

# TELEKOMMUNIKATION

DATA • TALE • VIDEO

Magasin om data, tale og video

Nr. 1 · 15. marts 2011 · 14 årgang



Nu i større format & oplag 15.896



Udnyt tiden bedre s. 5



Teleselskaberne halter bagefter s. 15



Headset øger effektiviteten s. 36

**OBS!**  
New size...  
From A4 to tabloid.  
Larger circulation:  
15,896



## International fibergigant

**MTS-4000**  
Meget mere end en OTDR!

BEST TEST

- Stort udvalg af OTDR moduler
- Powermeter og lyskilde indbygget
- Selektivt powermeter til G-PON systemer
- Optisk inspektion og pass/fail efter IEC standard
- Test af IP-TV og IP telefoni

JDSU

www.btdtelegpc.dk

brother  
at your side

OPNÅ

# 141%

brother141.dk

Hvor svært kan det være?

44 88 00 50.

TRIO

# Issue dates & features

**NO. 1 – 15 MARCH WEEK 11**

**Deadline 22 February**

- Mobile Telephony
- Broadband in antenna and housing associations
- Network Security

**NO. 2 – 29 APRIL WEEK 17**

**Deadline 4 April**

- Video Conferences
- Unified Communications
- Optical Communications

**NO. 3 – 10 JUNE WEEK 23**

**Deadline 17 May**

- Virtualization and Cloud Computing
- Contact Centers
- Wireless Networks (WiFi, WiMAX, Bluetooth, etc.)

Subject to change without prior notice.

## Consultancy

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

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

## IT-advertising

"Telekommunikation" has its own section on the platform [www.ue.dk](http://www.ue.dk). The daily updating of news gives you a good possibility to market your products and services to a very attractive group. Your adverts can also be included in Telekommunikation Newsletter.

Call Michael Staal at +45 46 93 66 21 to find out how you become visible on [www.ue.dk](http://www.ue.dk).

**NO. 4 – 9 SEPTEMBER WEEK 36**

**Deadline 19 August**

- Storage and Printers
- Unified Communications
- Mobile Broadband

**NO. 5 – 19 OCTOBER WEEK 42**

**Deadline 26 September**

- Surveillance of buildings, machines and networks
- Fiber-to-the-home
- Test and Measurements

**NO. 6 – 29 NOVEMBER WEEK 48**

**Deadline 8 November**

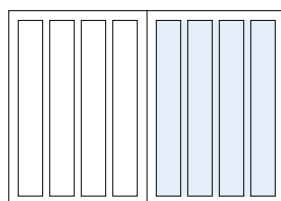
- Unified Communications
- Virtualization and Cloud Computing
- Network Security

**OBS..! Notice the new size...**  
**From A4 to tabloid and even larger circulation: from 6,100 to 15,896 copies.**

The image shows two covers of the magazine 'Telekommunikation'. The top cover is A4 size, dated March 15, 2011, with a circulation of 6,100. The bottom cover is tabloid size, dated October 19, 2010, with a circulation of 15,896. Both covers feature the title 'TELEKOMMUNIKATION' and various articles like 'Udnyt tiden bedre' and 'Teleselskaberne holder baget'.

# Ad information

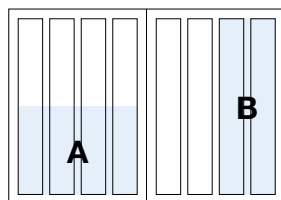
## Sizes and prices



### 1/1 page

Width x height  
256 x 370 mm

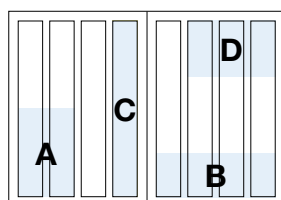
Price b/w  
**17,950 DKK**



### 1/2 page

Width x height  
**A:** 256 x 176 mm  
**B:** 124 x 356 mm

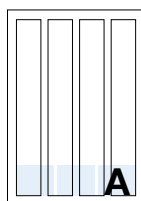
Price b/w  
**11,300 DKK**



### 1/4 page

Width x height  
**A:** 124 x 176 mm  
**B:** 256 x 86 mm  
**C:** 58 x 356 mm  
**D:** 190 x 116 mm

Price b/w  
**7,900 DKK**

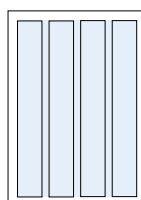


### Front page-spot

Width x height  
1xA: 82 x 75 mm  
2xA: 170 x 75 mm  
3xA: 256 x 75 mm

Price b/w

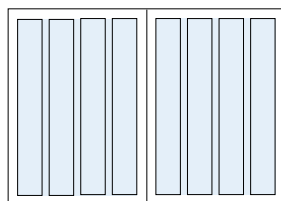
**5,000 DKK**  
**8,900 DKK**  
**11,300 DKK**



### Back page 1/1 side

Width x height  
256 x 370 mm

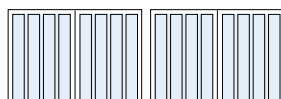
Price b/w  
**19,950 DKK**



### Double pages

Please call for correct size

Price b/w  
**29,000 DKK**



### 4 continuous 1/1 pages

Please call for correct size

Price b/w  
**45,000 DKK**

## Discount

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

**NEW - Cross media discount!** We can offer a discount, when advertising in one or more of our magazines: PackMarkedet, Lager & Transport Logistikmagasinet, Byggeri, BygTek, Mester & Svend, Puff and Telekommunikation.

Ads must be ordered at the same time and published within 12 month. The discount does not include colour surcharge.

## Colour and placement surcharge

1 colour:	1,600 DKK	
2 colours:	3,200 DKK	All colours must be CMYK-separated.
3 colours:	4,000 DKK	No discount on colour surcharges.

Placement surcharge: Page 2, 5 or 7: +10%.

## 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.

Media advisor:  
Michael Staal, [staal@odsgard.dk](mailto:staal@odsgard.dk), tel. +45 46 93 66 21

# TELEKOMMUNIKATION

Magazine about data, voice and video

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# At the same wavelength as the customers

Telecommunications is among the most innovative and dynamic sectors in Danish business. The players in the industry are therefore looking for inspiration and knowledge about new, effective solutions and further development of existing systems in the "Telekommunikation" magazine.

"Telekommunikation" writes about data, voice and video and is intended primarily for decision makers, IT managers, network managers, purchasers of telecommunications and data services both in the private and public sector, telecommunications, mobile and internet operators, installers and antenna and housing associations etc.

Through active and investigative journalism through 14 years "Telekommunikation" focuses on industry's political and economic environment, and the magazine has its finger on the pulse when it comes to the latest products, systems and vision for effective solutions.

As an advertiser you have the opportunity to communicate at the same wavelength as your customers and become a part of this unique forum at a very competitive price.



Per Danielsen, editor  
redaktion@telekommunikation.dk

"Telekommunikation" circulation	Number	%
Businesses with more than 30 employees	12,105	76
Antenna and housing associations	2,026	13
Suppliers within this industry	914	6
Public institutions	517	3
Telecommunication, cellular and internet operators/fitters	334	2
<b>Total</b>	<b>15,896</b>	<b>100,0</b>



Odsgard Media publishes the trade journals Byggeri, BygTek, Mester & Svend, Puff, Telekommunikation, Elektronik & Data, Lager & Transport and PackMarkedet.

