

Media plan

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· Aftg. 13

· Magasinet om boligpolitik, planlægning og projekter i byggebranchen. Udgiver: Odsgard as, Stationsparken 25, 2600 Glostrup, tlf. 43 43 29 00

BYGGERI

boligpolitik · planlægning · projekt

Othello -et rundt plejecenter

Issue dates & features

NO. 1 – 22 FEBRUARY WEEK 8

Deadline 29 January

- IT
- Roofing
- Insulation
- TUN BYG 2010 – Fredericia, 16-19 March

NO. 2 – 29 MARCH WEEK 13

Deadline 8 March

- Renovation
- Facades
- IRUM (indoors)

NO. 3 – 26 APRIL WEEK 17

Deadline 6 April

- Kitchen and bath
- Windows, doors and gates
- Wood
- Lighting

NO. 4 – 25 MAY WEEK 21

Deadline 28 April

- IT
- Roofing
- IRUM (indoors)
- Indoor climate

NO. 5 – 23 JUNE WEEK 25

Deadline 31 May

- Renovation
- Facades
- Concrete
- "Gulvmessen" (floor fair) – Herning, 24-26 August

NO. 6 – 30 AUGUST WEEK 35

Deadline 30 June

- IT
- Wood
- Low-energy
- IRUM (indoors)

NO. 7 – 27 SEPTEMBER WEEK 39

Deadline 6 September

- Roofing
- Insulation
- Lighting

NO. 8 – 25 OCTOBER WEEK 43

Deadline 1 October

- Kitchen and bath
- Renovation
- Facades
- Fire and safety

NO. 9 – 22 NOVEMBER WEEK 47

Deadline 29 October

- IT
- Windows, doors and gates
- Concrete
- IRUM (indoors)

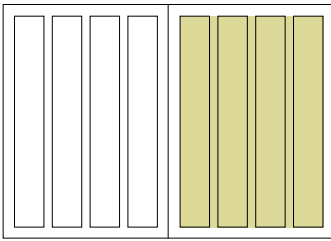
NO. 10 – 17 DECEMBER WEEK 50

Deadline 24 November

- Wall, floor and ceiling
- Lighting
- "Building project of the year" 2010

Ad information

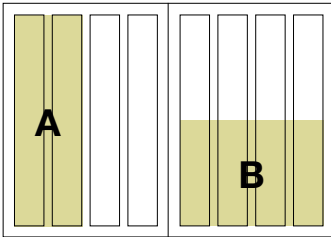
Sizes and prices



1/1 page Price b/w **17,800 DKK**

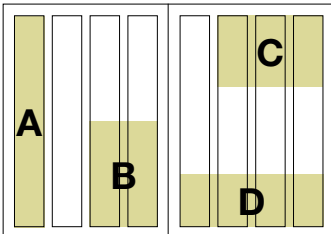
Width x height:
176 x 262 mm

To the edge (cut):
210 x 297 mm
+ 3 mm on all 4 sides



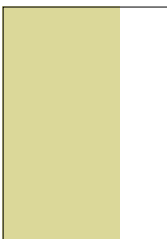
1/2 page Price b/w **9,800 DKK**

Width x height:
A: 86 x 262 mm
B: 176 x 128 mm



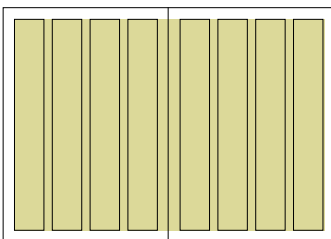
1/4 page Price b/w **5,500 DKK**

Width x height:
A: 41 x 262 mm
B: 86 x 128 mm
C: 131 x 86 mm
D: 176 x 65 mm



Back page
Price b/w **18,900 DKK**

To the edge (cut),
width x height:
150 x 297 mm
+ 3 mm on 3 sides; top, bottom
and left



Double page (Spread)
Price b/w **30,450 DKK**

Width x height:
385 x 262 mm

To the edge (cut):
420 x 297 mm
+ 3 mm on all 4 sides

Discount

3 - 4 placements ±15%
5 - 7 placements ±20%
8 or more placements..... ±25%

The ads must be ordered at the same time and inserted within one year. No discount on colour surcharges.

Colour and placement surcharge

1 colour: 1,200 DKK
2 colours: 2,400 DKK All colours must be CMYK-separated.
3 colours: 3,600 DKK No discount on colour surcharges.

Placement surcharge: Page 7: +10%, page 9: +5%.

Inserts

Please call for special quotation.

General information

All prices are based on hi-res CMYK-separated PDF-file, delivered on CD or by e-mail: ads@odsgard.dk

All prices are exclusive VAT and possible artwork.

Recommended resolution: 100 pixel per cm (254 dpi).

Proof or proof print must always be enclosed; otherwise the publisher will not undertake any responsibility.

The publisher undertakes no responsibility for material handed in too late, as well as strikes and other kinds of force majeure cannot lead to the publisher being liable in any damages.

A 5% reimbursement is granted for information/guarantees/completely ready material provided by approved advertising/media agencies. Inserts and colour surcharges are exempt from reimbursement.

"Byggeri" is distributed by CPH Post Centre based on material from BAS (the Building Trade's Address Service).

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We ingratiate ourselves only with impartiality

“Byggeri” informs widely about the facts of the building industry – without sucking up to anything but impartiality.

However, we screen our information sharply in order to bring only what is interesting and new to our target readers who are the wide range of leaders in the building, home, and estate industries together with businesses and opinion-formers with a special interest in this line of work.

These people are busy and we respect that. A magazine must communicate with its target readers – see eye to eye and speak the same language as they do.

“Byggeri” is the chosen trade magazine and it shall remain that way.



Klaus Tøttrup, chief editor
kt@odsgard.dk



"Byggeri" - Circulation	Number	%
Firms of architects and engineers	2,681	34.6
Contractors	1,358	17.5
Supplier companies	1,206	15.6
DIY centres, plumbing and heating services	672	8.7
Larger companies with own property/architects offices	622	8.0
Organizations and individuals	527	6.8
Kitchen manufactures and suppliers	321	4.2
Housing associations	252	3.3
Technical management, etc.	104	1.3
Total	7,743	100.0



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Controlled net distribution according to the Danish Audit Bureau of Circulation from 1/7-2008 to 30/6-2009: 7,743 copies