



# Media Information 2025

**Licitationen**

- Byggeriets dagblad

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# Licitationen

Licitationen – Byggeriets Dagblad has, for the past 100 years, been the only daily newspaper in Denmark that consistently focuses on the most important aspects of the construction and civil engineering industry. We still believe that an industry with such a significant impact on all sectors of society needs its very own daily newspaper.

We aim to be the natural first choice for everyone who wants to stay closely connected to the developments and seeks serious coverage of the construction and civil engineering industry.

Licitationen – Byggeriets Dagblad focuses on companies, their strategies, and financial situations, as well as construction and civil engineering projects— from initial planning to final delivery.

We cover the industry's key players through engaging interviews, profiles, and personnel news that bring out

the personal stories. This gives our readers insights into the latest developments in the industry, whether they are looking to find new clients, stay close to competitors and colleagues, or follow the progress of ongoing projects.

We provide in-depth knowledge of the industry's key financial figures, developments, and trends through comprehensive monitoring of companies' financial statements and key personnel. We do this both in our daily newspaper and in a series of special magazines that we publish throughout the year, including Hvem er Hvem and Byggeriets Top.

Licitationen is available in print, as an e-newspaper, and as a newsletter. Everything is conveniently gathered and easily accessible at [licitationen.dk](http://licitationen.dk).

**Contact** the Editorial Team  
[redaktionen@licitationen.dk](mailto:redaktionen@licitationen.dk)  
[www.licitationen.dk](http://www.licitationen.dk)

# Facts about Licitationen Print



**Total Circulation**  
7.605 \*

**Readership**  
20,000\*\* per single insertion

\*Print circulation and e-newspaper, \*\* Source: readership data from Index Danmark Gallup, full year 2023



Over 82% of Licitationen's target audience is 51 years old or older



Over 84% of our readers are very satisfied/satisfied with Licitationen



Over 83% of Licitationen's readers consider industry reports to be the most important content

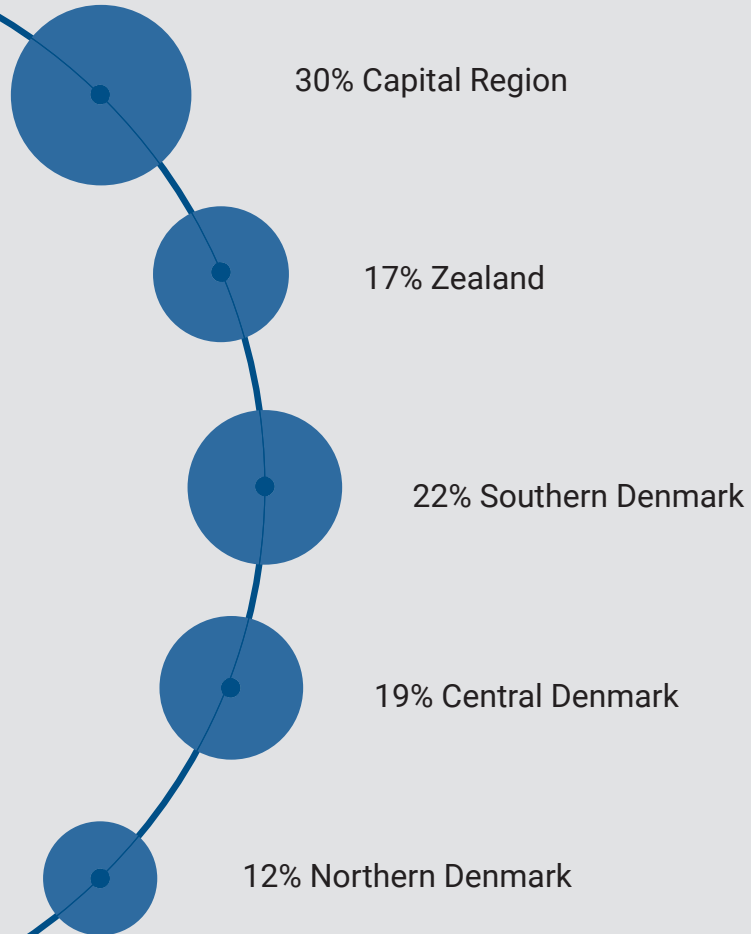


Over 87% of our readers use Licitationen as their primary source of information

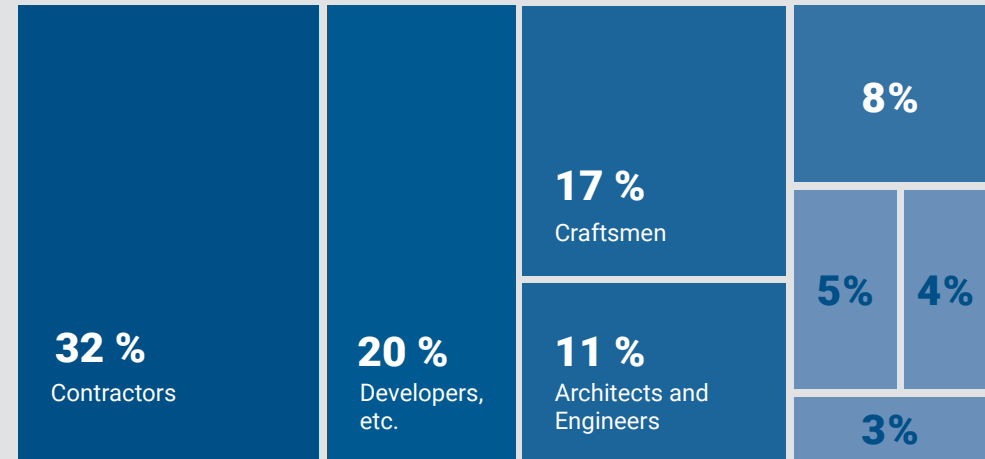
\*Reader Survey 2024

# Target Audience for Print

## Geographical Distribution

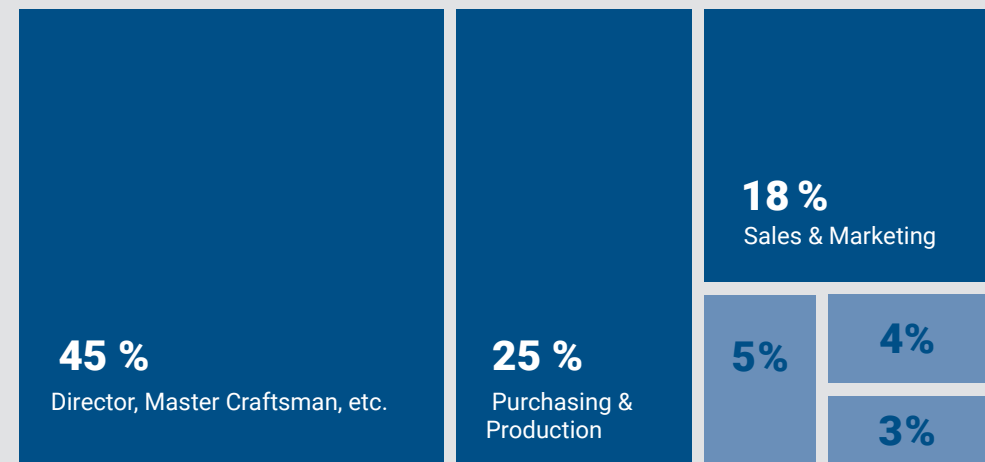


## Distribution by company



Suppliers of Building Materials (8%), Equipment Rental (4%), Building Supply Stores and Retail (3%), Other (5%)

## Fordelingen ift. stilling



Development and Quality (5%), Finance, HR, etc. (4%), Education (3%)

# Editorial content and sections

Licitationen – Byggeriets Dagblad is Denmark’s leading and largest media outlet within the construction and civil engineering industry. This unique position is reinforced daily through a focus on key individuals and companies in the construction and civil engineering sectors.

We focus on strategies, key industry figures, and companies, and we track the country’s largest construction and civil engineering projects—from initial planning through to completion. We aim to be the natural first choice for decision-makers seeking updates, and we strive to provide our readers with valuable knowledge, inspiration, challenges, and a shift in perspectives and understanding.

Licitationen is part of a constantly evolving construction and civil engineering industry. Our ambition is to stay on the cutting edge and set the agenda. We aim to be the essential ally that inquisitively and critically investigates what’s happening—because everyone benefits from being challenged. Therefore, we also focus on problematic issues, but always with a fair approach, ensuring that everyone has a chance

to speak and be heard.

We write about the industry’s challenges and seek to find solutions to these problems. Through weekly themes, we delve into techniques where future solutions and innovations might provide ways to enhance business operations.

Our journalists are driven by the ambition to set the agenda and leverage their own knowledge and insights about the industry through analyses and in-depth stories. They aim to make it to the front page and write the most-read articles that are shared and cited beyond Licitationen’s readership.

We make daily use of Ritzau’s citation service, as well as social media and networks.

To provide comprehensive coverage of the industry, we supplement the main newspaper with two weekly second sections, timely themes, and special magazines that delve deeper into various niches within the construction and civil engineering sectors.

## Exhibitions We Will Cover in 2025

We continuously tune in to the construction industry’s major trade shows. Our trade show coverage focuses on everything related to the event that has general news value.

This may include: general news about the event, profiles of key figures at the show, product news, and other relevant information about the event.

### Exhibitions

Byggeri ’25  
Rørcenterdage  
Dansk Brodag  
Building Green Aarhus  
Build in wood  
Have & Landskab 2025  
Building Green København  
Vejforum

### Hosting

18.-21. March  
18.-19. June  
1. April  
9.-10. April  
May  
3.-5. september  
October  
December

# Licitationen's Publications



## Licitationen

The main newspaper is published in print from Tuesday to Thursday, excluding holidays and vacations. However, you can always follow the industry online at [licitationen.dk](http://licitationen.dk).



Scan the QR code to view Licitationen's publications online

## 2nd Section



## Supplement



## Magazines



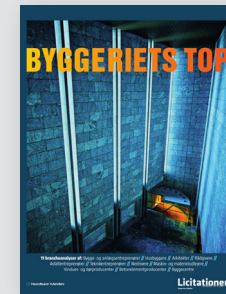
Arkbyg  
Published 6 times a year



Bæredygtighed  
Published 2 times a year



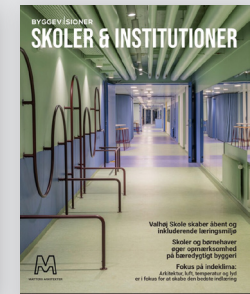
Milepæle i Arkitekturen  
Published June 2025



Byggeriets Top  
Published: 30 October 2025  
Deadline: 2 October 2025



Hvem er Hvem  
Published: 19 June 2025  
Deadline: 22 May 2025



Schools and Institutions  
Published twice a year



Communities in Growth  
Published twice a year



Magasinet Building Awards  
Published November 2025

## Byggeri & Ejendomme

# Focus on current construction projects and developments in the construction and real estate sectors

Every Tuesday, the second section, Byggeri & Ejendomme, is published, focusing on current construction projects and the general development in the construction and real estate sectors. Byggeri & Ejendomme is centered around key themes, providing in-depth coverage of specific niches and construction topics, including building, renovation, indoor climate, future construction, new builds, and tenders. We also delve deeply into housing, gathering news, trends, and projects related to home ownership, cooperative housing, social housing, homeowners' associations, rental properties, new living arrangements, and indoor climate, among other aspects.

### Bæredygtighed

Sustainability is also a key theme in Licitationen – Byggeriets Dagblad.

Throughout the year, we will place special emphasis on the construction and civil engineering industry's social responsibility, including aspects such as creating internships, new job opportunities, CSR, sustainability and environmental issues, as well as meeting climate goals.

Published on Tuesdays, 41 times a year

Circulation: 10,167\*\*

\*\* Print circulation and e-paper

#### target Audience

28,2%	Commercial Property Leasing (+20)
25,8%	Pension Funds
17,8%	Non-profit Housing Associations
6,8%	Architects
5,6%	Other Residential Leasing
4,4%	Property Management on a Contract Basis
2,8%	Building Completion
0,4%	Mortgage Institutions
0,4%	Consulting Engineering Firms in construction and Civil Engineering

*\*Based on companies with more than 10 employees*

	Theme	Publication	Deadline
Byggeri & Ejendomme nr. 1		21-01-2025	07-01-2025
Byggeri & Ejendomme nr. 2	Byggekonstruktioner – Building constructions	28-01-2025	14-01-2025
Byggeri & Ejendomme nr. 3	Det ansvarlige byggeri – Sustainable construction	04-02-2025	21-01-2025
Byggeri & Ejendomme nr. 4		11-02-2025	28-01-2025
Byggeri & Ejendomme nr. 5		18-02-2025	04-02-2025
Byggeri & Ejendomme nr. 6	Byggekonstruktioner – Building constructions	25-02-2025	11-02-2025
Byggeri & Ejendomme nr. 7	Det ansvarlige byggeri – Sustainable construction	04-03-2025	18-02-2025
Byggeri & Ejendomme nr. 8		11-03-2025	25-05-2025
Byggeri & Ejendomme nr. 9		18-03-2025	04-03-2025
Byggeri & Ejendomme nr. 10	Byggekonstruktioner Beton – Building constructions Concrete	25-03-2025	11-03-2025
Byggeri & Ejendomme nr. 11	Det ansvarlige byggeri   ANNONCETEST – The sustainable construction   Advertising test	01-04-2025	18-03-2025
Byggeri & Ejendomme nr. 12		08-04-2025	25-03-2025
Byggeri & Ejendomme nr. 13		15-04-2025	01-04-2025
Byggeri & Ejendomme nr. 14	Byggekonstruktioner – Building constructions	29-04-2025	15-04-2025
Byggeri & Ejendomme nr. 15	Det ansvarlige byggeri – Sustainable construction	06-05-2025	22-04-2025
Byggeri & Ejendomme nr. 16		13-05-2025	29-04-2025
Byggeri & Ejendomme nr. 17		20-05-2025	06-05-2025
Byggeri & Ejendomme nr. 18	Byggekonstruktioner – Building constructions	27-05-2025	13-05-2025
Byggeri & Ejendomme nr. 19	Det ansvarlige byggeri – Sustainable construction	03-06-2025	20-05-2025
Byggeri & Ejendomme nr. 20		10-06-2025	27-05-2025
Byggeri & Ejendomme nr. 21		17-06-2025	03-06-2025
Byggeri & Ejendomme nr. 22	Byggekonstruktioner Træ – Building constructions Wood	24-06-2025	10-06-2025
Byggeri & Ejendomme nr. 23	Det ansvarlige byggeri – Sustainable construction	05-08-2025	22-07-2025
Byggeri & Ejendomme nr. 24		12-08-2025	29-07-2025
Byggeri & Ejendomme nr. 25		19-08-2025	05-08-2025
Byggeri & Ejendomme nr. 26	Byggekonstruktioner – Building constructions	26-08-2025	12-08-2025
Byggeri & Ejendomme nr. 27	Det ansvarlige byggeri – Sustainable construction	02-09-2025	19-08-2025
Byggeri & Ejendomme nr. 28		09-09-2025	26-08-2025
Byggeri & Ejendomme nr. 29		16-09-2025	02-09-2025
Byggeri & Ejendomme nr. 30		23-09-2025	09-09-2025
Byggeri & Ejendomme nr. 31	Byggekonstruktioner Cement   ANNONCETEST – Building Constructions Concrete   Advertising test	30-09-2025	16-09-2025
Byggeri & Ejendomme nr. 32	Det ansvarlige byggeri – Sustainable construction	07-10-2025	23-09-2025
Byggeri & Ejendomme nr. 33		14-10-2025	30-09-2025
Byggeri & Ejendomme nr. 34		21-10-2025	07-10-2025
Byggeri & Ejendomme nr. 35	Byggekonstruktioner – Building constructions	28-10-2025	14-10-2025
Byggeri & Ejendomme nr. 36	Det ansvarlige byggeri – Sustainable construction	04-11-2025	21-10-2025
Byggeri & Ejendomme nr. 37		11-11-2025	28-10-2025
Byggeri & Ejendomme nr. 38		18-11-2025	04-11-2025
Byggeri & Ejendomme nr. 39	Byggekonstruktioner Stål – Building constructions Steel	25-11-2025	11-11-2025
Byggeri & Ejendomme nr. 40	Det ansvarlige byggeri – Sustainable construction	02-12-2025	18-11-2025
Byggeri & Ejendomme nr. 41		09-12-2025	25-11-2025



## Anlæg & Maskiner

# News for Everyone in the Civil Engineering Sector

### Anlæg & Maskiner

Every Thursday, the second section Anlæg & Maskiner is published, focusing specifically on developments in the civil engineering sector.

We zoom in on current civil engineering projects and the general advancements in infrastructure, utilities, and public works.

The recurring themes in Anlæg & Maskiner include:

- Roads and Infrastructure
- Climate Protection and Sewerage

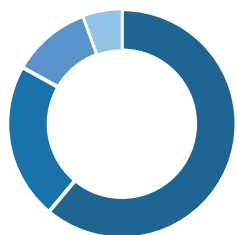
Published on Thursdays, 39 times a year

Circulation: 10,167

Print circulation and e-paper

### Distribution of Newsletter Readers

Newsletter Recipients: +3,878



- Contractors, Construction, and Civil Engineering
- Contractors, Parks & Forestry, Municipalities, Cemeteries
- Suppliers
- Construction Machinery
- others

	Theme	Publication	Deadline
Anlæg & Maskiner nr. 1		23-01-2025	09-01-2025
Anlæg & Maskiner nr. 2	Veje og infrastruktur – Roads and infrastructure	30-01-2025	16-01-2025
Anlæg & Maskiner nr. 3		06-02-2025	23-01-2025
Anlæg & Maskiner nr. 4		13-02-2025	30-01-2025
Anlæg & Maskiner nr. 5		20-02-2025	06-02-2025
Anlæg & Maskiner nr. 6	Klimasikring & Kloakering – Climate-proofing and Sewerage	27-02-2025	13-02-2025
Anlæg & Maskiner nr. 7		06-03-2025	20-02-2025
Anlæg & Maskiner nr. 8		13-03-2025	27-02-2025
Anlæg & Maskiner nr. 9		20-03-2025	06-03-2025
Anlæg & Maskiner nr. 10	Veje og infrastruktur   ANNONCETEST – Roads and infrastructure   Advertising test	27-03-2025	13-03-2025
Anlæg & Maskiner nr. 11		03-04-2025	20-03-2025
Anlæg & Maskiner nr. 12		10-04-2025	27-03-2025
Anlæg & Maskiner nr. 13		24-04-2025	10-04-2025
Anlæg & Maskiner nr. 14	Klimasikring & Kloakering – Climate-proofing and Sewerage	01-05-2025	16-04-2025
Anlæg & Maskiner nr. 15		08-05-2025	24-04-2025
Anlæg & Maskiner nr. 16		15-05-2025	01-05-2025
Anlæg & Maskiner nr. 17		22-05-2025	08-05-2025
Anlæg & Maskiner nr. 18	Veje og infrastruktur – Roads and infrastructure	12-06-2025	29-05-2025
Anlæg & Maskiner nr. 19		19-06-2025	04-06-2025
Anlæg & Maskiner nr. 20		26-06-2025	12-06-2025
Anlæg & Maskiner nr. 21		07-08-2025	24-07-2025
Anlæg & Maskiner nr. 22	Klimasikring & Kloakering – Climate-proofing and Sewerage	14-08-2025	31-07-2025
Anlæg & Maskiner nr. 23		21-08-2025	07-08-2025
Anlæg & Maskiner nr. 24		28-08-2025	14-08-2025
Anlæg & Maskiner nr. 25		04-09-2025	21-08-2025
Anlæg & Maskiner nr. 26	Veje og infrastruktur – Roads and infrastructure	11-09-2025	28-08-2025
Anlæg & Maskiner nr. 27		18-09-2025	04-09-2025
Anlæg & Maskiner nr. 28		25-09-2025	11-09-2025
Anlæg & Maskiner nr. 29		02-10-2025	18-09-2025
Anlæg & Maskiner nr. 30		09-10-2025	25-09-2025
Anlæg & Maskiner nr. 31	Klimasikring & Kloakering – Climate-proofing and Sewerage	16-10-2025	02-10-2025
Anlæg & Maskiner nr. 32		23-10-2025	09-10-2025
Anlæg & Maskiner nr. 33		30-10-2025	16-10-2025
Anlæg & Maskiner nr. 34		06-11-2025	23-10-2025
Anlæg & Maskiner nr. 35	Veje og infrastruktur – Roads and infrastructure	13-11-2025	30-10-2025
Anlæg & Maskiner nr. 36		20-11-2025	06-11-2025
Anlæg & Maskiner nr. 37		27-11-2025	13-11-2025
Anlæg & Maskiner nr. 38		04-12-2025	20-11-2025
Anlæg & Maskiner nr. 39	Klimasikring & Kloakering – Climate-proofing and Sewerage	11-12-2025	27-11-2025

# News for Contractors in Construction and Civil Engineering

## M-Xtra

M-Xtra is distributed every other Thursday in 2025, during odd weeks. The newsletter is primarily sent to contractors in construction and civil engineering, parks and roads, and cemeteries, but is also delivered to machinery dealers and suppliers of construction equipment and materials.

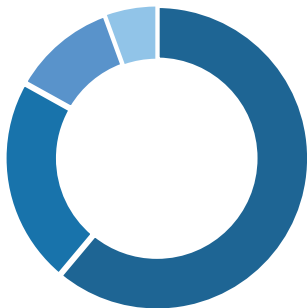
Published on Thursdays, 20 times a year.

Circulation: 10,167\*\*

\*\* Print circulation and e-paper

## Distribution of Newsletter Readers

Recipients: +3,991



- Contractors, Construction, and Civil Engineering
- Contractors, Parks & Forestry, Municipalities, Cemeteries
- Suppliers
- Construction Machinery
- Others



	Publication	Deadline
M-Xtra nr. 1	23-01-2025	09-01-2025
M-Xtra nr. 2	06-02-2025	23-01-2025
M-Xtra nr. 3	20-02-2025	06-02-2025
M-Xtra nr. 4	06-03-2025	20-02-2025
M-Xtra nr. 5	20-03-2025	06-03-2025
M-Xtra nr. 6	03-04-2025	20-03-2025
M-Xtra nr. 7	24-04-2025	10-04-2025
M-Xtra nr. 8	08-05-2025	24-04-2025
M-Xtra nr. 9	22-05-2025	08-05-2025
M-Xtra nr. 10	19-06-2025	04-06-2025
M-Xtra nr. 11	07-08-2025	24-07-2025
M-Xtra nr. 12	21-08-2025	07-08-2025
M-Xtra nr. 13	04-09-2025	21-08-2025
M-Xtra nr. 14	18-09-2025	04-09-2025
M-Xtra nr. 15	02-10-2025	18-09-2025
M-Xtra nr. 16	16-10-2025	02-10-2025
M-Xtra nr. 17	30-10-2025	16-10-2025
M-Xtra nr. 18	13-11-2025	30-10-2025
M-Xtra nr. 19	27-11-2025	13-11-2025
M-Xtra nr. 20	11-12-2025	27-11-2025

## Park & Anlæg

# For Landscape Gardeners, Municipalities, and Housing Associations

The magazine Park & Anlæg is published alongside Licitationen and targets a wide range of readers, including landscape gardeners, landscape architects, and cemetery staff, as well as municipal park and road departments, material yards, large property companies, housing associations, and residential organizations.

Total Circulation: 13,167\*

\*Print circulation and e-paper

	Publication	Deadline
Park & Anlæg No. 1	06-03-2025	20-02-2025
Park & Anlæg No. 2	12-06-2025	28-05-2025
Park & Anlæg No. 3	21-08-2025	07-08-2025
Park & Anlæg No. 4	20-11-2025	06-11-2025



## Arkbyg

# Exclusive Magazine for Architects, Developers, and Engineers

Arkbyg is an exclusive magazine aimed at architects, consulting engineers, developers, and contractors.

In Arkbyg, we feature engaging profiles of prominent industry figures and explore key trends and themes. Additionally, the magazine provides detailed coverage of Denmark's most notable projects and includes a focus on landscape architecture in each issue.

	Publication	Deadline
Arkbyg No. 1	24-01-2025	03-01-2025
Arkbyg No. 2	21-03-2025	28-02-2025
Arkbyg No. 3	23-05-2025	02-05-2025
Arkbyg No. 4	22-08-2025	01-08-2025
Arkbyg No. 5	24-10-2025	03-10-2025
Arkbyg No. 6	12-12-2025	21-11-2025

Circulation Figures: 10,043  
Print circulation and e-paper



## Insights into the Utilities Industry

The magazine Energy Supply provides insights into technology, machinery, and people, delivering news on new opportunities and trends in the utilities industry.

Each issue focuses on electricity supply, heating supply, recycling, wastewater, and water supply.

Energy Supply is published six times a year and is also distributed digitally at [energy-supply.dk](http://energy-supply.dk).

	Publication	Deadline
Energy Supply No. 1	05-02-2025	22-01-2025
Energy Supply No. 2	19-03-2025	05-03-2025
Energy Supply No. 3	28-05-2025	14-05-2025
Energy Supply No. 4	27-08-2025	13-08-2025
Energy Supply No. 5	01-10-2025	17-09-2025
Energy Supply No. 6	19-11-2025	05-11-2025

Total Circulation: 12,776  
Print circulation and e-paper



Hvem er Hvem

# Key Figures in the Construction Industry

HVEM ER HVEM is the construction industry's most comprehensive and essential reference guide. In this publication, Licitationen – Byggeriets Dagblad maps out the largest and most influential contractors, architects, and consulting engineers in the Danish construction and civil engineering sector.

The companies are presented with a description of their core business, providing an overview of key figures, contact details, and the latest financial indicators.

HVEM ER HVEM in the construction and civil engineering industry is also available digitally at [www.licitationen.dk/hvemerhvem](http://www.licitationen.dk/hvemerhvem), which is updated regularly. As a subscriber to Licitationen, you have access throughout the year.

Published on 19 June 2025

Deadline: 22 May 2025



# Get an overview of the leading companies in the construction industry

Byggeriets Top provides an overview of how the most influential companies in the construction industry are performing. We achieve this by categorizing the construction sector into 11 sub-industries, which include 230 Danish construction companies analyzed based on their current annual financial statements.

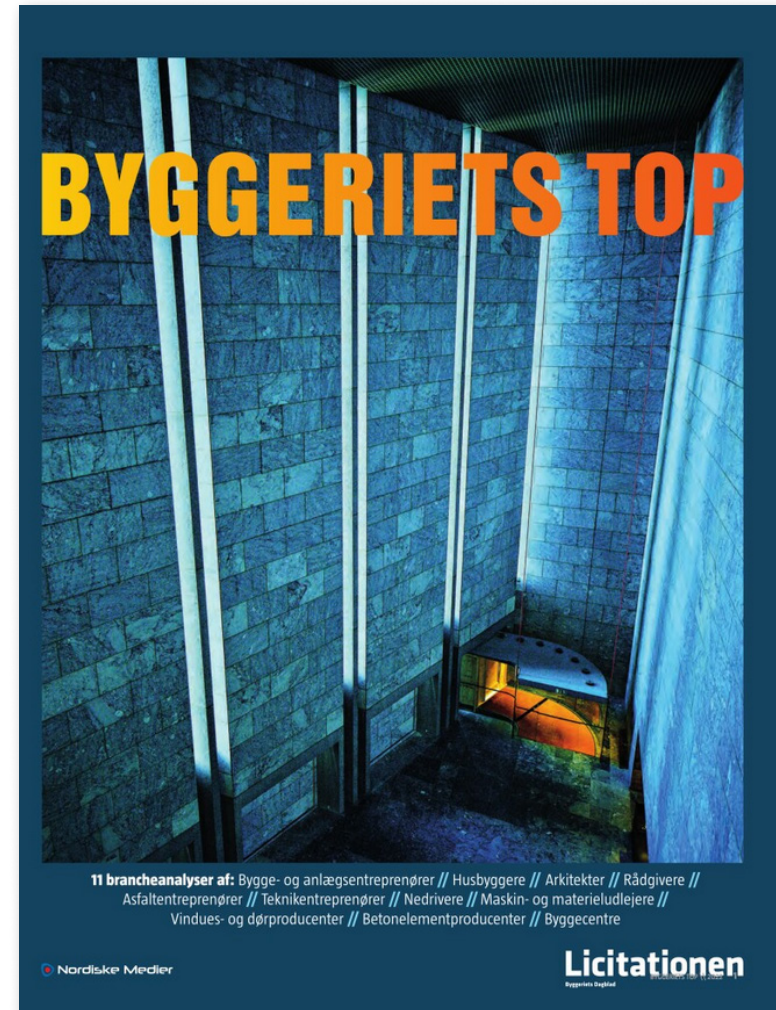
This industry segmentation allows for comparisons among peer companies within the same sub-industry. We focus on financial metrics such as revenue/gross profit, operating profit, profit before tax, equity, profit margin/return on assets, and number of employees in each sector.

At the end of the magazine, we present a comprehensive leaderboard, ranking all the companies from the 11 sub-industries based on their profit before tax.

Additionally, we include detailed financial metrics such as solvency ratio, return on equity, and profit before tax per employee.

Published on 30 October 2025

Deadline: 2 October 2025



Magasinet Bæredygtighed

# Stay Updated on Eco-Friendly Building Projects, Products, and Processes

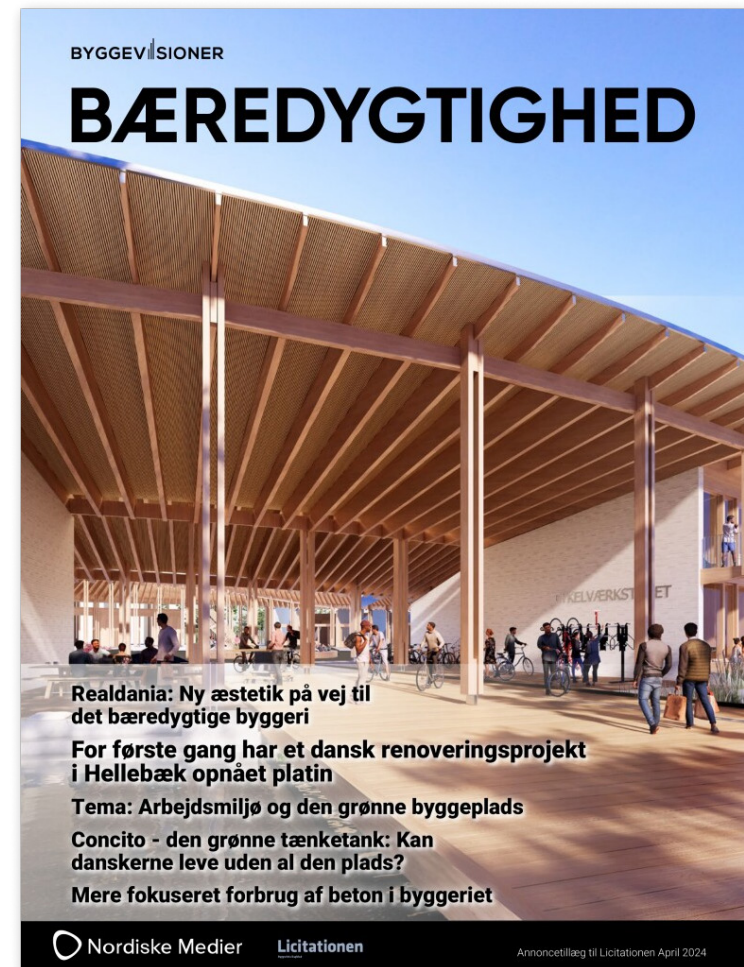
Gain Insight into the Green Transition Accelerating Across Danish Industry and Business.

Magasinet Bæredygtighed aims to inspire the construction industry in its ongoing development towards more sustainable solutions.

The magazine updates decision-makers in the construction sector on eco-friendly building practices, products, and processes. It focuses on sustainability requirements, flexible use options, material recycling, and energy neutrality.

Bæredygtighed is one of our most widely read magazines, highlighting the latest trends in the construction industry and guiding the way toward new developments.

Published twice a year.





Milepæle i arkitekturen

# Get close to the world's leading architects

In the magazine Milepæle i Arkitekturen, you get close to the world's leading architects through engaging interviews and in-depth profiles. We take you behind the scenes to explore the groundbreaking visions and innovative ideas behind some of the most iconic buildings. Our aim is to provide insights into the trends shaping modern architecture.

Publication date: 30 June 2025



Projektagenten

# Streamline Your Workflow with Projektagenten

Project monitoring can often be a lengthy and time-consuming process. That's why we've made it easy for you. With Projektagenten, you get a comprehensive overview of active construction projects and tenders across the Nordics—all consolidated into a single digital tool.

Projektagenten is an extension of Licitationen – Byggeriets Dagblad, part of the Nordiske Medier group. Since 1908, Licitationen has kept businesses updated on everything related to construction and architecture, ensuring industry players are ahead of the latest tenders in Denmark.

Projektagenten continues this legacy, providing a complete overview of new tenders and projects in the construction and civil engineering sectors. This enables you to find new business opportunities and secure relevant construction contracts.

Book a free demo of Projektagenten and experience how we can streamline your project monitoring with intuitive search functions, tailored notifications, and relevant information—all in one digital tool.



**PROJEKTAGENTEN**

EN DEL AF NORDISKE MEDIER

Building Awards

# The Construction and Civil Engineering Industry's Largest Awards Show

Building Awards is the gathering point for the construction and civil engineering industry. Here, the biggest and most innovative players in the sector come together as Licitationen celebrates the companies, individuals, and projects that have set new standards for Danish construction.

Building Awards kicks off in March with the opening of nominations for various categories and culminates in November with the year's awards show. This event brings the industry together to be inspired, network, and discover the winners.

At Building Awards, participation is not limited to guests or nominees. We offer various types of collaborations and partners who contribute to enhancing visibility in the industry and making a mark in specific sector areas.

Would you like to help lay the foundation for Denmark's future?  
Learn more about your opportunities by emailing: [salg@nordiskemedier.dk](mailto:salg@nordiskemedier.dk)

**BUILDING AWARDS**  
Licitationen Byggeriets Dagblad

**Building Awards**  
- Ansvar for en fælles fremtid  
Licitationen

# Print Formats

## A. Full Page Ad

Format: W: 546 x H: 365 mm  
 Main Newspaper ..... DKK 39,850  
 2nd Sections..... DKK 49,850

## B. back Page

Format: W: 266xH: 365 mm  
 Main Newspaper ..... DKK 9,850  
 2nd Sections..... DKK 23,450

## C. Full Page

Format: W: 266xH: 365 mm  
 Main Newspaper ..... DKK 23,450  
 Trade Magazine/  
 Special Edition.Kr ..... DKK 29,950

## D. 1/2 Page Landscape

Format: W: 266xH: 180 mm  
 Main Newspaper ..... DKK 15,450  
 Trade Magazine/  
 Special Edition..... DKK 19,450

## E. 1/2 Page Portrait

Format: W: 131xH: 365 mm  
 Main Newspaper ..... DKK 15,450  
 Trade Magazine/  
 Special Edition..... DKK 19,450

## F. 1/4 page

Format: W: 131xH: 180 mm  
 Main Newspaper ..... DKK 9,950  
 Trade Magazine/  
 Special Edition..... DKK 11,950

## G. Block Ad

Format: W: 86xH: 100 mm  
 Front page ..... DKK 8,150  
 Back Page ..... DKK 5,150

## H. Banner Ad

Format: W: 266xH: 100 mm  
 Back Page ..... DKK 9,950  
 Special Edition-  
 Front Page ..... DKK 9,950  
 Theme/Trade Magazine-  
 Special Edition -  
 Front Page ..... DKK 11,950

## Theme/Trade Magazine/Special Edition

Front Page ..... DKK 8,150  
 Text page in Main Newspaper  
 DKK 4.650  
 Text page in Trade Magazine/  
 Special Edition..... DKK 6,350

## Prices for other formats

Per column-mm (including color)  
 4-page insert: ..... DKK 69,850  
 8-page insert: ..... DKK 89,850  
 12-page insert: ..... DKK 99,850

## main Newspaper

text page Ads  
 min. 100 mm..... DKK16  
 Creative Ad Formats ..... DKK 21

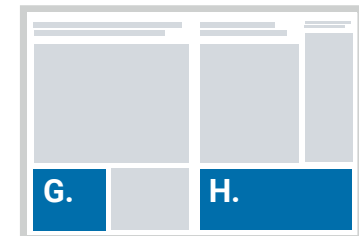
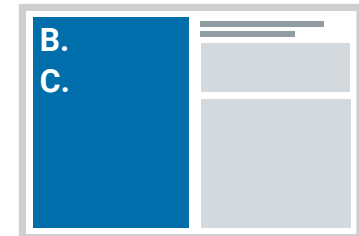
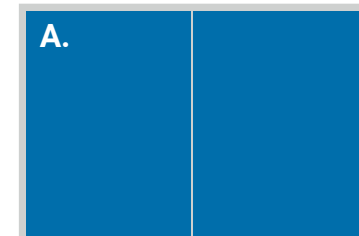
## Trade Magazine

Text page Ads  
 min. 100 mm. .... DKK 22  
 Creative Ad Formats ..... DKK 26

Prices are for finished print-ready material and exclude VAT. Ad production includes 1 proof and starts at ..... DKK 600

## Discounts

If you wish to order multiple ads, please contact us for a favorable arrangement. Kindly refer to the contact information on the last page.



All prices are excluding VAT unless otherwise stated. We reserve the right to correct typographical errors and adjust prices. **For technical specifications** and conditions, please refer to the end of the media information.

# Print Formats - Trimmed Size

## Formats for Magasinet Forsyning og Park & Anlæg

### A. Full Spread

Format: W: 520 x H: 360 mm

### B. Full Page to Edge

Format: W: 260 x H: 360 mm

### C. Full Page

Format: W: 240 x H: 330 mm

### D. Half Page Landscape

Format: W: 240 x H: 163 mm

### E. Half Page Portrait

Format: W: 118 x H: 330 mm

### F. Quarter Page

Format: W: 118 x H: 163 mm

### G. Block Ad

Format: w: 57 x H: 67 mm

### Material Requirements

The format can extend to the edge and must be received with a 5 mm bleed, but without crop marks.

## Specialist Magazine

Tect page Ads

min. 100 mm..... DKK 22

Creative Ad Formats..... DKK 26

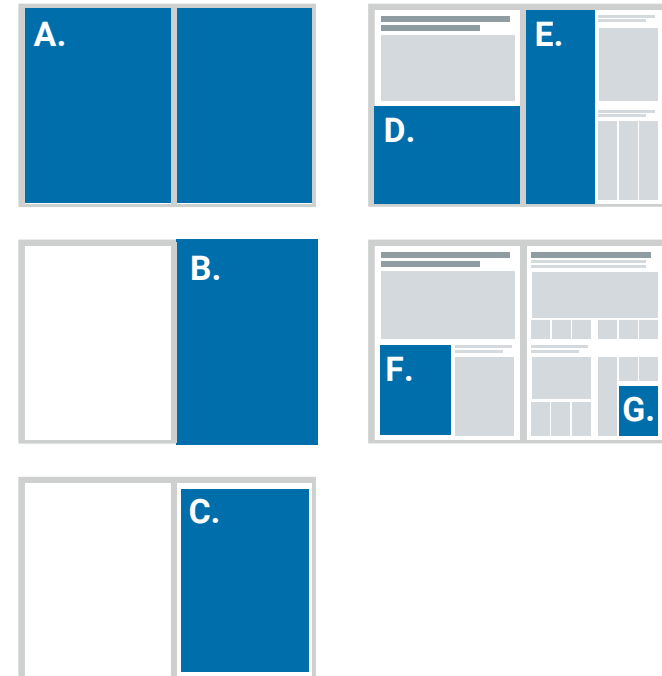
Prices are for ready-to-print material and exclude VAT. Ad production includes 1 proof at ..... DKK 600.

### Discounts

If you wish to order multiple ads, please contact us for a favorable arrangement. Please refer to the contact information on the last page.

All prices are excluding VAT, unless otherwise stated. We reserve the right for printing errors and price adjustments.

**For technical specifications** and conditions, see the end of the media information.



# Magazine Formats

## A. Full Spread

Format: W: 430xH: 285 mm  
DKK 39,850

## B. Full Page

Format: W: 215xH: 285 mm  
DKK 29,950

## C. Quarter Page

Format: W: 93 x H: 125 mm  
DKK 11,250

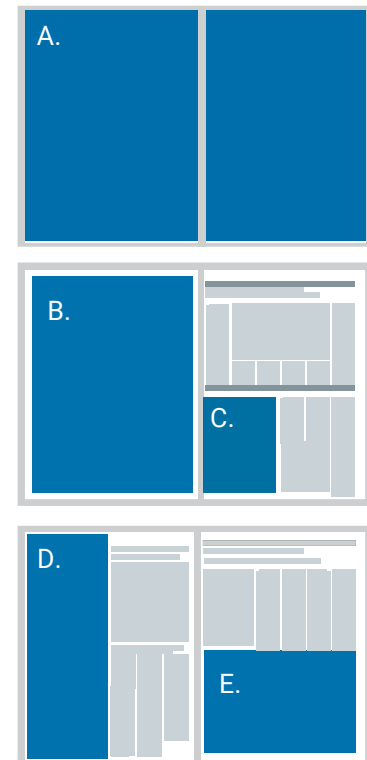
## D. Half Page Vertical

Format: W: 93 x H: 255 mm  
DKK 18,450

## E. Half Page Horizontal

Format: W: 190 x H: 125 mm  
DKK 18,450

Material: Full pages and spreads can bleed to the edge and must be submitted with a 5 mm bleed, but without crop marks.



# Technical Specifications - Print

## Material

Send materials to:  
materiale@licitationen.dk

## Reimbursement

Material reimbursement by arrangement, up to a maximum of 5%.

## Reproduction

If Nordiske Medier does not receive fully completed advertising material, the completion of the material will be billed at DKK 0.50 per mm.

## Formats

Newspaper Format.....	Tabloid
Column Height.....	365 mm
1 Columns.....	41 mm
2 Columns.....	86 mm
3 Columns.....	131 mm
4 Columns.....	176 mm
5 Columns.....	221 mm
6 Columns.....	266 mm
Full Page.....	266x365 mm
Double Page Spread (Spread).....	546x365 mm
Paper Quality (Newspaper).....	49 gram
Number Of Columns.....	6

\*Full Bleed..... Not possible  
\*For special supplements: 5 mm bleed, but without crop marks.

## Specifications

Layout file: Adobe IDML file InDesign, packaged with all links.

## PDF

PDF file produced with Acrobat Distiller, including

all fonts, images, graphics, and colors defined as CMYK (job settings for Acrobat Distiller can be requested). Additionally, please refer to the Industry Standard for Digital Advertising Material agreed upon by DRRB, DFF, and DDPFF. Various descriptions, settings files, etc., can be found at [www.kankanikke.dk](http://www.kankanikke.dk).

## Images/Illustrations/Graphics

Color: All Photoshop formats at least 200 dpi.  
Black & White: All Photoshop formats at least 200 dpi.  
Line Art: .eps and .ai.  
.tiff, .eps, and .jpg: At least 600 dpi.  
The "overprint" function must not be used.

## Colors

CMYK-defined (RGB and Pantone will be converted to CMYK).

## Claims regarding color ads

For color ads, the newspaper assumes no responsibility for minor deviations from the original material's colors.

The newspaper reserves the right to reject complaints about ads where the material was previously noted as less suitable for reproduction or where the submission deadline has been missed.

## Compression

Stuffit, Zip.

## Other Conditions

Please refer to our terms and conditions at [www.nordiskemediehus.dk/kontakt/handelsbetingelser-og-privatlivspolitik/](http://www.nordiskemediehus.dk/kontakt/handelsbetingelser-og-privatlivspolitik/) or consult the email from your representative.

[www.nordiskemediehus.dk/kontakt/handelsbetingelser-og-privatlivspolitik/](http://www.nordiskemediehus.dk/kontakt/handelsbetingelser-og-privatlivspolitik/) or consult the email from your representative.

## Deadlines and Material Submission

If materials are submitted later than the agreed deadlines or if technical specifications are not met, Nordiske Medier cannot guarantee that the campaign will be executed in the agreed period

## Technical Specifications

Technical specifications can be found at [www.nordiskemediehus.dk/licitationen/](http://www.nordiskemediehus.dk/licitationen/)  
It is possible to make changes or cancel ads up to 4 weeks before the campaign date without charge. If changes are made to the campaign period or the order is cancelled later than 4 weeks before the start of the campaign date, 50% of the order amount will be charged. If changes are made or the booking is cancelled 7 days or less before the start of the campaign date, the full order amount will be charged.

Såfremt der foretages ændringer af kampagneperiode eller ordren annulleres senere end 4 uger før kampagnedatoens start, betales 50% af ordrens beløb. Foretages ændringer eller annulleres bookingen 7 dage eller senere før kampagnedatoens start, betales hele ordrens beløb.

## General Terms and Conditions

The general terms and conditions can be found at [www.nordiskemediehus.dk/contact/terms-and-conditions-and-privacy-policy-en/](http://www.nordiskemediehus.dk/contact/terms-and-conditions-and-privacy-policy-en/) or via email from your consultant.

# Nordiske Medier

At Nordiske Medier, we want our customers to be happy and satisfied. Therefore, we are ready to assist you with any questions regarding subscriptions, advertising, memberships, newsletters, invoices, or anything else you may need.

## Contact Us

Phone: +45 7228 6970

Email: [info@nordiskemedier.dk](mailto:info@nordiskemedier.dk)

## Phone Support

Open weekdays from 8:00 AM to 3:00 PM

## Sales Department

If you wish to purchase a subscription or are curious about our other products, you can contact our sales department directly at [salg@nordiskemedier.dk](mailto:salg@nordiskemedier.dk).

## Addresses

Nordiske Medier A/S Mimersgade 47, 5th Floor DK-2200 Copenhagen N Denmark	Nordiske Medier A/S Gunnar Clausens Vej 34 DK-8260 Viby J Nordiske Medier A/S	Østre Havnegade 63-65 DK-9000 Aalborg Nordiske Medier A/S Havnegade 29, 2. sal	DK-5000 Odense C
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[www.nordiskemedier.dk](http://www.nordiskemedier.dk)  
CVR: 10150825

