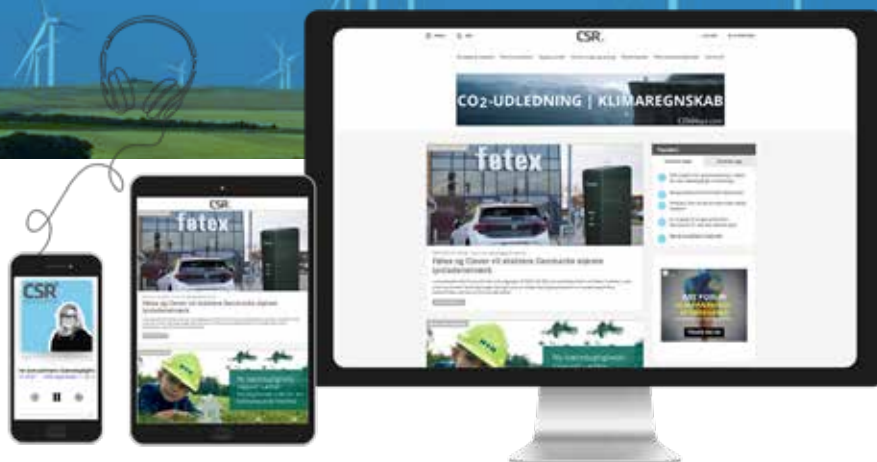


Forum for Sustainable Business

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



Effective knowledge-based platform for CSR and sustainability

CSR.dk wishes to make companies better at participating in – and winning – the race for sustainability. CSR.dk is for everyone that wishes to gain insight into CSR and sustainable work. Our platform is used for gathering inspiration, developing understanding, and supplying an overview of recent developments for our users. Our ambition is to motivate companies to think sustainably. We want to reach this goal through an inspirational online platform where we share knowledge, insight, and tendencies side by side with our members.

CSR.dk's marketing platform consists of an online portal, a newsletter, and a podcast.
All prices on this site are VAT excluded.

CSR.dk's audience

Connect with a dedicated audience across platforms

39,200

Approximately unique visits pr month

6,300

Newsletter recipients

3,000

Podcast downloads last 12 months.



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Become a partner at CSR.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 Sustainable Business?

	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	–	–	✓



“Our partnership with CSR.dk provides us with an opportunity to reach our target audience: companies and the employees that work with CSR and sustainability. The platform allows us to share events, news articles and successful cases, side by side. In that way, the partnership creates value for us as well as our target audience.”

Mette Engedal, Marketing Coordinator, Bureau Veritas, Denmark



Selected partners on CSR.dk

Your company can also become a partner



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 CSR.dk
- Highlighted in two newsletters as the 2nd story
- Highlighted under relevant categories
- Recommended and highlighted in editorial articles directly from the CSR.dk editorial staff
- Read more under advertising



Profile sustainable initiatives, products and services on CSR.dk

Targeted profiling via Denmark's biggest media platform for Sustainable Business

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

CSR.dk - Onlineplatform

Target your advertisement on CSR.dk. Effective exposure that reaches leaders in sustainability, CSR-managers, business developers, investors, potential clients, and employees among others.

CSR.dk is the only business media platform within its field that owns its own podcast about sustainable business operations – CSR Agendaen. Besides a line of editorial episodes, we also supply exclusive time with our partners on CSR.dk.



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 banners

Reach your audience directly through articles written by our editorial staff. The banner is placed within the articles after the second episode. You share your placement with a maximum of one other advertiser in your campaign period.

Technical information

Price per. month	DKK 19,500
Filetype	Jpg / gif / MP4
Size	Max 100 kb
Devices	Desktop, mobile and tablet
Format (Desktop)	750 x 250 px
Format (Mobile and Tablet)	320 x 220 px

NB: Separate file for mobile and tablet CAN be supplied for optimal exposure. MP4 must not be delivered responsive.



Highlighted content

If you are a partner, you can boost your content and generate ultimate market relevancy. Your article, case or news article is highlighted in seven days across our platform's channels.

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



Main sponsor

Use this atypical format to distinguish yourself. Your banner will be visible on our front page and in connection with editorial content. You share your placement with a maximum of one other advertiser.

Technical information

Price per. month	DKK 15,800
Filetype	Jpg / gif / MP4 / HTML
Size	Max 100 kb
Devices	Desktop, mobile and tablet
Format (Desktop)	1140 x 55 px and 750 x 55 px.
Format (Mobile and Tablet)	320 x 100 px

NB: Both formats MUST be delivered to Desktop. Separate file for mobile and tablet CAN be supplied for optimal exposure. MP4 and HTML must not be delivered responsive.





Category sponsor

Sponsor one menu item and gain extra relevancy in your exposure. The banner is visible at the very top of a menu/category. During the campaign period, you own the banner placement.

Technical information

Price per. month	DKK 3,450
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.	



Medium

Reach maximum exposure with a medium banner. The banner is visible in relation to front page content.

Technical information

Price per. month	DKK 8,300
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

Reach maximum exposure with a top placement on all pages on our website.

Technical information

Price per. month	DKK 8,900
Filetype	Jpg / gif / MP4 / HTML
Size	Max 100 kb
Devices	Desktop, mobile and tablet
Format (Desktop)	930 x 180 px
Format (Mobile and Tablet)	320 x 180 px
NB: Separate file for mobile and tablet CAN be supplied for optimal exposure. MP4 and HTML must not be delivered as responsive	



Theme partner

As a Partner, you gain access to relevant editorial themes covering current developments across all channels. Publish relevant content in our editorial themes and help set the agenda. In addition to our online platform, themes are also published in our newsletter and via LinkedIn.

Technical information

Price per. theme	4,900 kr.
Devices	Desktop, mobile and tablet
Period	30 days



TopScroll

The format displayed across desktop, mobile and tablet provides a natural presentation of the message through a user-friendly scroll. It provides plenty of space for creative storytelling that makes the brand and message get the attention it deserves and stand out from the crowd.

Technical information

Price per. month	DKK 20,100
Filetype	Jpg / gif / MP4
Size	Max 500 kb
Devices	Desktop, mobile and tablet
Format (Desktop)	2650 x 1200 px
Format (Mobile)	736 x 736 px
Format (Tablet)	1024 x 1024 px
NB: All three formats MUST be delivered. We recommend keeping the message centered. MP4 must not be delivered responsive.	

Online traffic on CSR.dk

More and more use our digital services:

39,000

Approximately unique visits per month.

67,000

Approximately page views per month.



CSR.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 distribute monthly the articles most frequently read in our newsletter, both from our editorial staff and from our Partners. In addition, we distribute a newsletter with suggested events monthly."



Newsletter from CSR.dk

The weekly newsletter, the month's most frequently read articles and other special publications.

6,300

Recipients (average)

30%

Opening rate (average)

Advertisement formats and prices – Newsletter

Bring your message directly to the CSR-leaders inbox



Middle Banner

Reach our audience in their inbox side by side with articles produced by our editorial staff as well as our Partners.

Technical information

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



Large Middle Banner

Get more space in the newsletter with a size L Middle Banner. The banner is placed side by side with articles produced by our editorial staff as well as 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



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
Filtype	Jpg
Size	Max 45 kb
Format	580 x 242 px
Devices	Desktop, Mobile and Tablet



Advertising in the magazine CSRquarterly

CSR Quarterly is sent to members of CSR.dk. The readers of CSR.dk are decision makers who deal with CSR, sustainability and climate issues in Danish companies on a daily basis. We have developed a new graphic expression where the emphasis is on an airy design and an intuitive disposition of the content. The magazine is in A4 format and is printed on uncoated paper that is cradle-to-cradle certified and 100% biodegradable.

Below, you can see our coming publications and themes.



Ad formats and prices - Magazine

Get an overview here



1/1 page Advertorial

Bring your message in article form. Your article, case or news item is highlighted side by side with articles from the editorial staff. If you are even a partner, the content can be brought to the online platform and in the newsletter in parallel.

Technical information

Price per. publication	DKK 24,900.
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 edge

The most widely used ad format. Free placement in the magazine. Upgrade with special placement supplements and achieve even better exposure.

Technical information

Price per. publication	DKK 23,900.
Special placement supplement	DKK 3,900
File type	PDF high resolution
Format	210 x 297 + 5 mm for cropping



1/2 page wide format

Upgrade your ad with a special placement and achieve even better exposure.

Technical information

Price per. release	DKK 14,600
Special placement supplement	DKK 3,900
File type	PDF high resolution
Format Wide	185 x 130 mm

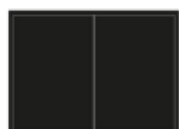


1/2 page high format

Upgrade your ad with a special placement and achieve even better exposure.

Technical information

Price per. release	DKK 14,600
Special placement supplement	DKK 3,900
File type	PDF high resolution
Format High	90 x 265 mm



2/1 side to edge

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

Technical information

Price per. publication	DKK 34,500
Special placement supplement	DKK 3,900
File type	PDF high resolution
Format	420 x 297 + 5 mm for cropping





Back page

Take ownership of the target group in the print media's most exclusive special placement - the back.

Technical information

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

Dates and theme

2023

No	Year	Month	Publ.	Deadline
01	2023	January	12.03	13.02
02	2023	March	18/06	22.05
03	2023	April	24.09	28.08
04	2023	May	10.10	13.11

Other prices, discounts and need-to-know

Bureau commission: Security deposit: 1% | Information fee: 1% | Agency commission: 3%

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

Partner discount: Partners achieve 50% on advertising across media platforms.

Material delivery: High-resolution PDF with crop marks and a 5 mm crop.

Profile can be downloaded at: klspureprint.dk/downloads/
Under PRINT PROFILES, select "Profiles for uncoated paper".

Ads are sent to kundeservice@horisontgruppen.dk



CSR Agendaen - Podcast

CSR.dk has its own podcast – CSR Agendaen. In addition to a line of editorial episodes, we also grant access to exclusive communication services with our partners at CSR.dk

Listen to CSR Agendaen here:

[Spotify](#)

[Apple Podcast](#)

[Google Podcast](#)

A new mouthpiece

- Length: 25-30 min.
- Invite your customers or relevant sources.
- CSR.dk handles every part of production: Equipment, facilities, editorial disposition, hosting, planning, editing, and final publication.
- Everything is organized according to your needs.
- The podcast is published on CSR.dk and is distributed via weekly newsletters, magazines, and through Apple's Podcast App.
- CSR.dk also markets the individual episode on CSR.dk, in weekly newsletters, and through social media channels.

Price: DKK 25.000,-



CSR Agenda

CSR.dk's own podcast tunes sustainable business tendencies.

3,000

Downloads - last 12 months

94%

Listening to the end of a episode



For Partners, a podcast needs to be a mouthpiece and a platform where a message, a CSR-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 CSR-strategy or project is brought into the world. We handle everything surrounding production.

Eva Harpøth Skjoldborg, Editor, CSR.dk



Targeted job advertising

The link between your company and the right job candidates

CSR.dk is a sustainable business in Denmark and simultaneously represents the country's biggest network of CSR-profiles.

SELECTION OF JOB ADVERTISEMENTS ON CSR.DK

HORTEN

Danske Bank

COOP

DFD

VELUX

Create job advertisements on CSR.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.

- 30 days or until application deadline.
- Job advertisements are published on the front page of CSR.dk.
- Will be listed in the job section.
- Will be included in the newsletter.
- Job advertisements are a good branding exercise - which is almost always a good story and an opportunity to push the company's CSR agenda and corporate brand.



"When you use CSR.dk for recruitment, your job advertisement is exposed to sustainability managers, consultants, CSR managers and other stakeholders in a professional context. The readers are most likely working jobs which means that they finger the pulse."

Rune Walther Hansen
Customer Operations Manager CSR.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 CSR.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.



CSR.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

For most companies, there are more stories, results, and messages about CSR than there are working hours available to convey them all. This is where CSR.dk assists our clients. To secure a high level of quality and to make sure that the messages are relevant to the target audience on CSR.dk, we utilize journalistic tools to deliver suitable communication.

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.

Prices range from: DKK 5,500

"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.

Prices range from: DKK 7,000



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.

Price: DKK 5,500

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 CSR-strategy or project is brought into the world. We handle everything surrounding production.

Price: DKK 25,000

Boost your content

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- Recommended and highlighted in editorial articles directly from the CSR.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.