



# Dæk-Magasinet

## Media Information 2019

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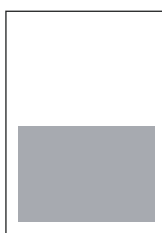
### Ad Rates and formats:



#### Frontpage

(not available for advertising)

-  
-  
-



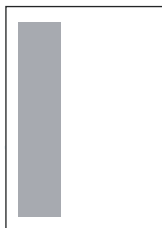
#### 1/2 page

WxH: 180 x 126 mm  
Incl. 4-colour  
DKK 6,500.- / € 872.-



#### Backpage

WxH: 210 x 297 mm  
+ 3 mm bleed  
Incl. 4-colour  
DKK 9,000.- / € 1,210.-



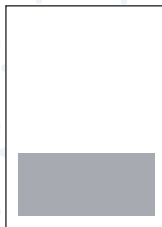
#### 1/3 page (high)

WxH: 56 x 257 mm  
Incl. 4-colour  
DKK 5,000.- / € 671.-



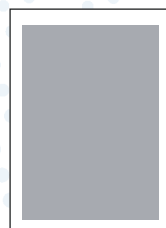
#### 1/1 side til kant

WxH: 210 x 297 mm  
+ 3 mm bleed  
Incl. 4-colour  
DKK 8,800.- / € 1,182.-



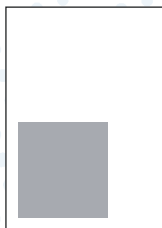
#### 1/3 page (across)

WxH: 180 x 83 mm  
Incl. 4-colour  
DKK 5,000.- / € 671.-



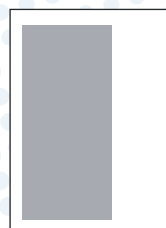
#### 1/1 page

WxH: 180 x 257 mm  
Incl. 4-colour  
DKK 8,800.- / € 1,182.-



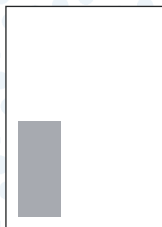
#### 1/3 page

WxH: 118 x 126 mm  
Incl. 4-colour  
DKK 5,000.- / € 671.-



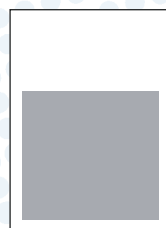
#### 2/3 page (high)

WxH: 118 x 257 mm  
Incl. 4-colour  
DKK 7,500.- / € 1,007.-



#### 1/6 page (high)

WxH: 56 x 126 mm  
Incl. 4-colour  
DKK 3,780.- / € 508.-



#### 2/3 page (across)

WxH: 180 x 170 mm  
Incl. 4-colour  
DKK 7,500.- / € 1,007.-



#### 1/6 page (across)

WxH: 118 x 61 mm  
Incl. 4-colour  
DKK 3,780.- / € 508.-

#### Subscription:

Yearly DKK 590.- / €80.-  
(10 magazines/year).  
Circulation: 2000 copies.  
Tyre Magazine (DÆK-Magasinet) is published on the 10th each month, Jan/Feb and Jul/Aug in combined editions.

#### Readers:

Members, external subscriptions and 2,1 mill. via the project 'Read and Care'\*.

\* "Read & Care" distributes magazines to public waiting rooms at e.g. doctors, dentists and hairdressers, thus reaching up to 2,1 - 2,5 mill. readers/year (acc. to Gallup). Revenues goes in full and 100% to the Red Cross humanitarian aid.

#### Advertising material:

Order/delivery of advertising material is due on the 15th prior to month of release.

#### 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. (max: 280%)

#### Advertising material:

Electronic ad material ready for printing: PDF-file (saved as PressOptimized), vers. 1.3 (Acrobat 4.x), EPS- or InDesign file (please include all fonts and illustrations/photos (links) used). Please send electronic ads below 10 MB to [dbdk@dbdk.dk](mailto:dbdk@dbdk.dk). Files other than pdf must be compressed via WinZip or Stuffit. Electronic ads above 10 MB must be sent to Tyre Business Denmark by agreement, phone +45 3963 9779.

Other ad sizes must be approved in advance and costs DKK 33.- / € 4.43 pr. mm times 1, 2 or 3 columns. All prices are without 25% VAT.

Member of: BIPAVER, Autobranchens Fællesråd, STRO, The Danish Council for Tyre Safety