

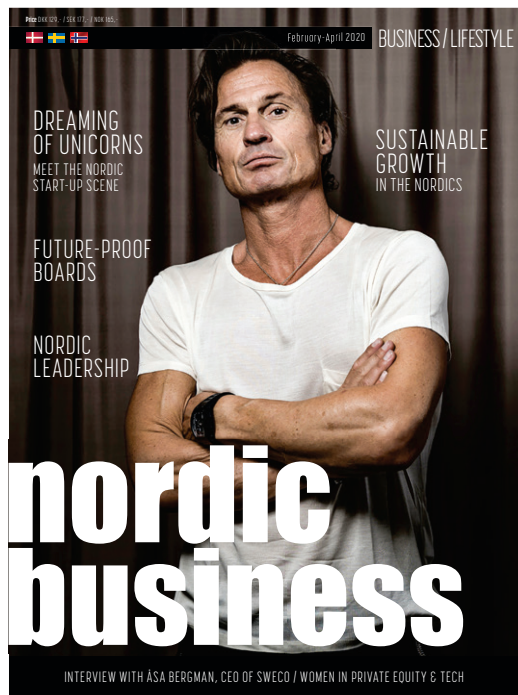
An aerial photograph of a forested island. The island is densely covered with evergreen trees, many of which have a yellowish-green hue, possibly due to autumn lighting or specific tree species. The island is surrounded by a deep blue body of water. The text 'nordic business' is overlaid in the upper left quadrant, and 'Media kit 2022' is centered below it. At the bottom center, the text 'PARTNERMEDIER' is visible.

nordic business

Media kit 2022

PARTNERMEDIER

Nordic Business



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 | Ministeries, 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.

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.



Examples of content

Editorial theme plan:

2022

#5 - September 29th

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. Get insights and good advice on how to lead in the regenerative way.

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. Nordic Business dives into the future of Legal tech in the Nordics and how to pivot the industry.

Real estate in the Nordics vs. USA

In which directions has the real estate markets developed within the recent years? What can we learn and how can the Nordic Real estate industry diversify itself in attracting the international investors and developers?

CSR and sustainability

How do the Nordics accelerate the green transition and renewable energy solutions in the Nordic companies?

#6 - November 9th

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

nordic business // 12

CONTENT



Follow the Nordic direction 16

nordic business // 13



20 years after the bridge: Copenhagen/Malmö: Still chasing the ambition of a European powerhouse 68

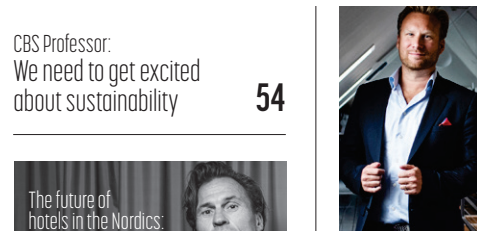


The secrets of successful leadership Meet Asa Bergman, the most powerful woman in Swedish industry 20



Globalising out of the Nordics Are top executives exporting a Scandinavian leadership style? 32

Women should not be afraid of joining the Private Equity Industry They should embrace it 38

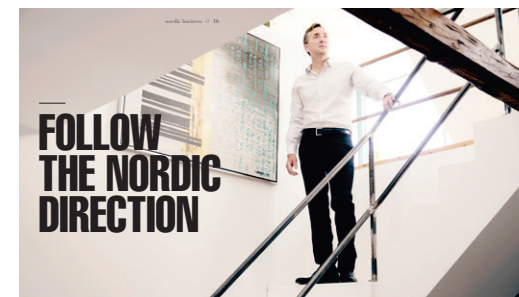


CBS Professor: We need to get excited about sustainability 54



The future of hotels in the Nordics: Petter A. Stordalen shares his sustainable vision for the Nordic hotel industry with daughter Emilie A. Stordalen 58

Dreaming of Unicorns and reaching for the Stars Meet the Nordic start-up scene 50



FOLLOW THE NORDIC DIRECTION

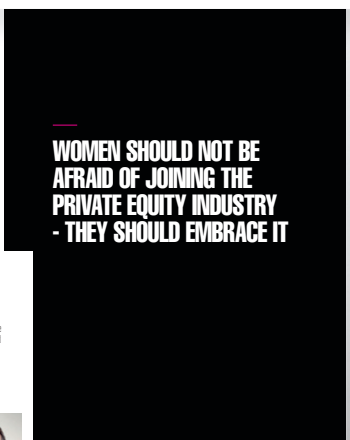
Scandinavia has long been rated as the top of global lists for best livability, happiness, restaurants, gender equality, education and the environment. This there would therefore like to see the Nordic leadership model replace the more traditional "corporate and control" style as the best option for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

Scandinavian companies and their representatives to work and live in Sweden and Denmark, which is a very interesting. There is a lot of work to be done with Henrik Kling, a former living in San Francisco who has had a similar career experience and who is now "back in the north" representing "Scandinavia" and "Scandinavian leadership" as a model for the future. There are many reasons why this is a very interesting topic. There is a lot of work to be done with Henrik Kling, a former living in San Francisco who has had a similar career experience and who is now "back in the north" representing "Scandinavia" and "Scandinavian leadership" as a model for the future. There are many reasons why this is a very interesting topic.

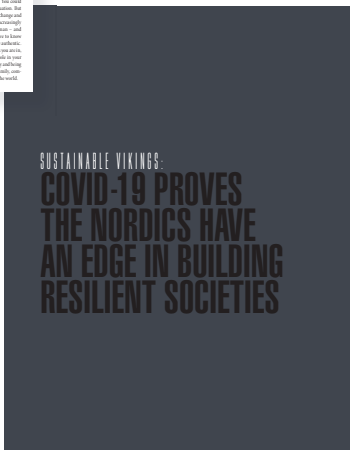
There's such heritage of the Nordic people: entrepreneurs, innovators, trendsetters and political and educational innovators



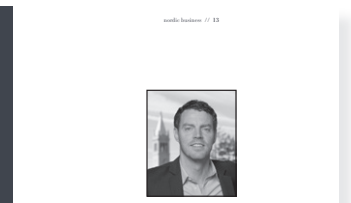
Follow the Nordic direction



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



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



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.



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 seperate full page ads with bleed. Please specify left and right page.

Issue dates and deadlines:

2022

#5 September 29th

Booking deadline	August 15th
Material deadline	August 30th

#6 November 9th

Booking deadline	September 30th
Material deadline	October 12th



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.

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