

WEEKENDAVISEN PRICE LIST 2017

WEEKENDAVISEN

Weekendavisen is the newspaper all readers either love – or know nothing about. Its priority is to provide knowledge and insight about all areas of society at large. This is a newspaper which tolerates no compromise or deference; there is plenty of column space for the articles – which is an absolute necessity. This is a newspaper with a place for entertainment and light-heartedness. This is a newspaper which will last the entire week.

Readership

The 217.000* readers already know about the news and current affairs – what they want is to read several different perspectives on things going on around them. They want to know all the various opinions and points of view, and they want to be able to discuss what they read about with others. There is also a great deal of material on culture and travel every week.

Circulation

Weekendavisen appears on Friday morning. It has a large section on politics and international news, a culture section, a book section, a science section and a special section for children and young people.

Advertising

With an advertisement in Weekendavisen you are brought into contact with a cultural and highly educated, intelligent target group with a real involvement in our community.

*Index Danmark Gallup – 1st half year 2016

Advertisement prices

PRICE IN DKK PER MILLIMETRE INCLUDING 4 COLOURS

1st Section (Broadsheet)

	FRIDAY
0-525 mm	77.40
526-1094 mm	71.10
1095-2189 mm	67.30
2190+ mm	51.80

Other sections (tabloid)

	FRIDAY
0-525 mm	65.30
526-1094 mm	60.00
1095-2189 mm	56.70
2190-4380 mm	43.70

Surcharge for placement

Page 3	+14%
Page 5*	+12%
Page 7*	+10%
Other orders*	+5%
Middle section**	+5%

* Bøger (books), Faktisk (Actually),
Idéer (Ideas) and Kultur (Culture) are all right pages.

**It is not possible to book a spread across
the center spread pages.
+5% surcharge supplement except
page 3 which is +14%



Hvide flag og spøgelsessoldater

Al-Qaeda har været i Danmark i mange år, og nu er der en ny oplysning om deres aktiviteter. En gruppe af al-Qaeda-kæmpere har været i Danmark i mange år, og nu er der en ny oplysning om deres aktiviteter. En gruppe af al-Qaeda-kæmpere har været i Danmark i mange år, og nu er der en ny oplysning om deres aktiviteter.

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Kultur

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Fixed placement

PRICE IN DKK PER MILLIMETRE INCLUDING 4 COLOURS



1ST SECTION

CULTURE

FRONT PAGE

BACK PAGE

	Bottom left 41 mm x 75 mm	17,685.-	7,630.-
	Bottom left 86 mm x 75 mm	35,370.-	15,255.-
	Bottom left 131 mm x 75 mm	53,055.-	22,880.-
	Bottom left 176 mm x 75 mm	70,740.-	30,510.-
	Bottom left 221 mm x 75 mm	88,425.-	38,140.-
	Bottom left 266 mm x 75 mm	106,110.-	45,765.-
	Bottom -almost all across 311 mm x 75 mm	123,795.-	53,390.-
	Bottom – all across 356 mm x 75 mm	141,480.-	61,020.-




	Culture Back page - right hand at bottom 41 mm x 175 mm	22.750,-
	Culture page 7 266 mm x 75 mm	24.430,-

The placements indicated in the diagram are examples only.



Fixed placements

PRICE IN DKK PER MILLIMETRE INCLUDING 4 COLOURS




BOOKS

	Books – Front page – bottom 266 mm x 50 mm	17,760.-
	Books – Front page – bottom – all across 266 mm x 75 mm	26,640.-
	Books Bank page – bottom – all across 266 mm x 100 mm	36,900.-

IDEAS

	Ideas – Front page – bottom – all across 266 mm x 50 mm	17,760.-
	Ideas – Back page – full page 266 mm x 365 mm	134,685.-





KULTUROPLEVELSER (KULTUR)

	86 mm x 75 mm	4,650.-
	176 mm x 75 mm	9,300.-
	266 mm x 75 mm	13,950.-

The placements indicated in the diagrams for Section 1 are examples only.

Panorama advertisement formats

PRICE IN DKK PER MILLIMETRE INCLUDING 4 COLOURS

SECTION 1	CULTURE
Middle double page	Middle double page
 <div>753 mm x 100 mm</div> <div>59,728.-</div>	 <div>547 mm x 100 mm</div> <div>37,800.-</div>
 <div>753 mm x 520 mm</div> <div>452,525.-</div>	 <div>547 mm x 365 mm</div> <div>200,998.-</div>

Inserts

(PRICES PER COLUMN MILLIMETRE INCL. COLORS)

0-180 g	355,000
180-280 g	410,500

Deadlines

For advertisements	Tuesday 11.00 am
For delivery of advertising material	Wednesday 11.00 am

Standard formats for text pages – tabloid

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 millimetres. In the vertical column on the left you find the height in millimetres of the advertisement. In the horizontal rows you can see the width of the advertisement. There is a total of 266 mm in width and 366 in height on a full page. Contact your individual consultant at Berlingske Media if you would like to hear more about alternative and different possibilities.

Standard formats for text pages – broadsheet

Height 520	Format 41 x 520	Format 86 x 520	Format 131 x 520	Format 176 x 520	Format 221 x 520	Format 266 x 520	Format 311 x 520	Format 356 x 520
365	Format 41 x 365	Format 86 x 365	Format 131 x 365	Format 176 x 365	Format 221 x 365	Format 266 x 365	Format 311 x 365	Format 356 x 365
250	Format 41 x 250	Format 86 x 250	Format 131 x 250	Format 176 x 250	Format 221 x 250	Format 266 x 250	Format 311 x 250	Format 356 x 250
200	Format 41 x 200	Format 86 x 200	Format 131 x 200	Format 176 x 200	Format 221 x 200	Format 266 x 200	Format 311 x 200	Format 356 x 200
175	Format 41 x 175	Format 86 x 175	Format 131 x 175	Format 176 x 175	Format 221 x 175	Format 266 x 175	Format 311 x 175	Format 356 x 175
150	Format 41 x 150	Format 86 x 150	Format 131 x 150	Format 176 x 150	Format 221 x 150	Format 266 x 150	Format 311 x 150	Format 356 x 150
125	Format 41 x 125	Format 86 x 125	Format 131 x 125	Format 176 x 125	Format 221 x 125	Format 266 x 125	Format 311 x 125	Format 356 x 125
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50	Format 41 x 50	Format 86 x 50	Format 131 x 50	Format 176 x 50	Format 221 x 50	Format 266 x 50	Format 311 x 50	Format 356 x 50
MM	41	86	131	176	221	266	311	356

All formats are in millimetres. In the vertical column on the left you find the height in millimetres of the advertisement. In the horizontal rows you can see the width of the advertisement. There is a total of 266 mm in width and 366 in height on a full page. Contact your individual consultant at Berlingske Media if you would like to hear more about alternative and different possibilities.

Terms and Conditions*

Failure to meet advertising deadlines

Advertising copy and customer corrections must be submitted to Berlingske Media before the newspaper's fixed deadline. If the deadline is missed, the right is reserved to charge an extra administrative amount of Dkk 500 for each advertisement. The charge will also apply for any corrections made to the advertising copy already submitted.

Cancellation after the deadline

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

Conditions

If the placement of an advertisement cannot be made exactly as originally specified, and conditional on the fact that the order does not include the phrase "or postponed", the advertisement will be inserted as closely as possible to originally ordered placement, and will be invoiced according to placement, though never more at a more expensive rate than the original order.

Postponement

If technical conditions make it necessary, we reserve the right to postpone and advertisement to a later edition of the newspaper.

Text Advertisements

Any advertisement which in our view can be mistaken for editorial copy must contain a 2 point border surrounding the text and the word "Advertisement" in Font 12 above the top borders. The newspaper's preferential lay-out font may not be used for the text of the advertisement. We recommend the text is submitted for approval.

Environmental fee

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

Advertising Codes of Conduct

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

Advertising supplements from 3rd parties i.e. advertising supplements that are not published 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 which do not apply to the advertising code of conduct, or for other business-related reasons are not considered worthy of publication.

Errors, Complaints and Claims

If there are errors for which the advertiser is not responsible, we will reduce the cost, based upon our assessment of the depreciation of the message, with 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 demand 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 such compensation demands if the material does not comply with relevant industry standards and regulations. See 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.

Production of Advertisements

-for insertion in any of Berlingske Media's newspapers- Berlingske Media holds the copyright to all material which it publishes. Copies of completed material – copy, text – are delivered free of charge for the sole use of the advertiser, and not for publication in any other media.

Interchanges – Closed format

A 'closed format' is a pdf with a security lock protecting it against changes. If an advertisement should be inserted in another type of media (digital or on line) Berlingske Media will 'open' the advertisement at no extra cost to the advertiser.

Interchanges – Open format

Berlingske Media will not interchange open formats such as QuarkXPress, InDesign or Illustrator (qxp, indd and ai)

Advertising copy*

Printing Technique

Offset rotation.

Raster definition

40 lines.

Readability/Legibility

It is recommended not to use fonts smaller than Font 8, and in negative it must not be smaller than Font 10, half bold, according to industry standards.

Colour

All colours must be defined as process colours (CMYK or grey scale). i.e. no panone, SPOT, RGB or LAB colours.

Refer to www.annoncemateriale.dk.

If process colours are not used, the colour can change during the printing process. No compensation will be given for complaints regarding advertisement colours if non-standard colours have been used.

Columns

For technical reasons advertisements will be reduced (shrunk) 3% in width in tabloid format products.

	PRODUCED IN 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.

	PRODUCED IN WIDTH (MM)	PRINTED FORMAT FOR BROADSHEETS (MM)
7 columns	311	300
8 columns	356	345

Broadsheet format 356 x 520

Industry Standards

For further guidelines for supplying advertising material to newsprint, visit www.annoncemateriale.dk

Pdf files must be submitted in Acrobat 4 (pdf 1.3) with the profile ISOnews-paper26v4.

Completed material

The Advertisement must be submitted as a Pdf file via Ritzaus Medienet. Access to this is via

www.medienet.dk. The respective newspaper can also receive the advertisement via email (but there is a surcharge for this facility – see the description).

Completed advertising material must be submitted according to "Guidelines for submitting advertising material" (www.pressenshus.dk) approved and signed off by the DDF (The Danish Newspapers' Association) and the Danish Advertising Agency's Trade Organisation.

Berlingske Media reserves the right, without previous agreement, to correct material that does not comply with industry standards. Advertising material without borders or background colour to define the advertisement, i.e. the printed text must contain a corner marking, which is placed at the top left-hand corner (coordinates X=0 and Y =0, so that the advertisement can be positioned accurately on the page).

The material must be adjusted to the advertisements dimensions without cutting guide marks (with the exception of special publications).

DESCRIPTION	PRICE DKK
The completed advertisement is sent via Ritzaus Medienet	0,- each
The completed advertisement is sent by email	75,- each

Production

Manuscript

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

Illustrations and photos

- Photos must be submitted in file formats: jpeg, psd, tiff or eps
- Quality: minimum 200 dpi
- Bitmap graphics: minimum of 600 dpi
- Logo and illustrations: vector graphics (Illustrator: eps or ai)
- Photos and logos must be submitted as separate, individual files.

PDF

- Pdfs can be submitted as 'partial material' – but it is important that pdfs are in Version 1.3.

Prices

DESCRIPTION	PRICE
If you want a small advertisement of 1.2 columns of pure text, your sales consultant can produce this for you.	1.10 kr per mm
Production of advertisements that require graphical expertise, and where you can receive up to 2 proofs prior to publication will cost. Further corrections will cost 250 kr each.	1.65 kr per mm
For an advertisement where you need advice, a sparring partner and creative inspiration for its presentation, including 2 proofs: 2.10. Kr per mm You can also get assistance for campaigns and internet adverts from a professional AD (Art Director). This price includes corrections.	2.10. kr per mm