

MEDIA PLAN 2018

Byggeri+arkitektur tell the story behind the unique projects

Byggeri+arkitektur provides insight into the architecture and building industry. By focusing on present and future projects, they shed light on the trends and challenges the industry is facing.

Kim Herforth Nielsen, 3XN

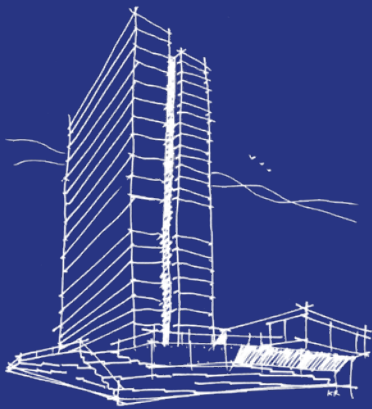
BYGGERI + arkitektur

INDRET.DK

ARCHITECTURE AND DESIGN

It is our goal in Sapa Building System and WICONA to be visible in the market, and ongoing exposure in Byggeri+arkitektur and on the web site has been an important building block with regards to reaching out to the consulting branch. We have established a close co-operation where we can use knowledge of each others companies. In this way we have become aware of new opportunities with regards to achieving the utmost effect of our marketing.

Country Manager Christian Jakobsen, Sapa Building System and WICONA



In Solatek we have considered whether we should market ourselves online or via the printed media. And, I am extremely pleased that we chose Byggeri+arkitektur as we have subsequently received several requests and inquiries from architects. It is unusual to measure the impact so directly from our marketing and the architects have been kind to tell us that they have read our articles in Byggeri+arkitektur.

Managing director Kirsten Mogensen, Solatek

Byggeri+arkitektur has a significant target group including architects and interior designers. Naturally we choose a media we can identify with on various fronts when we, as furniture manufacturer of a 100 % Danish designer brand, want to reach exactly this target group. Byggeri+arkitektur is an impressive and stylish magazine with a layout exuding professionalism and quality. Besides the distinguished cover the magazine consists of exciting and well-written articles with a good substance.

Rikke Kragelund, Rumas A/S

PUBLICATION PLAN

NR.	PUBLICATION DATE	DEADLINE	THEMES [interior designs in all issues]	EVENTS/ FAIRS
84	26 February	9 February	Hospital construction, lighting, Steel as building material	Stockholm Furniture Fair IMM Cologne Byggeri'18
85	9 April	26 March	Landscape & outdoor areas, Climate proofing Brick as building material	Light+Building Building Green Aarhus
86	14 May	30 April	Office buildings & domiciles Indoor climate Wood as building material	Architect@work Salone del Mobile Milano Nordbygg
87	18 June	4 June	Modular buildings & Temporary buildings New opportunities with IT. Concrete as building material	
88	10 September	27 August	Renovation Sustainable building materials Landscape & Outdoor areas	The Renovation Award
89	15 October	1 October	Interior design projects Lighting, Ventilation, Acoustics, Special design. Office furniture, Kitchen, Sanitation	Building Green Kbh.
90	12 November	29 October	Education centers & institutions Indoors climate New opportunities with IT	The Day of Light
91	10 December	26 November	Hotels & conference buildings The Facade Glass as building material	Orgatec

OUR MISSION

We describe the underlying ideas behind the architecture and interior design as well as presenting the projects in the visual quality they deserve.

In each issue of Byggeri+arkitektur we publish portraits of interesting and leading architects and designers like Jan Gehl, Alejandro Aravena, Snøhetta, Stig L. Andersson, Olafur Eliasson and Jasper Morrison.

We believe interior design and architecture are connected, and that the exterior and interior of buildings should challenge each other and create new energy. This is why we have decided to make interior design a permanent part of the maga-

zine - and the INDRET-part will showcase interior design projects and interesting furniture design for the contract market.

Inspiration flows across borders, and we present international projects and designs as well as we cover both Danish and international fairs like Building Green in Aarhus and Salone del Mobile in Milano.

GET YOUR PROJECT IN BYGGERI+ARKITEKTUR

The editorial team welcomes feedback about Danish and international building projects where special consideration has been made with regards to aesthetics, functionality and choice of material.

DISTRIBUTION

Byggeri+arkitektur is published eight times a year with a circulation of 10,200 copies. The magazine is distributed to architects and decision-makers with a professional interest in architecture, design and interior design.

The magazine is delivered directly to 83 % of all Danish architects at their private address. The magazine is distributed to about 7,000 architects and interior designers [approximately 500].

All printed publications can be read online

The articles in the publications are of course available on our website, and furthermore our printed publications are freely available on our website through the digital publication service issue. Here, our publications have been exposed 312,606 times since 2011 and on average 95 persons read each publication of Byggeri+arkitektur and spend approximately 25 hours in total on each publication.

ADVERTISING

FORMATS AND PRICES

2/1 pages, 460 x 297 mm.	42,600.-
1/1 page, 230 x 297 mm.	26,500.-
1/2 page, 98 x 268 mm.	15,400.-
1/2 page, 203 x 125 mm.	15,400.-
1/4 page, 46 x 268 mm.	8,600.-

BULK DISCOUNTS:

2 insertions	5%
3 insertions	10%
4 insertions	15%
5 insertions	20%
6 insertions	25%
Annual agreement	30%

Supplements:

Special placement:	25%
Back page placement:	50%

Material fees:	2%
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READERSHIP FIGURES:

Delivery of advertisements: Advertisements are supplied in CMYK, 300 dpi.

Fonts in vector-based illustrations are converted to curves. Ready to print PDF with fonts included.

Advertisements to edge + 5 mm for cropping marks.

Remember to indicate the media and publication number.

Delivery by mail:
info@byggeri-arkitektur.dk


PAPER TYPE:

Cover 300 g Galerie Silk
Contents 100 g Arctic matt

By cancellation or exceeding deadline for submission of material the company will be post-invoiced the full amount without any discount.

PRINT VOLUME:

9,850 copies
Distribution volume: 9,600 copies

Byggeri+Arkitektur is a member of Danish Audit Bureau of Circulation 



READERSHIP SURVEY

DISTRIBUTION IN DENMARK	QUANTITY	COVERAGE
Architects	5017	Byggeri+Arkitektur is distributed to 83% of all architects to their private addresses
Architecture design offices	2196	87 % of all registered architecture design offices
Interior designers	430	90 % of all interior designers
Consulting engineers	442	Consulting engineers with more than five employees
Contractors	371	Contractors and construction companies with more than 20 employees
Property developers and administrations	1611	Administrator of buildings, housing societies and housing associations Companies with revenues of more than 1/2 billion Developers and investment companies Manufacturers of furniture and building materials
Various	250	Leverandører af møbler og byggevarer

READERSHIP SURVEY

The result from the analysis by A&B shows:

98.5 % of architects are acquainted with Byggeri+arkitektur

39.6 % of architects read Byggeri+arkitektur because they get inspired

40.0 % of the architects respond to advertisements in Byggeri+arkitektur

41.0 % of the architects use Byggeri+arkitektur to search for information regarding materials/products



ADVERTISING SALES



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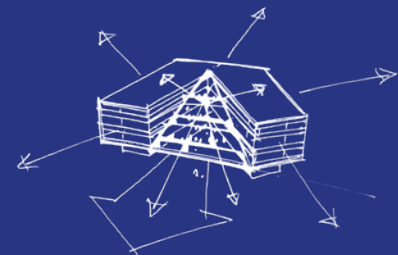
Uffe Keller-Eriksen
Phone: 31 49 41 38
uffe@byggeri-arkitektur.dk

Our collaboration with Byggeri+arkitektur has been impeccable which makes it easy being a customer. We have received a lot of quality for our money and we have had major influence on the appearance and content of the articles. We made a draft text which the journalist continued working on and thus we could control the process very precisely and thereby the correct message was conveyed to the architects.

**Administrating Director – CEO,
Kenn Fohlmann, Arkiv-Technic AS**

Jackon Danmark has participated in the magazine Byggeri+arkitektur both with adds and advertorials and we have had an utmost positive experience. It is a professional set-up and I cannot say anything unfavourable about the collaboration at all. It is easy to get in contact with the right persons and that accessibility is of great importance in a busy everyday life. The journalists at Byggeri+arkitektur are skilled and helpful.

**Janni Hjort,
Jackon Danmark A/S**



Byggeri+arkitektur is a professional media company which reach an interesting target group very precisely for Joca A/S who sell effective and intelligent waste solutions to both municipals, housing associations and waste companies. Our collaboration with Byggeri+arkitektur has been positive and characterized by professionalism. We can thoroughly recommend a collaboration with Byggeri+arkitektur.

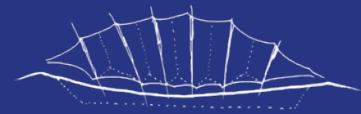
**Kommunikation & Marketing
Lise Birckjær Nielsen, Joca A/S**

Nothing can spoil an architectural clear impression of a facade like technical installations. If one desires architectural clean surfaces then the mechanical solutions often creates a disturbance which many view as inappropriate. Airmaster A/S has made use of Byggeri+arkitektur because here you have a media company focusing on system solutions and integration of technical solutions and architecture.

Head of Marketing
Kerstin Seifert, Airmaster A/S

We are a small production company that has existed for half a century due to a solid customer base and by the word of mouth method. Thus, Byggeri+arkitektur is the first media we have chosen to advertise in, and we received valuable feedback and help with our company brochure that was distributed as an insert to Byggeri+arkitektur. Architectural companies are a very crucial target group for us and we experienced a significant raise in the number of enquiries from architects.

Claus Mogensen,
Head of Sales and Marketing
Obbekjær Vinduer A/S



We have a large technical and architectural lighting programme which we want to point out to building architects among others in the design offices. We make use of Byggeri+arkitektur to demonstrate our products and solutions. Naturally, it is important for us to be visible in the market and we have had a very fine collaboration with Byggeri+arkitektur. Their graphics department has also been utmost helpful and professional in their work on layout and setting up our advertisements.

Managing Director
Christian Tauson, Artemide

BECOME A PARTNER

By becoming a partner your company will be able to present news, products and articles in an editorial setting via our digital platforms. We give you a tool to get your news exposed to relevant decision-makers within your target group plus advice on how your content is best exposed in one of Denmark's leading media companies within the branch.

THE PARTNER PROFILE INCLUDES:

- Individual page on the media with full record of your news.
- Contact information
- Link building
- Banners

ADVANTAGES FOR PARTNERS:

- Support from a media company
- Guaranteed front page exposure
- Production of editorial content
- Participation in news letters

SUBSCRIPTION

12 month extended profile DKK 10,000,-

FORMATS AND PRICES

	FORMAT	PRICE
Top banner	930x180 px	DKK 6,000.- per month
Skyscraper	160x600 px	DKK 4,500.- per month
Center banner	600x160 px	DKK 4,500.- per month
Article banner	300x250 px	DKK 3,000.- per month

HOW TO I GET STARTED?

You have probably already invested in a website that provides a good description of who you are, your products and services. This investment may well be of use when you advertise on our platform. We adapt the existing material on your website to your content [and link on your website] and manage the layout for you.

NEWSLETTER

We continuously send out newsletters to decision-makers in the Danish construction industry. Please send product news and other relevant information to our editorial board.

PARTICIPATION IN THE NEWSLETTER:

Article Price: DKK 2,500,-
News banner Price: DKK 1,500,-

Draw up your campaign with Byggeri+arkitektur

We offer a wide range of marketing products to be combined into an effective unit, just as it can be effective to combine our print and online platforms.

ADDS AND MODULES

Visual presentation cannot be underrated and our graphics department is ready to produce advertisements in a clear visual style.

ADVERTORIALS

We produce articles based on your cues and ideas – with the assistance of text writing with journalistic flair we create sales promoting communication



VIDEOS AND PHOTOS

Through our business partners Byggeri+arkitektur offer video presentations of your project, product or company and we also offer to produce photos for your add or advertorials.

INSERT

As your partner we offer to produce brochures as well as distributing existing material to our readers. As your partner we negotiate favourable prices on all printed matter.