

# Motor-magasinet

Autobranschens fagblad



## 2019 Media Information

## Print

### Hit bull's eye with your marketing efforts

Ads in our range of printed media provides high effect visibility towards the majority of decision makers in a specific industry, as the magazines have more readers than other specialist media. Print ads have a long-time effect and are of great branding value, so even though online advertising has seen a significant development recently, we still believe that print ads will lay claim to a large part of the advertising budgets for years to come. The print ads are also included in the digital iPaper and in the PDF edition. Both editions may be read on PC's and tablets and also function as an archive for our print subscribers. We constantly work to

optimize our editions to reach our target groups even deeper and more precise, than other media are able to do. Naturally we do this to be able to constantly provide target advertising opportunities. We also work with a large variety of formats; including creative formats in order to provide an opportunity for increase attention - text and images are not always enough. It is possible to place the ad in connection with related editorial content such as in sections and themes which help bring increased credibility to your marketing and which helps to ensure that it is being read instead of just seen.

#### Ad testing

We help you make the most of your marketing. We do this in various ways such as testing the effect of the announced message, thus documenting if the ad works as intended.

Be a part of it and optimise you ads; in that way you can be say that you make the most of your marketing budget.

#### Insert

Have your printed flyers distributed together with one of our publications and hit the recipients and decision makers in small and medium-sized companies. Get rid of bothersome data collection or allow us to correlate your database with ours.

An insert ensures high visibility towards the reader who opens the paper, and it is possible to do segmentation for east and west and by industry.

Last but not least you save the expenses and resources for handling, enveloping and postage.

#### Pull-out

Use one of our publications to achieve significantly increased visibility by means of a pull-out. Your message is printed on the requested number of pages inside the magazine.

As opposed to what is the case with an insert, a pull-out is circulated among more readers before it hits someone interested who then pulls it out and saves it for later use. A pull-out is read up to 5 times more often (based on circulation and readership).

A pull-out can also be used like an editorial, where we can assist you with editorial and journalistic experience and know-how and with layout and production of your pull-out.

In this way you save expenses on enveloping and postage, you achieve large savings on printing and you won't have to do any of the work related to actual handling.

#### Advertorial

You may choose to supplement your usual marketing efforts with an advertorial.

We've got skilled freelance journalists working with us, who can help you develop the text, and we also do the graphical layout, so you will get a product all done.



## Focus & editorial content

Motor-magasinet gets up close to the auto industry which we follow through our own coverage on Christiansborg, company visits at home and abroad, conventions, annual meetings, general assemblies, receptions, motor sports events and so on – we try to be where the industry is – across all professional organisations.

### 53.000 readers

*– all of them interested in your line of business*

An ad in Motor-magasinet will hit your target group with great precision.

We target our readers through 8 regular content pages.

We've got several professional themes in each edition, and these themes are all focused on the interests of the auto industry.

## Target group

Motor-magasinet is targeted at car salesmen, motorcycle dealers, car repair shops, vulcanisers, services stations, car painters, body shops, rust protection companies, car salvagers as well as to wholesalers, manufacturers and importers inside the auto industry. And in addition to this also technical schools and authorities and organisations associated with the auto business.

### CIRCULATION

10.408\*

### READERSHIP

Læsertal: 53.000\*

### ONLINE VISITORS

81.121 visits/mo.

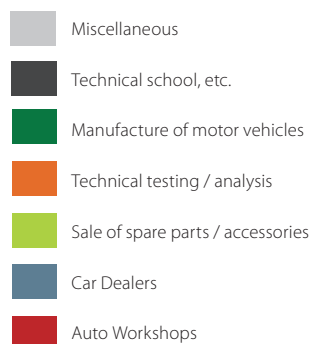
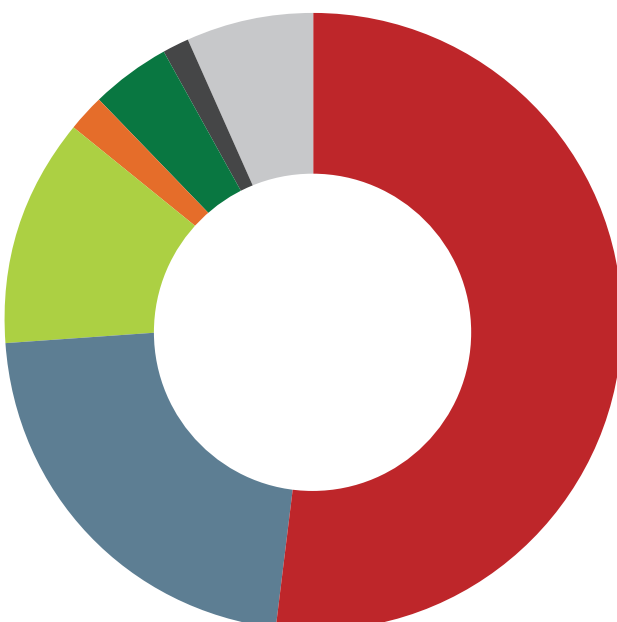
### NEWSLETTERS

Sent daily to 8,219

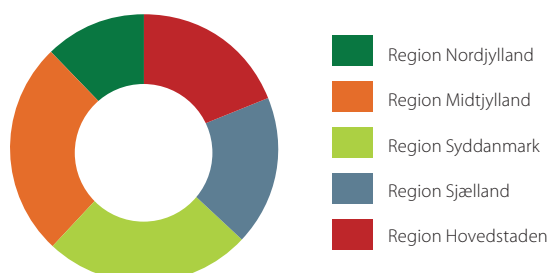
\*Print circulation and e-paper

\*\*Source: Gallup 1. half 2018

## Distribution of recipients of Motor-magasinet



## Geographic distribution of recipients of Motor-magasinet



## Planned themes

No.	Edition	Deadline	Theme 1	Theme 2	Theme 3
1	11-01	04-01	Auto-Electronics & Batteries		
2	18-01	11-01	Shock absorbers & Steering gear		
3	25-01	18-01	Body & Auto Paint 2. section	Digital Tools	Classic Cars
4	01-02 Ad test	25-01	Auto Glass	Autogloben Messe	
5	08-02	01-02	Lubricants & Fuel		
6	15-02	08-02	Garage & Storage fitting		
7	22-02	15-02	Lifting Equipment	Education	Classic Cars
8	01-03	22-02	Tires - Profile 2. section	Workclothes and protective equipment	
9	08-03	01-03	Car wash		
10	15-03	08-03	Auto reuse		
11	22-03	15-03	Exhaust	Rust protection	
12	29-03	22-03	Auto painting		Classic Cars
13	05-04	29-03	Air condition & Heating equipment	Importers & Dealers	
14	12-04	05-04	Breakes & Clutches		
15	26-04	16-04	Car Maintenance & Preparation		Classic Cars
16	03-05	26-04	Shock absorbers & Steering gear		
17	10-05	03-05	Testing Equipment & Vehicle inspection		
18	16-05	09-05	Exhaust		
19	24-05	16-05	Rust protection		
20	31-05	24-05	Auto reuse		Classic Cars
21	07-06	31-05	Electric, Hybrid & Hydrogen cars		
22	14-06	07-06	Auto painting		
23	21-06	14-06	Lubricants & Fuel		
24	28-06	21-06	Car Maintenance & Preparation		Classic Cars
25	09-08	02-08	Lifting Equipment		
26	16-08	09-08	Car wash	Rust protection	
27	23-08	16-08	Exhaust	Digital Tools	Transport & Logistics
28	30-08	23-08	Body & Auto Paint 2. section		Classic Cars
29	06-09	30-08	Lubricants & Fuel		
30	13-09 Ad test	06-09	Auto reuse	Importers & Dealers	
31	20-09 TOP 100	13-09	Air condition & Heating equipment	Car Maintenance & Preparation	
32	27-09	20-09	Workshop - Shop & Warehouse		Classic Cars
33	04-10	27-09	Tires - Profile	2. section	
34	11-10	04-10	Winter products & Lights	Auto2messen 2. section	
35	18-10	11-10	Rust protection	Auto Glass	
36	25-10	18-10	Auto painting	Workclothes and protective equipment	Classic Cars
37	01-11	25-10	Auto-Electronics & Batteries	FTZ Messe 2. section	
38	08-11	01-11	Leasing - Financing & Insurance	Lifting Equipment	
39	15-11	08-11	Breakes & Clutches		
40	22-11	15-11	Testing Equipment & Vehicle inspection		
41	29-11	22-11	Auto reuse		Classic Cars
42	06-12	29-11	Lubricants & Fuel		
43	13-12	06-12	Exhaust		
44	20-12	13-12	"The Year that passed"		Classic Cars

**Solid content pages - Great test of vans 4 times a year**

## Theme overview

Theme	Edition no.
Workclothes and protective equipment	8, 36
Autogloben Messe	4
Air condition & Heating equipment	13, 31
Ad test	4
Au2Messen	34
Auto-Electronics & Batteries	1,37
Auto reuse	10, 20, 30 ,41
Auto Glass	4, 35
Auto painting	12, 22, 36
Car Maintenance & Preparation	15, 24, 31
Testing Equipment & Vehicle inspection	17, 40
Car wash	9, 26
Breakes & Clutches	14, 39
Digital Tools	3, 27
Tires - Profile	8, 33
Electric, Hybrid & Hydrogen cars	21
Education	7
FTZ Messe	37
Importers & Dealers	13, 30
Transport & Logistics	27
Body & Auto Paint	3, 28
Classic Cars	3, 7, 12, 15, 20, 24, 28, 32, 36, 41, 44
Leasing - Financing & Insurance	38
Lifting Equipment	7, 25, 38
Rust protection	11, 19, 26, 35
Lubricants & Fuel	5, 23, 29, 42
Shock absorbers & Steering gear	2, 16
TOP100	31 (OBS! Deadline 30.8.2019)
Exhaust	11, 18, 27, 43
Winter products & Lights	34
Workshop - Shop & Warehouse	6, 32
"The Year that passed"	44





## Technical specifications & terms

### Material

Material must be sent to:  
materiale@motormagasinet.dk

### Remuneration

Compensation for materials by agreement, max. 5%.

### Terms of cancellation

Cancellation and change of dates must be done in writing no later than 14 days before the date of publication.

**If changes to the advertising plan mean that the terms for obtained discounts are no longer present, the incorrectly disbursed discount will be debited to your account.**

### Repro

If the journal does not receive fully completed ad material, completion will be debited at a rate of DKK 0.50 pr. mm.

### Formats

Newspaper format	Tabloid
Column height	355 mm
1 column	41 mm
2 columns	86 mm
3 columns	131 mm
4 columns	176 mm
5 columns	221 mm
6 columns	266 mm
1/1 page	266 x 360 mm
2 x 1/1 page (spread)	546 x 360 mm
Paper quality newspaper	49 gram
Number of columns	6
To edge	Not possible

### Complaints

#### COLOUR ADS:

When printing colours ads, the magazine can not be held responsible for minor deviations compared to the colours of the original material. The magazine reserves the right to reject any complaints concerning ads, where it has been pointed out in advance that the material is not suitable for reproduction, or where the submission deadline has been exceeded.

#### OTHER MATTERS:

We refer to our terms of trade on [www.nordiskemedier.dk](http://www.nordiskemedier.dk) or mail from your consultant.

### Specifications

#### LAYOUT FILE:

Adobe InDesign for Mac eller PC.

#### PDF:

PDF file made with Acrobat Distiller contains all fonts, images, graphics and colours defined as CMYK. (Job settings for Acrobat Distiller may be supplied). For other matters, please refer to "Branchestandard for digitalt annoncemateriale" as agreed between DRRB, DFF and DDPFF. Various descriptions, settings etc. may be downloaded from [www.kankanikke.dk](http://www.kankanikke.dk)

#### IMAGES/GRAPHICS:

Colour: All Adobe Photoshop formats, min. 200 dpi.

B/W: All Adobe Photoshop formats, min. 200 dpi.

Drawings: TIFF, EPS min. 600 dpi.

The „overprint“ function can not be used.

#### COLOURS:

CMYK defined

(RGB and Pantone are separated into CMYK).

#### CONTROL PRINT:

A trial print must be enclosed, in colour.

#### COMPRESSION:

Stuffit, Zip.

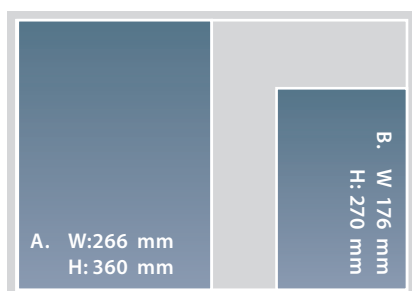
#### OTHER FORMAT:

Please give us a call, so we can work together to find the right solution for you.



## Formater og priser, printannoncer

### Udvalgte formater

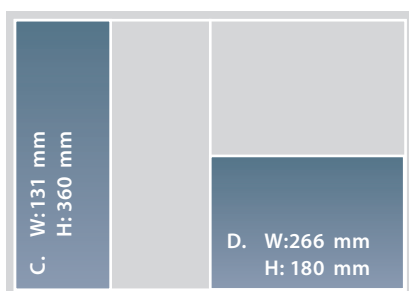


#### 1/1 PAGE

A. 4 colours: DKK. 24.300

#### PORTRAIT A4

B. 4 colours: DKK. 18.990

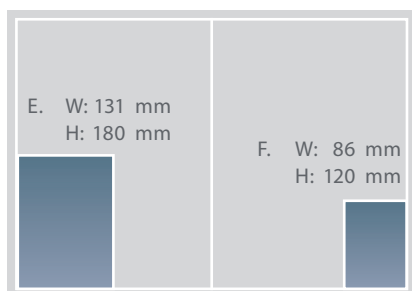


#### 1/2 PAGE PORTRAIT

C. 4 colours: DKK. 17.990

#### 1/2 PAGE LANDSCAPE

D. 4 colours: DKK. 17.990



#### 1/4 PAGE

E. 4 colours: DKK. 11.290

#### MODULE FRONTPAGE

F. 4 colours: DKK. 9.990

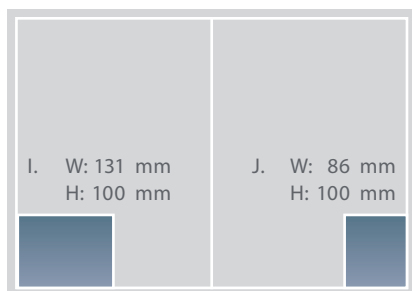


#### MODUL FRONTPAGE

G. 4 colours: Kr. 3.500

#### MODUL BACKPAGE

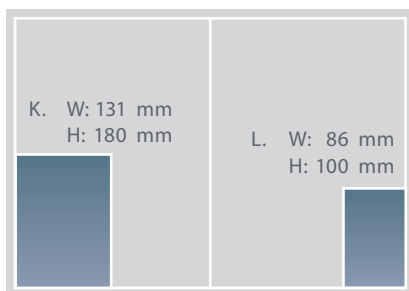
H. 4 colours: Kr. 19.990



#### MARKETPLACE, examples of sizes:

I. 4 colours: DKK. 3.990

J. 4 colours: DKK. 2.990



#### ADS FOR JOBS AND RECEPTIONS, examples of sizes:

K. 4 colours: DKK. 5.300

L. 4 colours: DKK. 3.000

### Prices other formats

Text page ads pr. mm.	Kr.	20.00
Back pr. mm.	Kr.	30.00
Job and profile - pr. mm.	Kr.	10.00
Box incl. 4 C (<300 mm.)	Kr.	15.00

Special placement + 15%  
All prices are excl. VAT.

Ads are done with 1 proofing for Kr. 600.

### Colours (extra) - 4 colours

< 300 mm (pr. mm)	Kr.	6
> 300 mm	Kr.	1.800

### Formats

Newspaper format	Tabloid
Column height	355 mm
1 column	41 mm
2 columns	86 mm
3 columns	131 mm
4 columns	176 mm
5 columns	221 mm
6 columns	266 mm
1/1 page	266 x 360 mm
2 x 1/1 page (spread)	546 x 360 mm
Paper quality	Newspaper, 49 gram
Number of columns	6
To edge	Not possible

### Discounts

If you wish to order more ads, please contact us for a good deal. Please see contact information on the last page.

### Insert

A good supplement to your marketing efforts.  
Please call us for further information.

### Subscription

See [www.motormagasinet.dk](http://www.motormagasinet.dk)

### Banner ads

See [www.motormagasinet.dk](http://www.motormagasinet.dk)

Other sizes are possible,  
call us to hear more about it!

All prices are excl. VAT unless otherwise stated.  
Reservations are made for printing errors and rate adjustments.

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## Motor-magasinet

<b>Tel.</b>	<b>+45 44 85 88 99</b>
<b>Mail, editorial office</b>	<b>red@motormagasinet.dk</b>
<b>Mail, sales</b>	<b>salg@motormagasinet.dk</b>
<b>Mail, subscription</b>	<b>abonnement@motormagasinet.dk</b>
<b>Web.</b>	<b>www.motormagasinet.dk</b>

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### Our media and industry network includes

Licitationen – Byggeriets Dagblad  
Jern & Maskinindustrien  
Søfart  
MesterTidende  
Motor-magasinet  
Transportmagasinet  
Magasinet Pleje  
Leder IDAG.dk  
Building Supply  
Metal Supply  
Food Supply  
Wood Supply  
Electronic Supply  
Energy Supply  
RetailNews  
Food Supply Magazine  
Plastforum

