

Media Information 2025

**Mejeri-
medier**
NYT FRA MEJERIINDUSTRIEN



Se more at
[www.mejerimedier.dk/
dairynordic/](http://www.mejerimedier.dk/dairynordic/)

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medier**
NYT FRA MEJERIINDUSTRIEN

Mejerimedier - the strongest media platform in the
dairy industry - with magazine and digital medias.



MEJERIFORUM

Mennesker • Medier • Vidensdeling

Mælkeritidende is published 9 times a year with 2-3 bigger news stories, professional articles, job advertisements, reception and anniversary announcements together with other smaller advertisements. It also contains company portraits / advertorials, which is linked to the purchase of the advertisement on the front cover.

Front cover / article (advertorial)

When being at the front cover, it includes a company portrait of typically 800-900 words plus pictures in the magazine (a spread). The company portrait is also uploaded digitally on Mælkeritidende's website and mentioned on social media. Optionally, we have a partnership with other Nordic dairy magazine about bringing the ad and editorial in their magazines.

Job Listings

A printed ad for a job position will also be posted digitally on our website as a news in the newsletter Update and on social media (-see more under digital media).

Half page: DKK 9,900

Full page: DKK 15,700

Supplier Listings

9 times placements under relevant heading of your choice. Price for one year:

DKK 8,900. Including a logo in UPDATE.

All prices are excl. VAT.

Ad Type	Size (width x height – in mm)	Price DKK (excl. VAT)
Front Page	178 x 98	15,400
Back Page	210 x 210	12,900
Full Page: Bleed Within margin	210 x 270 178 x 232	15,700
1/2 Page: Bleed Within margin	210 x 135 178 x 114	6,400
1/4 Page	178 x 55	3,900

Advertorials - articles/press releases from advertisers

Double Page Spread:

½ page ad + 1½ pages of text (approx. 700 words): 12,400 DKK

Full Page: ½ page ad + ½ page of text (approx. 250 words): 10,400 DKK

½ page of text/news (approx. 250 words): 5,400 DKK



Release schedule – Mælkeritidende 2025

Mælkeritidende no.	Release Date	Deadline for Ads	Content
1	24 January	10 January	Introduction to the seminar 'AI', held on 29 January: Artificial intelligence is increasingly being used in the dairy industry, including selecting, collecting, and logging various data types. The issue also introduces Mejeribrugets Dag on 12 March.
DDFI	24 January	8 January	New Tech and AI is shaping the future of Dairy
2	28 March	12 March	Nordic Dairy Congress – presentation and preview of the Nordic conference in Iceland from 20-22 May. The issue also includes a preview of the seminar on 3 April, 'Cleaning and CIP'.
3	25 April	9 April	Matchmaking Event held on 1 May, organized by the Industrial Group behind the MSc in Dairy Science and Technology Dairies and suppliers to the dairies have the opportunity to profile their company in the race for high valued these master graduates as new employees in all levels of the company.
4	13 June	28 May	Summary of the Nordic Dairy Congress / Summer edition
5	22 August	8 August	The Association of MSc in Dairy Science and Technology Day held on 5 September. Additionally, introduction to the seminar 'World Class Cheese and Fermented Products' on 11 September, covering a wide range of cultures, combinations of different culture types, and enzymatic treatments.
6	26 September	10 September	The annual International Food Contest/HI in Herning will be held from 30 September to 2 October with the judging of dairy products and an exhibition of all types of equipment and services. Present your booth – or other innovations – to up to 20,000 visitors.
7	31 October	15 October	The annual Dairy Industry Occupational Health and Safety Conference (MIA) will be held on 19 November at MCH Herning Congress Centre. This issue contains professional presentations for the day as well as company messages.
8	28 November	14 November	Introduction to the seminar 'New Technologies – New Opportunities for Milk' on 4 December, where speakers will present the latest technologies for controlling and optimizing process and production equipment, including savings and energy optimization. Are these energy savings and optimizations? Or what kind of savings?

For further descriptions of each issue, visit [www.mejerimedier.dk/About Mejerimedier](http://www.mejerimedier.dk/About%20Mejerimedier).



Top banner ad on website
- price DKK 4,500 for a
minimum of 25.000 views

Mejerimedier digital

- 50 pct. often clicks on to read news
- 55 pct. often click on to get more information about job, product, or company
- 57 pct. of the readers check job listings on www.mejerimedier.dk

Mejerimedier
- we cherish the dairy culture



Box banner ad on web page - price DKK 2,500 for 25.000 views

Job listings with news packages typically have between 150-200 clicks

Digital advertising with Mejerimedier

WWW.MEJERIMEDIER.DK

News site, readings, archives and 2 dairy news daily. Furthermore, you find company portraits, research articles and job advertisements, which are also reproduced in the magazine. Has an average of 300 visitors and 900 sessions a day.

Top banner, side banner, box banner

The website displays resp. top-, side-, and box banners. Minimum 25.000 views. Notice - side banners are not visible at small screens. Banners are appearing in a carousel.

UPDATE – ELECTRONIC NEWSLETTERS REACHING OUT TO THE ENTIRE NORTH

Mejerimedier publishes three electronic news-letters, which are sent out five times a week.

- UPDATE twice a week resp. Tuesday and Friday with news from our website - app 3000 recipients.
- Newsletter in Sweden - for 200 members of the Dairy Technical Forum. Issued at the same time as UPDATE twice a week.
- Dairy Nordic - English language newsletter every Monday, 350 recipients

Advertisers are marketing in three electronic newsletters weekly reaching out to at least 500 dairy people outside Denmark.

Prices for digital advertisements

www.mejerimedier.dk – rotation for one month (minimum of 7,500 views)	Size px	Price DKK
Top banner	1120x250	4,500
Box banner	370x400	2,500
Side banner	160x600	3,500
UPDATE, Dairy Nordic & Notisnytt – five weekly newsletters		
Top banner – five releases per week	1150x250	4,500
Box banner – five releases per week	370x400	2,500

Job listings

Basic online:

Job listings on www.mejerimedier.dk for 4 weeks. Price 3,900 DKK

Basic online with news package:

The basic model is expanded with a news on www.mejerimedier.dk and is thus, also included in the three newsletters and on social media.
Total price: 8.900 DKK

Premium with print:

The job ad is also advertised in the magazine of Mælkeritidende, incl. basic online with news package.

Logo in supplier overview

2,700 DKK a year.

Digital packages

Small	DKK
Top banner – 1 month	4,500 DKK
Box banner – 1 month	2,500 DKK
Total:	11,500 DKK
Reduction 2,200	8,900 DKK
Large – 9 months	
4 top banners in 4 months	18,000 DKK
5 box banners in 5 months	12,500 DKK
Total:	30,500 DKK
Reduction 10,700 DKK	19,900 DKK

Closer cooperation – better prize

In Mejerimedier we give a volume discount in relation to the total advertisement purchase. We operate with 3 customer types: Basic, VIP and VIP+ related to advertisement volume. This is set in relation to advertisements in our print magazine or in our digital media respectively, which includes both the website and three newsletters - or a combination of print and online / digital. VIP customers also have access to upload press releases on our website.



Reach the dairy industry makers when it comes to purchasing
Just over 40% of Mejerimedier readers are decision-makers or participate in the purchase of machinery, equipment, ingredients, services, etc.

Mejerimedier - when your message is to be seen in the dairy industry

ADVERTISEMENTS IN PRINT MEDIA	BASIC	VIP	VIP+
Overall advertisement for:	DKK 0-25,000	DKK 25-50,000	> DKK 50,000
Discount in pct.	0	5	10

Advertisements include all forms in Mælkeritidende and DDFI respectively, including supplier overview. Discounts are given when the total purchase exceeds DKK 25,000 annually.

Advertisements in online/digital media	BASIC	VIP	VIP+
Overall advertisement for:	DKK 10-20,000	DKK 20-30,000	> DKK 30,000
Discount in pct.	5	10	20

Includes topbanner, side banner, box banner advertisements respectively on both the website and in UPDATE.

Advertisements both in print and digital media	BASIC	VIP	VIP+
Overall advertisement for:	DKK 15-45,000	DKK 45-80,000	> DKK 80,000
Composed of e.g.:			
Print advertisements	DKK 0-25,000	DKK 25-50,000	> DKK 50,000
Online	DKK 10-15,000	DKK 15-30,000	> DKK 30,000
Discount in pct.	10	15	20