

# **BERLINGSKE PRICE LIST 2017 DENMARK**



# Price of text pages

(PRICE DKK PER MILLIMETER INCLUDING 4 COLOURS)

## Section 1

	WEEKDAYS	SUNDAY
0-525 mm	86.00	101.60
526-1094 mm	79.00	93.30
1095-2189 mm	74.80	88.50
2190+ mm	57.60	68.10

## Business, Rejseliv (Travel) & B Kultur & Livsstil (Culture and Lifestyle)

	WEEKDAYS	SUNDAY
0-525 mm	78.50	92.50
526-1094 mm	72.00	85.20
1095-2189 mm	68.30	80.50
2190+ mm	52.30	62.00

Information about standard format for text pages at page 17

## Surcharge for placement

Page 2 and 3**	+30%
Page 3	+14%
Page 5***	+12%
Page 7****	+10%
Page 9	+7%
Other orders	+5%
Panorama*****	+5%

\*\*If a double-page spread on Page 2-3 has been sold, the remaining content of those pages will be moved 2 pages further on in the section. The advertiser renounces all claims for compensation in this instance.

\*\*\*Page 5 can not be booked in section 1 and Ejendomme.

\*\*\*\*Page 7 can not be booked in Rejseliv (Travel), Kultur og Magasin.

\*\*\*\*\*Panorama can be placed over all spreads, we recommend that you use the center spreads. Material:


1 piece W 547 mm x H (75 mm, 100 mm, 175 mm og 365 mm).

Deadline: 5 weekdays prior to insertion.

## Other supplements

	WEEKDAYS	SUNDAY
0-525 mm	72.50	85.70
526-1094 mm	66.70	79.00
1095-2189 mm	63.00	74.80
2190+ mm	48.50	57.60

## Regular and permanent supplement every day of the week



**Section 1**  
181.000 readers /

**Permanent section**  
monday-saturday

**Business**  
147,000 readers /

**B Kultur & Livsstil**  
(Culture and Lifestyle)  
132.000 readers /

Source: Index/DK 1H 2016

## Contact:






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Pilestræde 34  
DK - 1147 Copenhagen K  
[www.berlingskemedi.dk](http://www.berlingskemedi.dk)

Jakob Henningsen / [jakh@berlingskemedi.dk](mailto:jakh@berlingskemedi.dk) / +45 25 34 90 66



# B Søndag (B Sunday)

(PRIS KR. INKL. 4 FARVER)

	FORMAT	PRIS
 Double-page spread 2/1	460 mm x 297 mm*	131,300.-
 Double-page spread 2/1 1/2	230 mm x 148 mm*	80,900.-
 Full page	230 mm x 297 mm*	80,900.-
 Half page, wide format	230 mm x 148 mm*	50,300.-
 Half page, high format	115 mm x 297 mm*	50,300.-

\* Advertisements to the edge – 5 mm will be added for cutting, on all four sides, and will include visible cropping marks. Text and graphics in the advertisement must be positioned a minimum of 10 mm within the cutting guides. Thereafter, all technical requirements comply with our standard conditions.

## Surcharge for placement

1. Spread	+ 30%
2. Spread	+ 25%
3. Spread	+ 20%
4. Spread	+ 15%
Page 2	+ 14%
Page 5	+ 12%
Page 7	+ 10%
Other right pages	+ 5%
Back page	+ 10%
Inside the back	+ 5%

If a double-page spread has been sold the remaining content of those pages will be moved 2-8 pages further on in the section. The advertiser renounces all claims for compensation in this instance.



## Creative possibilities

- Flap
- Several successive pages







# Berlingske Business Magasin (Magazine)

(PRICE DKK INCLUDING 4 COLOURS)

## Text pages

BUSINESS GROUP

► TLF +45 25 45 63 30

	FORMAT	PRICE
 Double-page spread 2/1	460 mm x 297 mm*	107,600.-
 Full page	230 mm x 297 mm*	68,300.-
 Half page, wide format	230 mm x 148 mm*	37,700.-
 Half page, high format	115 mm x 297 mm*	37,000.-

\* Advertisements to the edge – 5 mm will be added for cutting, on all four sides, and will include visible cropping marks. Text and graphics in the advertisement must be positioned a minimum of 10 mm within the cutting guides. Thereafter, all technical requirements comply with our standard conditions.

## Surcharge for placement

Page 2 and 3	+ 30%
Page 3	+ 14%
Page 5	+ 12%
Page 7	+ 10%
Page 9	+ 7%
Back page	+ 10%
Other orders	+ 5%

If a double-page spread on Page 2-3 has been sold, the remaining content of those pages will be moved 2 pages further on in the section. The advertiser renounces all claims for compensation in this instance.



## Creative possibilities

- Several successive pages
- Flap
- Sticking on of promotional goods (specimens/testers, etc.)
- Other creative formats

Berlingske Business Magasin  
279.000 readers /

Source: Index/DK 1H 2014

## Deadlines

- Order deadline 3 weeks prior to release/Friday
- Material deadline 2 weeks prior to release/Friday

## Publications 2017

Friday	April 28	Talent 100
Friday	June 02	Guld Image (Gold Image)
Friday	September 15	Danmarks 100 rigeste (The 100 richest in Denmark)
Friday	October 13	Kvinder (Women)
Friday	November 10	Guld1000 (Incl. CFO of the Year)



# Post it

(PRICE IN DKK INCLUDING 4 COLOURS)

## POST IT ADVERTISEMENT

Berlingske offers its advertisers the opportunity to place their advertisement in a creative and sensational format on the front page of the newspaper.

Pr. Unit (incl. frontpageadvertisement) 1,-

If both BT and Berlingske is booked

- further 15% reduction.

### Specifications\*

Edition: Min 25.000 units  
Format: 76 mm x 60 mm  
76 mm x 76 mm

Order: Min. 5 weeks prior  
Material: Min 4 weeks prior

Post-its need to be approved  
by editorialdepartment

\* The stated prices and specifications applies  
a post it standard solution and can vary  
depending on design, material and edition.













# Permanent placements

(PRICE DKK INCLUDING 4 COLOURS)

## SECTION 1


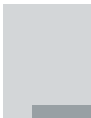
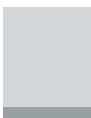

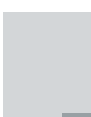



		WEEKDAYS	SUNDAY
	Front page button 86 mm x 50 mm	26,300.-	31,900.-
	Front page button 176 mm x 50 mm	52,300.-	64,100.-
	Front page button 266 mm x 50 mm	78,600.-	96,000.-
	Page 6 button 266 mm x 50 mm	33,900.-	41,600.-
	Page 6 button 266 mm x 75 mm	42,500.-	51,900.-
	Page 8, Domestic 86 mm x 365 mm	68,500.-	80,800.-
	Page 8, Domestic 131 mm x 365 mm	96,000.-	107,300.-
	Back page 60 mm x 75 mm	22,200.-	24,400.-



# Permanent placements

(PRICE DKK INCLUDING 4 COLOURS)

**BUSINESS****WEEKDAYS**

	Front page 86 mm x 50 mm	10,300.-
	Front page 176 mm x 50 mm	19,500.-
	Front page 266 mm x 50 mm	29,600.-
	Page 2 86 mm x 75 mm	15,200.-
	Back page 86 mm x 50 mm	8,300.-
	Back page 176 mm x 50 mm	15,900.-
	Back page 266 mm x 50 mm	23,000.-
	Business Stock Danish market 266 mm x 30 mm	14,100.-

**BUSINESS****TIRS-LØR**

	Danish shares 266 mm x 50 mm	14.100,-
	Investor 41 mm x 150 mm	14.100,-

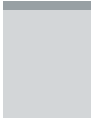


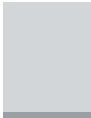








# Permanent placements

(PRICE DKK INCLUDING 4 COLOURS)


**B KULTUR & LIVSSTIL**  
**(B CULTURE & LIFESTYLE)**

WEEKDAYS

	TV-page top 266 mm x 20 mm	8,400.-
	Cinema listings bottom Thursday and Friday 266 mm x 75 mm	27,200.-
	Cinema listings center Thursday and Friday 86 mm x 75 mm	7,600.-
	Weather 266 mm x 20 mm	8,400.-
	Weather 0,32 mm x 145 mm	4,690.-
	Restaurant overview Thursday 266 mm x 75 mm	15,500.-
	By AOK (entertainment)/Gossip 266 mm x 75 mm	15,500.-
	By News Story 266 mm x 75 mm	15,500.-
	Back page bottom 266 mm x 50 mm	39,000.-
	Back page bottom 266 mm x 75 mm	58,500.-



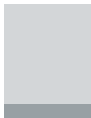
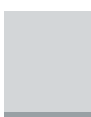
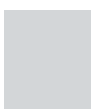
**B KULTUR & LIVSSTIL**  
**(B CULTURE & LIFESTYLE)**

WEEKDAYS

	Page 2 60 mm x 75 mm	14,200.-
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**BUSINESS EJENDOMME**  
**(PROPERTY)**

WEDNESDAY

	Front page 266 mm x 50 mm	29,600.-
	Front page - top 266 mm x 15 mm	8,800.-
	Back page 266 mm x 50 mm	23,000.-
	At the property lawyer 266 mm x 50 mm	23,000.-
	Page 2 bottom 266 mm x 50 mm	23,000.-

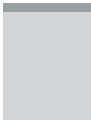
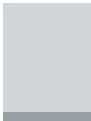






# Permanent placements

(PRICE DKK INCLUDING 4 COLOURS)


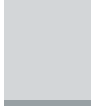
## B KULTUR & BØGER (CULTURE & BOOKS)

### SATURDAY

	TV-page top 266 mm x 20 mm	8.400,-
	Weather 266 mm x 20 mm	8.400,-
	By Bøger (Books) 266 mm x 50 mm	15.500,-
	By Bøger (Books) 266 mm x 75 mm	20.100,-
	Weather 0,32 mm x 145 mm	4.690,-
	Page 2 60 mm x 75 mm	14.200,-


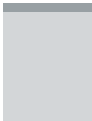
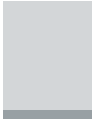

## REJSELIV (TRAVEL)

### SATURDAY

	Front page 266 mm x 75 mm	29.600,-
	Page 2, Table of Contents 266 mm x 50 mm	20.500,-


## MAGASIN (MAGAZINE)

### SUNDAY

	Front page 266 mm x 50 mm	32.700,-
	TV-page top 266 mm x 20 mm	10.200,-
	Weather 266 mm x 20 mm	10.200,-
	Weather 0,32 mm x 145 mm	5.100,-

## BILEN (MOTOR)

### SUNDAY

	Front page 266 mm x 75 mm	32.700,-
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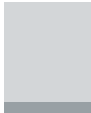




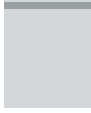

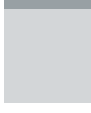



# Permanent placements

(PRICE DKK INCLUDING 4 COLOURS)

## BOLIGEN (HOME AND HOUSING)

### SUNDAY

	Front page 266 mm x 50 mm	32,500,-
	Front page 266 mm x 15 mm	16,400,-
	Page 2, Table of Contents 266 mm x 50 mm	16,400,-
	Front page (Luxury Homes) 266 mm x 15 mm	9,800,-
	Front page (Luxury Homes) 266 mm x 265 mm	71,200,-
	Front page (Villas and Owned Apartments) 266 mm x 15 mm	9,800,-
	Page 2, Center (Villas and Owned Apartments) 266 mm x 265 mm	64,800,-
	Front page (Housing constructions) 266 mm x 15 mm	9,800,-
	Front page (Housing constructions) 266 mm x 265 mm	64,800,-



# Inserts

(PRICE DKK INCLUDING 4 COLOURS)

	0-100 GR.	101-200 GR.
<b>MONDAY-FRIDAY</b>		
Nationwide	393,400.-	463,300.-
East	384,400.-	450,800.-
<b>SATURDAY</b>		
Nationwide	446,700.-	498,800.-
East	442,600.-	494,200.-
<b>SUNDAY</b>		
Nationwide	456,000.-	532,800.-
East	452,200.-	532,800.-

Would you prefer distribution Thursday or Sunday / Contact your individual consultant or call **+45 33 75 75 00**

## EXCLUSIVE PLACEMENTS

Creative use of Berlingske / Contact your individual consultant or call **+45 33 75 75 00**

Additional possibilities for exclusive placements



By making use of the exclusive placements for your advertisements you are guaranteed that you are the only advertiser in that double-page spread.



# CLASSIFIEDS

(PRICE DKK PER MILLIMETER INCLUDING 4 COLOURS)

JOB	JOBGROUP	► TLF + 45 25 45 65 00
Separate*		76.50
INDUSTRY SPECIFIC**	READERS****	MM-PRICE
Director / Boss	37.000	37.70
Accounting / Economics / Finance	24.000	24.50
Administration / Management	22.000	22.40
Education	20.000	20.40
Human Resources	19.000	19.40
Sales/Marketing	17.000	17.30
Other	16.000	16.30
IT	14.000	14.30
Attorney / Lawyer	8.000	8.20
Engineer	6.000	6.10
Multi ad (up to 3 vacancies - min. 1.000 mm)		19.40

## New strong cooperation

When you publish a job advertisement in Berlingske Business Job your advertisement will automatically, and free of charge, be transferred to and published on jobindex.dk for 28 days (or until the deadline of the application).

The transferred ad will be a basic text advertisement without logo, and published under the appropriate category for the positions in question (eg. industry and/or geography).

It will be linked directly to an electronic version of the published listing in Berlingske. Berlingske and Jobindex will handle all the details.

By insertion of a job advertisement on Wednesdays it will get placed in the job market in the Business section. By insertion of a job advertisement on Sundays it is placed in the job market in the first section.

\*The price is for two insertions of the same job advertisement.

\*\*50% on following insertions.

\*\*\*\*Gallup number of readers 1H 2015.



# Classified Ads/Markets

(PRICE DKK PER MILLIMETER INCLUDING 4 COLOURS)

**BUSINESS** PRICES ARE EXCLUSIVE MOMS (VAT)

INBOUND ► TLF +45 33 75 35 00

	WEEKDAYS	SUNDAY
Auctions, Wanted / To Show, Associations/Events, Annual General Meetings, Grants and Awards, Tenders, Lottery Draws, Official announcements, Profile, Annual accounts*	50.30	69.20
Business Contact	36.40	56.50
Compulsory forced sales, Scholarship**	36.40	43.80
Minimum charge (DKK)	DKK 252.00	DKK 306.00

\*Minimum requirements for a Profile, Annual account are 86 mm x 75.

\*\*Compulsory forced sales placed under housing section will be invoiced at compulsory forced sales prices

**PERSONAL** (ALL PERSONAL PRICES ARE INCLUSIVE MOMS (VAT))

INBOUND ► TLF 33 75 35 00

	WEEKDAYS	SUNDAY
Congratulations, Anniversary, Weddingdays	24.50	27.50
Personal, Pets, Boat market, Tradesmen/Craftsmen/Service, Teaching/Education, Obituaries	40.60	67.40
Death notices/Appreciation notices	19.10	34.70
Fixed price for a coloured icon/vignette	DKK 400.00	DKK 400.00
Eulogy	13.60	27.20
Fixed price for a coloured icon/vignette	DKK 400.00	DKK 400.00
Minimum charge (DKK)	DKK 315.00	DKK 382.50
Ticket duty	DKK 100.00	DKK 100.00

**SATURDAY**

Wedding picture (fixed price)	
41 mm x 75 mm	DKK 1,020.00
86 mm x 175 mm	DKK 1,565.00



# Classified Ads/Markets

(PRICE DKK PER MILLIMETER INCLUDING 4 COLOURS)

## HOME AND HOUSING

HOUSING GROUP ► TLF +45 25 45 64 00

	WEEKDAYS	SUNDAY
Housing market	19.10	23.40
Minimum charge (DKK)	DKK 252.00	DKK 306.00

## BUSINESS PROPERTY

	WEEKDAYS	SUNDAY
Business Property	28.80	48.80
Minimum charge (DKK)	DKK 252.00	DKK 306.00

## Images in classified ad pages

For advertisements placed in the classified section under private homes and business property market, the image can be a maximum of 30% of the advertisement.

## Luxury Homes – Classified Ad /Market

There must be at least 6 ads per 1/1 full page. In advertisements for villas or owned apartments where construction has not yet been completed (or for projected buildings) each individual dwelling – villa or apartment – will be calculated as a separate advertisement. We reserve the right to reject subjects that do not belong under the category of 'luxury homes'.



# Classified Ads/Markets

(PRICE DKK PER MILLIMETER INCLUDING 4 COLOURS)

**TRAVEL**

TRAVEL GROUP ▶ TLF +45 25 45 62 10

**EVERY DAY**

Travel market (including 4 colours)	54.50
Holiday Guide max. 50 words (fixed price)	DKK 510.00

**MOTOR**

MOTOR GROUP ▶ TLF +45 25 45 62 30

**WEEKDAYS****SUNDAY**

Motor market	28.90	35.30
Minimum charge (DKK)	DKK 252.00	DKK 306.00

**ENTERTAINMENT**

ENTERTAINMENT GROUP ▶ TLF +45 25 45 62 40

**WEEKDAYS****SUNDAY**

Entertainment	32.50	48.50
Meetings/Conferences/Restaurants In Business Wednesday	32.50	-
Minimum charge (DKK)	DKK 252.00	DKK 306.00



DEADLINES	PRODUCTION ADVERTISEMENTS*		FINISHED ADVERTISEMENTS			
	ORDER AND MATERIAL DEADLINE		ORDER DEADLINE		MATERIAL DEADLINE	
Mandag						
Section 1 <b>T</b>	Thursday	15:00	Friday	13:00	Friday	14:00
Business, B <b>T/C</b>	Thursday	15:00	Friday	13:00	Friday	14:00
Death notice <b>C</b>	Friday	12:00	Saturday	12:00	Saturday	12:00
Tirsdag						
Section 1 <b>T</b>	Friday	11:00	Monday	11:00	Monday	13:00
Business, B <b>T/C</b>	Friday	11:00	Monday	11:00	Monday	13:00
Death notice <b>C</b>	Monday	12:00	Monday	15:00	Monday	15:00
Onsdag						
Section 1 <b>T</b>	Monday	11:00	Tuesday	11:00	Tuesday	13:00
Business, B <b>T/C</b>	Monday	11:00	Tuesday	11:00	Tuesday	13:00
Death notice <b>C</b>	Tuesday	12:00	Tuesday	15:00	Tuesday	15:00
Torsdag						
Section 1 <b>T</b>	Tuesday	11:00	Wednesday	11:00	Wednesday	13:00
Business, B <b>T/C</b>	Tuesday	11:00	Wednesday	11:00	Wednesday	13:00
Death notice <b>C</b>	Wednesday	12:00	Wednesday	15:00	Wednesday	15:00
Fredag						
Section 1 <b>T</b>	Wednesday	11:00	Thursday	11:00	Thursday	13:00
Business, B <b>T/C</b>	Wednesday	11:00	Thursday	11:00	Thursday	13:00
Death notice <b>C</b>	Thursday	12:00	Thursday	15:00	Thursday	15:00
Lørdag						
Section 1 <b>T</b>	Thursday	11:00	Friday	11:00	Friday	13:00
B Kultur & Bøger <b>T/C</b>	Wednesday	11:00	Wednesday	11:00	Thursday	14:00
Business with Private economy <b>T/C</b>	Thursday	11:00	Friday	11:00	Friday	13:00
Rejseliv (travel) <b>T/C</b>	Wednesday	10:00	Thursday	10:00	Thursday	13:00
Death notice <b>C</b>	Friday	10:00	Friday	13:00	Friday	13:00
Søndag						
Section 1 <b>T</b>	Thursday	13:00	Friday	13:00	Friday	14:00
Magasin <b>T/C</b>	Wednesday	11:00	Wednesday	11:00	Friday	14:00
B Søndag <b>T</b>			Thursday before 12:00		Tuesday	12:00
Bilen (Motor) <b>T</b>	Wednesday	13:00	Wednesday	15:00	Thursday	15:00
Bilen (Motor) <b>C</b>	Wednesday	13:00	Thursday	14:00	Thursday	15:00
Boligen (Home and Housing) <b>T</b>	Monday	11:00	Tuesday	9:00	Thursday	15:00
Boligen (Home and Housing) <b>C</b>	Wednesday	11:00	Wednesday	15:00	Thursday	15:00
Death notice <b>C</b>	Friday	12:00	Saturday	12:00	Saturday	12:00

\* Production advertisements are those which are produced by Berlingske Media. / \*\***T** = Text page advertising / **C** = Classified advertisements /

\*\*\*Job vacancy advertisements for Top Management have the same deadlines as advertising for text pages.

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# Standard formats at text pages

Height	365	Format 41 x 365	Format 86 x 365	Format 131 x 365	Format 176 x 365	Format 266 x 365
	250	Format 41 x 250	Format 86 x 250	Format 131 x 250	Format 176 x 250	Format 266 x 250
	200	Format 41 x 200	Format 86 x 200	Format 131 x 200	Format 176 x 200	Format 266 x 200
	175	Format 41 x 175	Format 86 x 175	Format 131 x 175	Format 176 x 175	Format 266 x 175
	150	Format 41 x 150	Format 86 x 150	Format 131 x 150	Format 176 x 150	Format 266 x 150
	125	Format 41 x 125	Format 86 x 125	Format 131 x 125	Format 176 x 125	Format 266 x 125
	100	Format 41 x 100	Format 86 x 100	Format 131 x 100	Format 176 x 100	Format 266 x 100
	75	Format 41 x 75	Format 86 x 75	Format 131 x 75	Format 176 x 75	Format 266 x 75
	50	Format 41 x 50	Format 86 x 50	Format 131 x 50	Format 176 x 50	Format 266 x 50
MM	41	86	131	176	221	266

All formats are in millimeters (mm). On the Vertical column on the left you will find the height in mm. of the advertisements. On the horizontal column you will find the width of the advertisements. There are, in all, 266 mm in width and 365 in height on a full page. Contact your individual consultant in Berlingske Media, if you would like to learn more about other, or alternative advertising opportunities.



# Terms and Conditions\*

## Missing the advertising deadline

Advertising copy and customer corrections must be submitted to Berlingske Media before the newspaper's fixed deadline. If the deadline is missed, Berlingske Media reserves the right to charge an extra administrative charge of DKK 500 for each advertisement. This charge will also be made for corrections made after the deadline to advertising copy already submitted.

## Cancellation after the deadline

Advertisements which are cancelled after the order deadline, will be charged at 50% of the cost of the advertisement.

## Special conditions – reservations

If a placement that has been ordered cannot be supplied, and if an insertion order has not been signed or endorsed, the advertisement will be placed in the best possible position in relation to the desired placement, and will be invoiced based on this position – but will never be more expensive than originally ordered. If page 2-3 has been sold as a doublepage spread, the contents of the section will be "pushed" two pages further on. The advertiser waives the right to compensation under these circumstances.

## Postponement

Berlingske Media reserves the right to postpone insertion of an advertisement to a later date. Berlingske Media is exempt from any responsibility for damage or inconvenience this postponement might incur.

## Text advertisement

Any advertisement, which in our view can be mistaken with an editorial copy, must have a 2 point border surrounding the text and the word "Advertisement" in Font 12 above the top borders, in the top left-hand corner, outside the frame, but within the standard formats. The newspaper's preferential layout font may not be used for the text of the advertisement. We recommend that the advertisement is submitted in good time, for approval.

## International advertising codes of conduct

Insertion of advertisements may not contravene current legislation or the international codes of conduct. This is the responsibility of the advertiser and not of Berlingske Media. Furthermore, Berlingske Media reserves the right to reject advertisements that it considers unpublishable.

Ad supplements from 3rd part, i.e. ad supplements not produced by Berlingske Media or supplements for single advertisers, will not be published in our media.

As applicable for other advertisers, Berlingske Media reserves the right to reject supplements, who are not applying to the ad codex or due to other business-related reasons.

## Environmental fee

All ad insertions in our daily newspapers will be assigned an environmental fee of DKK 0.06 per column mm.

## Measuring dimensions, price calculations and classified ads

Classified advertisements are measured from separation line to separation line, with 2 mm's above and below the upper and lower edge (frame, corner points, space frame, etc.). Classified advertisements of 5 column widths and a height of 300 mm or over will be considered as a full page 1/1.

## Errors, complaints and claims

If there are errors for which the advertiser is not responsible, we will reduce the cost, based on our assessment of the depreciation of the message, but a maximum refund of the value of the original advertisement. Complaints about errors must be submitted no later than five (5) days after insertion. Any compensation for erroneous insertion, delay or failure to publish, rejection of ordered advertisements or any response/reaction to such errors will not be met.

Berlingske Media reserves the right to reject any demand for compensation, if the material does not comply with relevant industry standards and regulations. See [www.annoncemateriale.dk](http://www.annoncemateriale.dk)

If an advertisement does not comply with industry standards and Berlingske Media corrects this error, we reserve the right to invoice a surcharge of DKK 500. There will be no rebate on the insertion of the advertisement if the corrections result in a poorer quality in the newspaper.

## Productions of advertisements for publication / Insertion in one of Berlingske Media's newspapers

Berlingske Media holds the copyright to all material which it produces. Copies of completed material/text are delivered free of charge for the sole use of the advertiser, and not for any publication in other media.

### Interchanges – closed format

A 'closed format' is a Pdf file with a security password to prevent changes. If an advertisement should be inserted in another type of media (digital or online) Berlingske Media will 'open' the advertisement at no extra cost to the advertiser.

### Interchanges – open format

Berlingske Media will not open formats such as qxp or indd.

## Partnership agreement

You can enter into a partnership agreement with a net turnover of DKK 100,000 or more.

If this partnership agreement is to be valid throughout 2017 you must sign up for it before 28 of February 2017. Any partnership agreement made after that date will only allow you discounts provide in the agreement, for advertisements inserted after the date when the partnership agreement was registered in Berlingske Media's system.



# Advertising material\*

## TABLOID

### Printing technique

Offset rotation.

### Raster definition

40 lines

### Readability/Legibility

It is recommended that text should not be less than Font 8 in positive and Font 10 in semi-bold in a negative layout, according to industry standards.

### Colour

All SPOT colours must be defined as CMYK in accordance with DP/E standards for newsprint. Colours that are non-DP/E standard can alter in appearance once in print. No compensation will be given for complaints regarding advertisements that have been printed where non-standard colours have been used (i.e. not CMYK according to DP/E standards for newsprint).

### Columns

For technical reasons advertisements will be shrunk 3% in width in tabloid products.

	WIDTH (MM)	PRINTED FORMAT FOR TABLOIDS (MM)
1 Column	41	39
2 Columns	86	83
3 Columns	131	127
4 Columns	176	170
5 Columns	221	214
6 Columns	266	258

Tabloid format 266 x 365

### Industry standards

Guidelines for insertion of advertisements to newsprint can be seen on [www.annoncemateriale.dk](http://www.annoncemateriale.dk). The most important point is that Pdf's must be submitted in version 1.3.

## Completed material

Pdf files must be submitted via Medianet. Access to Medianet can be ordered on: [www.medianet.net](http://www.medianet.net). The respective newspaper can also receive material as a Pdf file via email (note: there is a surcharge for this). Completed advertising material must be submitted in accordance with "Guidelines for submitting advertising material" ([www.pressenshus.dk](http://www.pressenshus.dk)) approved and signed by DDF (The Danish Newspapers' Association) and DRRB (Danish Association of Advertising and Relationship Agencies). Berlingske Media reserves the right, without previous agreement to correct material which does not comply with approved industry standards. Advertising material must comply with the guidelines for industry standards, and additionally:

- material with no advertising border or background colour to define the advertisement, i.e. the printable text, must contain a corner point, which is placed at the top left-hand corner (coordinates X = 0 and Y=0). In this way the advertisement can be positioned accurately on the page.

- the material must be adjusted to the advertisement's dimensions without cutting guide marks, (with the exception of special publications).

### Completed material for B Søndag

Compliance with guidelines for industry standards is required and advertisements for B Søndag must be submitted WITH cutting guide markings.

DESCRIPTION	PRICE
If you have produced the advertisement yourself or have used a graphical agency to do so the completed advertisement should be send as a Pdf file by email	DKK 75.00 - each

## Production

### Manuscript

- This is written in either programmes from MS Office or directly into an email.

### Illustrations and photographs

- File format of photograph: Jpeg
- Photograph submitted with a minimum of 200 dpi
- Bitmap graphics submitted with a minimum of 600 dpi
- Logo and illustrations in vector graphic

### PDF

- Pdfs can be submitted as part material, however it is important that the Pdf is made in version 1.3.

### Prices

DESCRIPTION	PRICE
For a small advertisement of 1-2 columns, with text only, your sales consultant can arrange this for you.	DKK 1.10/mm
For advertisements requiring graphic skills, where you see up to two proof sheets.	DKK 1.65/mm
For an advertisement where you need advice, a sparring partner and creative inspiration for its presentation, including 2 proofs. You can also get assistance for campaigns, web-ads from a Professional AD person (Art Director). This price includes editing.	DKK 2.10/mm