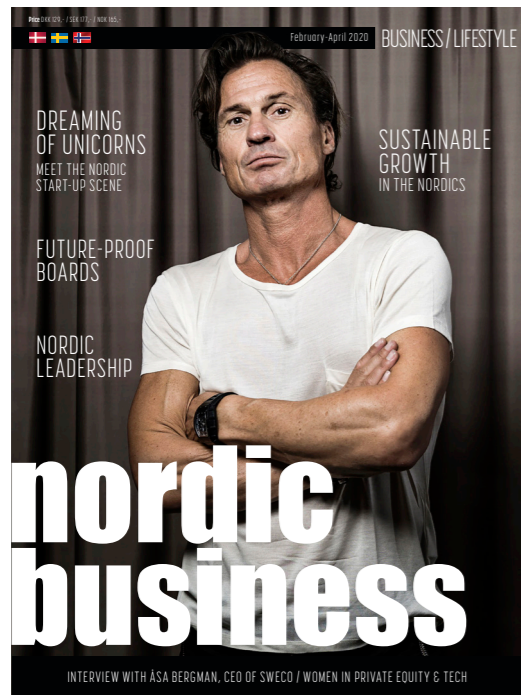


nordic business

Media kit 2021 / 2022

Nordic Business



Nordic Business magazine is the leading business magazine that focuses on news about companies and the wider business universe throughout the Nordic region. The magazine delves into the Nordic business community - across national borders - and delivers the most important business news, current trends and portraits of inspiring business leaders in the Nordic region.

The editorial content covers topics such as sustainability, tech, entrepreneurship and the Nordic management style, which is often highlighted internationally for being inclusive, orderly and ambitious.

Each issue also includes a specific theme on a selected industry. Here, readers get an industry overview of selected Nordic companies to keep an eye on, insight into the current market and trends for the industry in the future from a Nordic perspective, as well as portraits and interviews with inspiring Nordic business profiles in the industry.

The magazine also provides plenty of inspiration for the best conference and business hotels in Denmark, Norway and Sweden and recommendations of business books and Nordic podcasts that you can listen to during the business trip.

Distribution

Nordic Business' distribution is uniquely composed across the Nordic countries and strategically targeted at business leaders and investors in Sweden, Norway and Denmark when they have time for immersion and inspiration.

- Airport business lounges in Copenhagen, Billund, Roskilde, Oslo, Stockholm and Gothenburg
- Top 100 companies (C-suite) in Norway, Denmark and Sweden
- Presidents Institute Summit
- Danish Business Angels (DanBan)
- Nordic Invest Camp
- Comwell business hotels
- Henley Business School
- Ejendom 2021 (C-suite business property meeting)

Print run: 15,000-18,000

Readership: est. 120,000 readers (including e-magazine)



Editorial theme plan:

2021

#3 - 27. October

The future of Real Estate in the Nordics

As the real estate market in DK, S and N has reached new heights in the wake of Covid-19, more and more foreign companies and investors have also become aware of the advantageous investments in Nordic properties. We look at the increasing interest and how investors distribute their investments in the Nordic countries, areas and types of properties. At the same time, we look at the development of proptech and which new Nordic proptech companies the real estate market should keep an eye on.

Business Travelling

What is the future of business travel in the Nordic region? We're looking at whether companies and employees expect to change behavior in travel patterns after Covid-19 and what solutions will be needed in the wake of the crisis.

Renewable Energy

Several of the Nordic energy companies are among the world's best in renewable energy. What is the future of energy consumption in the Nordic region and what strategies do the largest Nordic energy companies work by? We also look at the Nordic countries' policy initiatives and strategy to secure a prominent place in the race for the most groundbreaking and sustainable energy solutions in the world.

2022

#4 - 23. Februar

Invest & Private Equity

Which Nordic companies and investment funds have given investors the best returns and which industries will do particularly well? We take a closer look at the experts' expectation of investment in, among other things, property companies, sustainable stocks and shares, luxury goods and cryptocurrency.

FinTech in the Nordics

In recent years, the number of Nordic fintech startups has exploded, and several have a level of maturity that now makes it interesting for established players to look in their direction. Are the established financial companies ready to involve promising Nordic fintech startups early in their development process and thus create innovation from within?

#5 - May 25th

Life Science & Biotech

Lifescience & Biotech is regarded to be one of the largest areas of expertise and export in the Nordic region. However, have Nordic initiatives such as Medicon Valley achieved the goal of becoming one of the leading hubs for Lifescience across borders in the Nordic region?

Law & Law Affairs

We look at the cross-border legal services within corporate law areas in the DK, S and N such as M&A, Corporate law, Employment law and Commercial law.

#6 - 31. August

Future of diversity in Nordic companies

We look at diversity across national borders and industries as well as what policy initiatives each country has taken to meet the lack of competences within STEM & Construction.

Sustainability & CSR

How do Nordic companies meet CSR expectations? What about the requirements for subcontractors?

#7 - October 26th

Entrepreneurship & upcoming Nordic start-ups

Industries are undergoing an unprecedented degree of uncertainty and change. This causes challenges for many companies, but change is also an opportunity to design and implement new innovative solutions and business models. Nordic Business takes a look at the Nordic startup scene.

Smart Cities - in the Nordics

Smart solutions that improve the Nordic cities are not just about placing sensors in the public space, data, artificial intelligence and more efficient management of resource consumption and infrastructure through new technologies. It is just as important to involve the inhabitants if the latest solutions are to have the desired effect. In the Nordic region, we fortunately have a strong tradition of involving the inhabitants, and we take a closer look at the future of smart cities in the Nordic region and which Nordic cities are at the forefront of the digital transformation.



Unspecified

1/1 page
Size 235 x 300 mm

EUR 3.150,-
DKK 23.500,-
NOK 33.045,-
SEK 32.223,-

2/1 listing
Size 470 x 300 mm

EUR 5.100,-
DKK 38.000,-
NOK 53.435,-
SEK 52.106,-

Specified

1/1 side
Size 235 x 300 mm

EUR 3.700,-
DKK 27.500,-
NOK 38.670,-
SEK 37.708,-

2/1 side
Size 470 x 300 mm

EUR 6.000,-
DKK 45.000,-
NOK 63.279,-
SEK 61.704,-

Issue dates and deadlines:

2021		#6 August 31st	
#3 October 27th	Booking deadline September 17th	Booking deadline July 8th	
	Material deadline September 24th	Material deadline August 5th	
2022		#7 October 26th	
#4 February 23rd	Booking deadline January 14th	Booking deadline September 19th	
	Material deadline January 21st	Material deadline September 28th	
#5 May 25th	Booking deadline April 15th		
	Material deadline April 22nd		

Examples of content

Content examples from various issues:

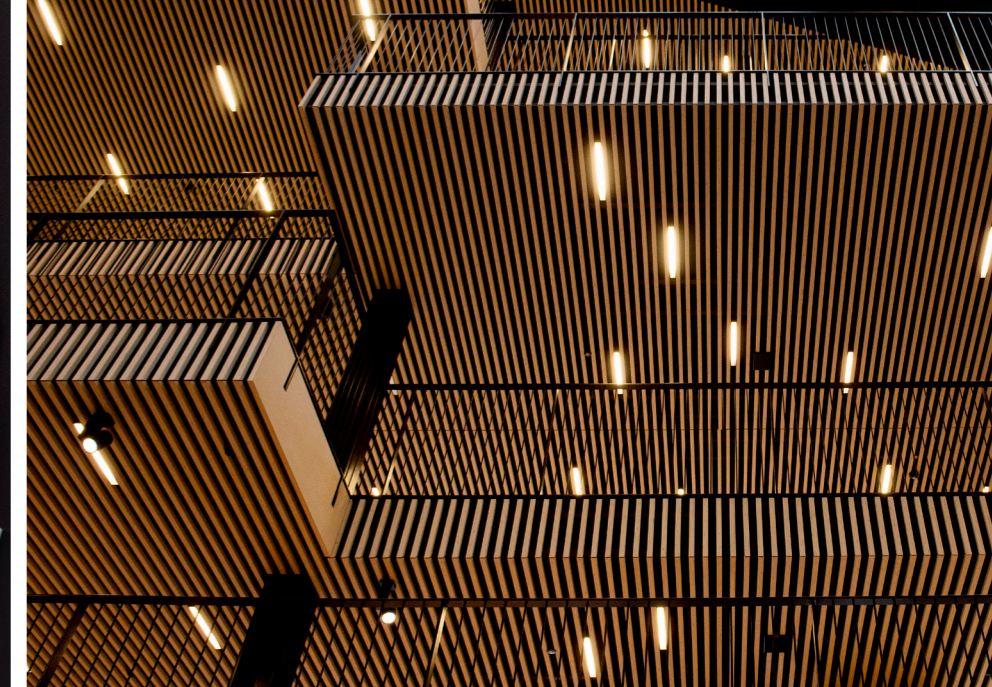
- 16** Follow the Nordic direction
- 20** The secrets of successful leadership: Meet Asa Bergman, the most powerful woman in Swedish industry
- 20** Women should not be afraid of joining the Private Equity Industry: They should embrace it
- 32** Globalising out of the Nordics: Are top executives exporting a Scandinavian leadership style?
- 38** 20 years after the bridge: Copenhagen/Malmö: Still chasing the ambition of a European powerhouse
- 54** CBS Professor: We need to get excited about sustainability
- 58** The future of hotels in the Nordics: Petter A. Stordalen shares his sustainable visions for the Nordic hotel industry with daughter Emilie A. Stordalen
- 50** Dreaming of Unicorns and reaching for the Stars: Meet the Nordic start-up scene

Examples of full-page editorial content:

- FOLLOW THE NORDIC DIRECTION**: A man standing on a staircase in a modern office setting.
- WOMEN SHOULD NOT BE AFRAID OF JOINING THE PRIVATE EQUITY INDUSTRY - THEY SHOULD EMBRACE IT**: A woman in a white blazer and patterned skirt.
- SUSTAINABLE VIKINGS: COVID-19 PROVES THE NORDICS HAVE AN EDGE IN BUILDING RESILIENT SOCIETIES**: A man in a suit.

Fixed editorial topics:

- Nordic leadership & culture
- Sustainability
- Tech industries (Fintech, Proptech, Medtech)
- Invest
- Business lifestyle (Design, Interior, Cars, etc.)
- 10 Nordic inspiring women in Real Estate, Invest, Life Science, CSR and Entrepreneurship
- 5 Ups/Downs - Nordic CEOs
- Business Hotel & Restaurant Guide in the Nordics



Advertorials

As an advertiser in Nordic Business, you have the exclusive possibility to place an advertisement in the form of editorial content. Advertorials are available as full pages as well as doublepage spreads. The number of advertorials is limited in each issue of the magazine. Please contact us for a specific offer.

Inserts

Please contact us for a specific offer.

Agency commission

The corresponding local standard agency commission payable to recognized agencies is granted on the net billing for all display advertising (excluding supplements and inserts).

Advertising material

Requirements for advertising material: Print ready PDF, images 300 dpi resolution and images saved in CMYK. Double-page spreads have to be delivered as two separate full page ads with bleed. Please specify left and right page.

Material to Nordic business

Please provide the following information with the delivery of creative: Customer and campaign name, ad creative, and specifications of section / placement of the ad.

Publisher

Partnermedier ApS
St. Kongensgade 59B, 4. Sal
1264 København K

Terms and conditions

Prices and terms of payment

All prices mentioned are excl. tax. Every advertisement is billed right after the date of publishing/the campaign start. The deadline for payment is 14 days after the date of publishing/the campaign start. In case the deadline for payment is exceeded, an additional cost of 2% pr. started month will occur. In certain cases, Partnermedier can demand that the advertisement is prepaid.

Complaints

Partnermedier and the publisher are not accountable for errors in advertisements that are booked in agreement with the advertiser's conditions. This is also valid for material received from other media, material not in agreement with the technical data, or in cases where the deadline for material is exceeded. In case of misprint, wrong sizes, dates etc. for which the advertiser or bureau is not responsible, there will be a reduction estimated by Partnermedier, which cannot exceed the cost of the advertisement and insertion in the media. Complaints due to misprint, wrong colors etc. must be received by Partnermedier no later than 5 days after the insertion of the advertisement. Should an advertisement be inserted more than once with the same error without Partnermedier receiving a complaint, only the first insert is subject to a possible discount. In case of incorrect, delayed or missing inserts, Partnermedier/publisher cannot be held responsible for compensation claims.

Cancellation

Cancellation of an order must happen by writing to Partnermedier no later than 5 working days prior to the deadline for ordering. All deadlines can be found at www.partnermedier.dk. Advertisements, for which special placements are ordered, cannot be cancelled without prior agreement with Partnermedier. In case of cancellation, any discount given in conjunction with previous or other advertising, will be adjusted and reduced accordingly on the following invoice.

Other terms

Partnermedier reserves the right to reject advertisements that go against the publisher's interests or current rules and regulations. Advertisement orders which contain conditions of referrals through text will be rejected. Any advertisement which can be mistaken for editorial content must, at the advertiser's expense, be supplied with the word "advertisement" directly above a line stretching the full width of the advertisement.

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