

An aerial photograph of a small, forested island. The island is densely covered with evergreen trees, many of which have a golden-yellow hue, possibly due to autumn lighting or specific tree species. The island is surrounded by a deep blue body of water. The text 'nordic business' is overlaid in white, bold, lowercase letters. Below it, 'Media kit 2022' is written in a smaller, white, sans-serif font. At the bottom of the image, 'PARTNERMEDIER' is written in white, uppercase, sans-serif letters.

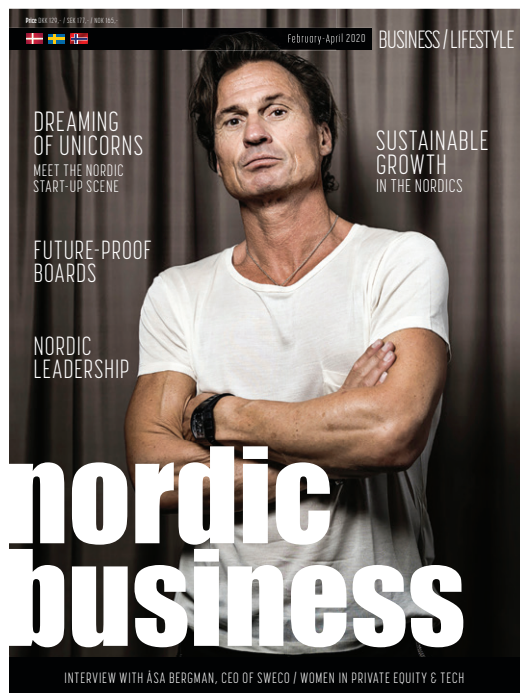
# nordic business

Media kit 2022

PARTNERMEDIER



# Nordic Business



Nordic Business is the leading business magazine that focuses on news about companies and the wider business community throughout the Nordic region.

The editorial content covers business news within Sustainability, Tech, Investments, Entrepreneurship and Leadership in each issue and special themes during the year.

With a strong focus on diversity, the magazine pays tribute to 10 women, who are role models in industries that are traditionally male-dominated and which younger women therefore need to be inspired to join.

Readers get introduced to Nordic companies to keep an eye on, insight into established and upcoming industries from a Nordic perspective, as well as portraits and interviews with inspiring Nordic business profiles.

The magazine also provides plenty of inspiration for business lifestyle and travelling in Denmark, Norway and Sweden as well as recommendations of business books and Nordic podcasts to listen to during the business trip.



## Nordic Business Readership – the biggest cross border B2B distribution in the Nordics

### Sectors

Nordic Business magazine is received by more than **3.500 companies and organizations** in SE/NO/DK within :

- Finance Accounting, Banking, Funds, Investments, Insurance and Pensions
- Energy Renewable energy, Oil and Natural gas
- Tech Software, Telecom, Consulting, Ecommerce and Consumer Electronics
- Healthcare Pharmaceuticals, Medical and Health care services
- Legal & Consulting Law, Management consulting and Engineering
- Public sector Ministries, Town halls and Chambers of commerce

### Commuters

With a yearly circulation of more than **50.000 magazines** in Scandinavian airport business lounges, business hotels, and exclusive Scandinavian conference events - Nordic Business magazine reaches the **Nordic commuters** when they have the time to delve into business news and insights.





## Editorial theme plan:

**2022**

**#4 - 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?

### **Green investments**

With a strong focus on sustainability many investors are highly interested in sustainable companies and green equities. We take a closer look at the Nordic green investing funds, the green trading platforms and Nordic companies who are the frontrunners in their sectors within the green transition.

### **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.

**#5 - 31. August**

### **Regenerative leadership**

In the regenerative economy, managers and employees are not motivated by gains, results and trophies. They will have the opportunity to realize their own projects - both at work and in their free time.

### **The future of Legal Tech**

The legal industry has been forced to adopt proven digital technologies that work here and now - just to survive in a lockdown society. Software has proven their worth, demystified tech and showed a very tangible return of investment.

**#6 - October 26th**

### **Future of diversity in Nordic companies**

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

### **Smart Cities - in the Nordics**

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



# Examples of content

nordic business // 13

# CONTENT



Follow the Nordic direction **16**



## 20 years after the bridge: Copenhagen/Malmö: Still chasing the ambition of a European powerhouse

68



The secrets of  
successful leadership  
Meet Åsa Bergman, the most  
powerful woman in Swedish industry

20



## Globalising out of the Nordics

### Are top executives exporting a Scandinavian leadership style?

Women should not  
be afraid of joining  
the Private Equity Industry  
They should embrace it

38

CBS Professor:  
We need to get excited  
about sustainability

54



The future of  
hotels in the Nordics

Petter A. Stordalen shares his sustainable visions for the Nordic hotel industry with daughter Emilie A. Stordal

58



## Dreaming of Unicorns and reaching for the Stars

50



Scandinavia has long been rated at the top of global lists for best livability, happiness, restaurants, gender equality, education and the environment. Chris Stern would therefore like to see the Nordic leadership model replace the more traditional "command and control" style as the best option for the future.

By Sandra Carpenter, Scandinavian Traveler

[illegible]

trustworthy, and political and educational innovators," says Stern. "The methods, values and leadership practices of the Vikings are woven into DNA of international business founded in the Nordic." Characteristic traits of Nordic leadership include trust, collaboration, respect, equality, listening, feedback and creative thinking as well as communication and access across the corporate hierarchy. Interestingly, this same DNA is also part and parcel of most startup companies today. Telling it as it is, without embellishment, is part of the Nordic way. Where trust is the norm, honesty and directness can outpace boardroom politics. Responsibility goes hand in hand with trust. "With a trust-based organization, leadership can be more collaborative and communicative," says Stern. "It debunks cynicism by a culture of

There's a rich heritage of the Nordic people as explorers, navigators, trendsetters and political and educational innovators.



"People prefer to work for Nando's companies because you are treated with trust," says Chris Serna.

CHRIS SHERN'S  
ADVICE TO ORGANIZATIONS

**ADVICE TO ORGANIZATIONS**

As a leader, you need to be true to your values and ensure that they're aligned with those of your organization. In the past, you could hide behind power, information and knowledge. You could be good at managing a situation. Due to lead in times of extreme change and uncertainty, I think it is increasingly important to be much human — aware to be more human, you have to know who you are. You have to be authentic. Regardless of what business you are in, you have to play a greater role in your community. It's about fidelity and being loyal to your tribe — your family, community, organization and the world.

**WOMEN SHOULD NOT BE  
AFRAID OF JOINING THE  
PRIVATE EQUITY INDUSTRY  
- THEY SHOULD EMBRACE IT**



Samuel N. Under (Kane) has been chairman of the board in numerous corporations, including more than two covered by Private Equity.

© 2000 Blackwell Science Ltd

nordic business // 13



The Covid-19 pandemic has shown how fragile our societies are. But the Nordic economies and businesses are better positioned to emerge from the crisis because the Nordic countries have long focused on building resilient societies, says Robert Strand, a professor and executive director of the Berkeley Haas Center for Responsible Business at the University of California. He teaches American MBA students about Nordic approaches to sustainable business and is writing a book on the subject.

# SUSTAINABLE VIKINGS: COVID-19 PROVES THE NORDICS HAVE AN EDGE IN BUILDING RESILIENT SOCIETIES





## Advertisement

### 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 commision

The corresponding local standard agency commision 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 seperate full page ads with bleed. Please specify leftand 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





## Unspecified



**1/1 page + 5 mm bleed**  
Size 210 x 280 mm

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



**2/1 double page spread + 5 mm bleed**  
Size 420 x 280 mm

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

## Specified



**1/1 page + 5 mm bleed**  
Size 210 x 280 mm

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



**2/1 double page spread + 5 mm bleed**  
Size 420 x 280 mm

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

## 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.

## Issue dates and deadlines:

### 2022

#### #4 May 25th

Booking deadline	April 15th
Material deadline	April 22nd

#### #5 August 31st

Booking deadline	July 8th
Material deadline	August 5th

#### #6 October 26th

Booking deadline	September 19th
Material deadline	September 28th





## 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. 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.



A photograph of modern office buildings at dusk. The buildings have large glass windows and balconies, some of which are lit up from within. The sky is a deep blue, and the overall scene is a mix of dark and light tones, with the buildings' lights providing a warm contrast to the cool tones of the twilight.

## CONTACTS

### Mark Dixon

International Business Development Manager  
mark@partnermedier.dk  
TEL +45 22 74 64 84

### Irian Rajic

Project leader  
irian@partnermedier.dk  
TEL +45 92 82 94 43

### Emma Nordahl

Project leader  
emma@partnermedier.dk  
TEL +45 22 45 74 67

### Sebastian Bailey

Project leader  
sebastian@partnermedier.dk  
TEL +45 61 68 52 75

### Christine Rytter

Project leader  
christine@partnermedier.dk  
TEL +45 30 49 05 51

### Jan Poulsen

Key account manager  
jan@partnermedier.dk  
TEL +45 25 45 61 43

### Julie Brix

Editor in Chief, Content & Distribution  
brix@partnermedier.dk  
TEL +45 60 59 35 50

# PARTNERMEDIER