



Dæk-Magasinet

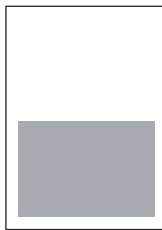
Media Information 2017

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 Telephone: +45 3963 9779
 E-mail: dbdk@dbdk.dk
 Web: www.daek-magasinet.dk

Ad Rates and formats:



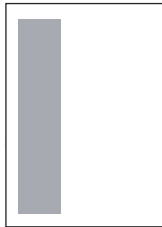
Frontpage
 (not available for advertising)



1/2 page
 WxH: 180 x 126 mm
 Incl. 4-colour
 DKr. 6.500,- / € 872,-



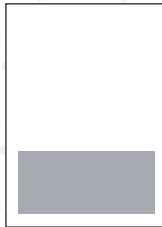
Backpage
 WxH: 210 x 297 mm
 + 3 mm bleed
 Incl. 4-colour
 DKr. 9.000,- / € 1.210,-



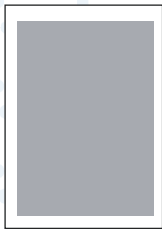
1/3 page (high)
 WxH: 56 x 257 mm
 Incl. 4-colour
 DKr. 5.000,- / € 671,-



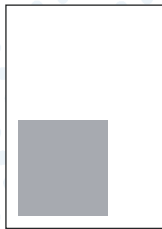
1/1 side til kant
 WxH: 210 x 297 mm
 + 3 mm bleed
 Incl. 4-colour
 DKr. 8.800,- / € 1.182,-



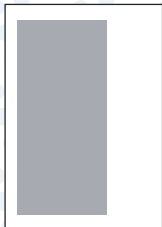
1/3 page (across)
 WxH: 180 x 83 mm
 Incl. 4-colour
 DKr. 5.000,- / € 671,-



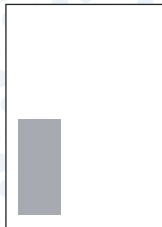
1/1 page
 WxH: 180 x 257 mm
 Incl. 4-colour
 DKr. 8.800,- / € 1.182,-



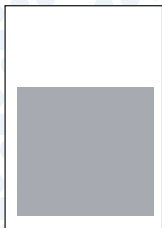
1/3 page
 WxH: 118 x 126 mm
 Incl. 4-colour
 DKr. 5.000,- / € 671,-



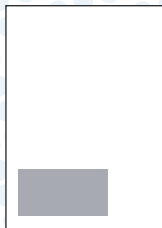
2/3 page (high)
 WxH: 118 x 257 mm
 Incl. 4-colour
 DKr. 7.500,- / € 1.007,-



1/6 page (high)
 WxH: 56 x 126 mm
 Incl. 4-colour
 DKr. 3.780,- / € 508,-



2/3 page (across)
 WxH: 180 x 170 mm
 Incl. 4-colour
 DKr. 7.500,- / € 1.007,-



1/6 page (across)
 WxH: 118 x 61 mm
 Incl. 4-colour
 DKr. 3.780,- / € 508,-

Subscription:

Yearly DKr. 590,- / € 80,-
Circulation: About 700 copies.
Tyre Magazine (DÆK-Magasinet) is published monthly 10 month a year released on the 10th.
Jan/feb and July/August is one edition.

Deadline for order and delivery of advertising material is to be received on the 15th prior to publishing month.

Additional prices:

Magazine inserts – price according to size and weight.

Discounts:

Black-and-white ads: 66% of 4-colour.
 Bureau commissions: 10%.
 Advertising discount: 10% for 10 insertions per year
 5% for 5 insertions per year.

Technique:

Printing technique: Digital Offset
 Screen (lines/cm): 70 (300dpi).
 4 colour: CMYK.

Advertising material:

Electronically advertising material ready for printing:
 PDF-file (saved as PressOptimized)
 EPS-file or document in InDesign (please deliver all fonts and illustrations used). Use only Post-Script- or OTF-fonts.

Other ad sizes must be approved in advance and costs DKr. 33,- / € 4,43 pr. mm times 1, 2 or 3 columns. All prices are without 25% VAT.