

Media plan

2 0 1 0

# Puff

Fagblad for trælast og byggemarkeder  
Nr. 2 - 10. marts 2009

## Stark sætter fokus på godt håndværk

- Mystery shopping kommet for at blive
- Berner åbner ny webshop

# Issue dates & features

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## **NO. 1 – 9 FEBRUARY WEEK 6**

### **Deadline 18 January**

- Wall, ceiling and floor materials
- Facades

## **NO. 2 – 9 MARCH WEEK 10**

### **Deadline 8 February**

- TUN BYG 2010 – Fredericia, 16-19 March

## **NO. 3 – 16 APRIL WEEK 15**

### **Deadline 22 March**

- Hardboard, laminated wood and wholesale timber trade
- Staircases

## **NO. 4 – 11 MAY WEEK 19**

### **Deadline 14 April**

- Roofing
- Clothing and safety shoes

## **NO. 5 – 1 JUNE WEEK 22**

### **Deadline 3 May**

- Windows, doors and gates
- Terraces and parking stones and tiles

## **NO. 6 – 22 JUNE WEEK 25**

### **Deadline 31 May**

- Shop furniture, IT and store security
- Joint filling materials

## **NO. 7 – 3 SEPTEMBER WEEK 35**

### **Deadline 12 August**

- Roofing
- Energy saving products

## **NO. 8 – 1 OCTOBER WEEK 39**

### **Deadline 8 September**

- Hardboard, laminated wood and wholesale timber trade
- Lighting

## **NO. 9 – 29 OCTOBER WEEK 43**

### **Deadline 6 October**

- Insulation materials
- Windows, doors and gates

## **NO. 10 – 19 NOVEMBER WEEK 46**

### **Deadline 25 October**

- Wall, ceiling and floor materials
- Fasteners, fittings, nails, screws and tools

## **NO. 11 – 17 DECEMBER WEEK 50**

### **Deadline 25 November**

- HWS, tiles and bathroom equipment
- Shop furniture, IT and store security

Subject to change without prior notice.

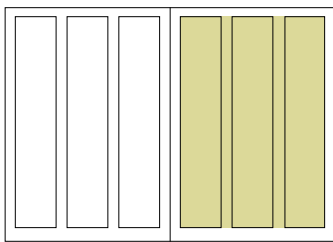
## Consultancy

Our advertising department gives professional advice the highest priority. We have a solid foundation for a thorough counselling regarding advertising. Of course we can also help with the actual artwork.

Call +45 43 43 29 00 and ask for the sales department.

# Ad information

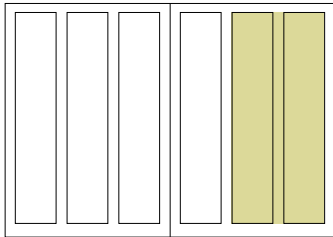
## Sizes og prices



**1/1 page** **11,850 DKK**  
Price b/w

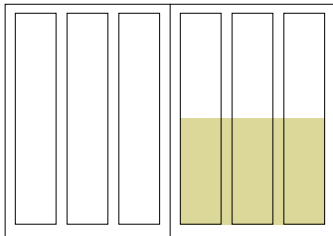
Width x height  
185 x 262 mm

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



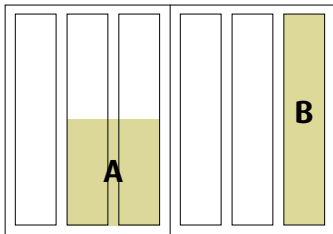
**2/3 page** **9,500 DKK**  
Price b/w

Width x height  
122 x 262 mm



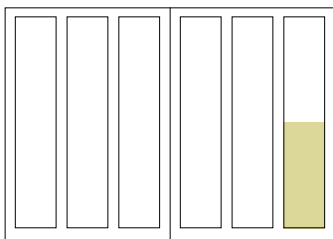
**1/2 page** **8,000 DKK**  
Price b/w

Width x height  
185 x 128 mm



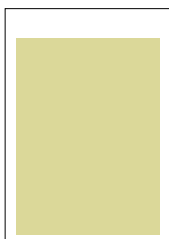
**1/3 page** **5,150 DKK**  
Price b/w

Width x height  
**A:** 122 x 128 mm  
*or*  
**B:** 58 x 262 mm



**1/6 page** **2,700 DKK**  
Price b/w

Width x height  
58 x 128 mm



**Back page** **11,600 DKK**  
Price b/w

Please contact us  
for the exact measures

## Colour and placement surcharge

1 colour: 1,145 DKK  
2 colours: 2,290 DKK  
3 colours: 3,435 DKK

All colours must be CMYK-separated.  
No discount on colour surcharges.

Placement surcharge: Page 5: +10%, page 7: +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](mailto: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.

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

Media advisors:

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# Puff

Double pages (spreads) and special sizes by agreement.

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Tel. +45 43 43 29 00 · Telefax +45 43 43 13 28 · [www.odsgard.dk](http://www.odsgard.dk)

# With a strong focus

After 30 years "Puff" is still the magazine that describes the development within the timber and DIY business.

From the very beginning also the public companies in the business have found it right to inform "Puff" the same way they do the stock exchange.

"Puff" has managed to keep the balance that is needed in a close collaboration and has often been the first when it comes to trends and news which other trade magazines do not prioritize the same way that a niche specific media like "Puff" does.

3-5 journalists are assigned to each edition in order to assure a professional content and topicalities.

"Puff" is simply a "must"...



Peter Odsgard, chief editor  
puff@odsgard.dk



"Puff" Circulation	Number	%
Timber trade and DIY centres	1,441	78.2
Suppliers to the above	279	15.1
Individuals/Organizations	94	5.1
Foreign suppliers/Organizations	29	1.6
<b>Total</b>	<b>1,843</b>	<b>100.0</b>

