

MEDIA INFORMATION 2019

Landscape, Buildings and Interior design

BYGGERI  arkitektur

"Byggeri+Arkitektur gives a rich and detailed insight into the most important trends and topics in the building industry right now, and it is inspiring to read about the new projects and the portraits of architects and designers."

Katja Viltoft, creative director and partner at JJW Arkitekter

**Katja Viltoft, Creativ director and partner,
JJW Arkitekter**

56 % of the respondents think the magazine year after year develops in a positive direction with more interesting articles - 44 % answers that Byggeri+Arkitektur maintain the high standards.

**[Source: A & B Analyse, Architect survey
December 2017]**

Byggeri+arkitektur tell the story behind the unique projects

PRODUCTS

There are many advantages of combining print marketing and online marketing to get your message through to new customers. Byggeri+Arkitektur offers a variety of marketing products, which can be combined to a powerful unity.

BANNER ADVERTISING

– increase the market's awareness

Banner advertising can be used as an independent tool or as part of a greater marketing campaign. We can help with advice and sparring about banner advertising so you get the maximum impact of your marketing. We can produce your banners for use on our media and other websites.

PARTNER PROFILE

– a tailor made tool for your communication

A Partner Profile is your own tool for publishing news, stories and information directly to your target audience. All content on your Partner Profile are exposed to the front page of our online media where you speak directly to the Danish building industry

The Partner Profile is your own “mini website” where everybody can see all your content – articles, product catalogues, videos, as well as information about the company and products.

NEWSLETTER

– Our guidelines ensure great visibility of your brand

Our weekly newsletters are an obvious channel for directing your messages to potential customers, employees and collaborating companies within your target audience.

A new story can quickly disappear in a crowded newsletter, and therefore we have strict guidelines on the number of stories and banners in each newsletter, so we can offer an exclusive product where your stories gets the attention they deserve.

The exclusive layout and limit on the number of stories also mean there is a very high opening percentage on our newsletters.

SOCIAL MEDIA

– Get your message out to your target audience

We wish to help you with your presence on Social Media such as LinkedIn, Facebook, Twitter etc. Our writers are specialized in SoMe communication and they will also ad-

vice you about all aspects of your account and postings for your Social Media outputs, target audience, story angles, language etc.

VIDEOS AND PHOTOS

Our professional photographers can take photos for you, and our video journalists can make video presentations of your company, your products or projects.

INSERTS AND BROCHURES

We can produce your brochures and other printed material from A to Z, which can be distributed alongside our publications.

CONTENT

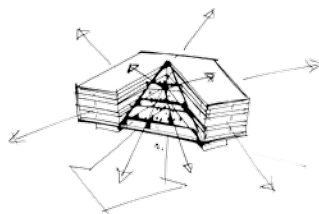
– You are the expert – we help you get the message out

We are used to communicating directly to the construction industry, and this industry familiarity ensures that your messages are conveyed in a way that is relatable for your customers.

In addition to our writers vibrant and engaging language, we also advice you about your communication – with input and sparring about target audience, angles, language etc. in your stories.

Our writers create the texts based on your input, and therefore it is important that you know in advance which messages you want to communicate.

By entering into a partnership with us, you have the rights to everything that we produce. You can freely use all content for your own communication – i.e. in a newsletter, in brochures, on your website or in a press release.



READERSHIP SURVEY

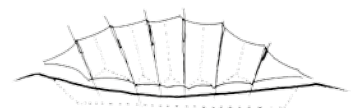
The result from the analysis by A&B shows:

- **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



DISTRIBUTION IN DENMARK,

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



PRICELIST

Advertising and advertorials

FORMATS AND PRICES

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

READERSHIP FIGURES:


- Delivery of advertisements: Advertisements are supplied in 300 dpi.
- 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

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

PAPER TYPE:

Cover 300 g Galerie Silk. Contents 100 g Arctic matt

PRINT VOLUME:

9,850 copies. Distribution volume: 9,600 copies
Byggeri+Arkitektur is a member of Danish Audit Bureau of Circulation 

DISTRIBUTION

Byggeri+arkitektur is published eight times a year with a circulation of 10,300 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].

PRINT & ONLINE-SALE

Usman Malik. Phone: +45 31 33 18 57
usman@byggeri-arkitektur.dk

Daniel Lambevski. Phone: +45 31 21 26 28
daniel@boaa.dk

Uffe Keller-Eriksen. Phone: +45 31 49 41 38
uffe@byggeri-arkitektur.dk

Online-products

BANNER-FORMATS OG PRICES

Skyscraper	160x600 px	DKK 6,500 per. month
Centerbanner	970x90 px	DKK 6,500 per. month
Articlebanner	300x250 px	DKK 5,000 per. month

PARTNERPROFILE

Customer's own mini website: DKK 10,000 per. year

PARTICIPATION IN THE NEWSLETTER:

Article	DKK 2,500
News banner 600x180 px	DKK 1,500

VIDEO

Video production, from: DKK 10,000

ONLINE PARTNERPROFILE-SALE

Anders Hildan
Phone: +45 60 21 86 50
anders@mx.dk

Kasper Gahrn Kristoffersen
Phone: +45 31 34 34 42
kasper@mx.dk

Combined print and online media packages

MEDIA PACKAGE 1

- 1/2 page advertisement
- 2 news banner

MEDIA PACKAGE 2

- 1/2 page advertisement
- 1/2 page advertorial
- 1 month article banner
- 1 news banner
- 1 newsletter

MEDIA PACKAGE 3

Construct your own tailor made marketing package in collaboration with our media consultants, where you can make an ongoing campaign to maximize your impact.

Contact us for more information.

Preparation of material

GRAPHIC WORK

Per commenced hour DKK 1,200

COPYRIGHTS

Purchase of rights to prepared content DKK 5,000

PUBLICATION DATES / CONTENT

Nr.92 / February 4

Materials deadline January 21.

- Projects: Healthcare
- Energy optimization
- Building automation
- Tile as building material
- Temporary and flexible buildings
- Indoor climate – light, air and sound
- Interior design

Fairs

- IMM Cologne
- Stockholm Furniture Fair

Nr.93 / March 25

Materials deadline March 11.

- Projects: Landscape and urban development
- Climate proofing
- Bridges and infrastructure projects
- Concrete as building material
- Green roofs
- Outdoor furniture
- Surfaces
- Architectural lighting
- Interior design

Fairs

- Building Green Aarhus
- Salone del Mobile Milano

Nr.94 / May 10

Materials deadline April 26

- Projects: Renovation
- Modular building and prefab
- Wood as building material
- IT and digitization
- Sustainability
- Interior design

Nr.95 / June 17

Materials deadline June 3

- Projects: domicile buildings and offices
- Glass as building material
- Security and access control
- Facade and roof
- Doors and windows
- Steel as building material
- Interior design

Nr.96 / September 9

Materials deadline August 26

- Projects: Education and institutions
- Landscape and urban development
- Energy optimization
- Building automation
- Tile as building material
- Temporary and flexible buildings
- Indoor climate – light, air and sound
- Interior design

Nr.97 / October 14

Materials deadline September 30

- Projects: Interior design
- Indoor lighting
- Acoustics
- Office and conference furniture
- Ventilation
- Floor and staircases
- Special designed furniture
- Kitchen
- Sanitation
- Interior design

Fairs

Building Green København

Nr.98 / November 11

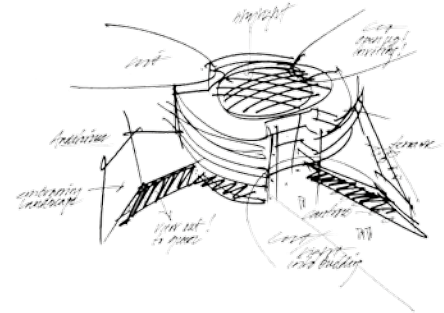
Materials deadline October 28

- Projects: Hotels and Conference facilities
- Modular building and prefab
- Wood as building material
- IT and digitization
- Concrete as building material
- Building technology
- Interior design

Nr.99 / December 12

Materials deadline November 28

- Projects: Housing
- Glass as building material
- Security and access control
- Facade and roof
- Doors and windows
- Steel as building material
- Interior design



ABOUT BYGGERI+ARKITEKTUR

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 magazine – 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.