a>	



### 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 6,500
Format	300 x 250 px
Filetype	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 9,500
Filetype	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 12,000
Filetype	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 15,500
Filetype	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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## maritimedanmark.dk's newsletter

Distributed 5 times 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 messages directly into the maritime industry's newsletter



### 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 5,000
Filtype	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
Filtype	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 9,500
Filtype	Jpg
Size	Max 45 kb
Format	580 x 121 px
Devices	Desktop, Mobile and Tablet

## Material delivery for newsletter

Banner is to be sent to [kundeservice@horisontgruppen.dk](mailto:kundeservice@horisontgruppen.dk) Remember to send a link to the landing page.

# Targeted job advertising

## The link between your company and the right job candidates

maritimedanmark.dk is the largest portal for the maritime industry in Denmark

### Create job advertisements on [maritimedanmark.dk](http://maritimedanmark.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.maritimedanmark.dk/jobmarked](http://www.maritimedanmark.dk/jobmarked)
- Possibility of highlighting on the front page of [maritimedanmark.dk](http://maritimedanmark.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 [maritimedanmark.dk](http://maritimedanmark.dk) for recruitment, you reach the readership in a professional context. They are probably in work, which means they have their finger on the pulse. Call me on 4270 5905 or email [cah@horisontgruppen.dk](mailto:cah@horisontgruppen.dk) if you want to know more."

**Claus Aagaard Hansen**  
Business Manager [maritimedanmark.dk](http://maritimedanmark.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 [maritimedanmark.dk](http://maritimedanmark.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.

# maritimedanmark.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 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."*

### 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.

### Boost your content

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

Purchasing highlighted content guaranteeity for seven days

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



### 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.