

MEDIA INFORMATION

2019



BYGGE- &
ANLÆGSAVISEN

PRODUCTS

There are many advantages of combining print marketing and online marketing to get your message through to new customers. Bygge- & Anlægsavisen 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 advice 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.

BYGGE- & ANLÆGSAVISEN

– Vi fortæller DIN historie

OUR CUSTOMERS SAY:

“I can highly recommend Bygge- & Anlægsavisen. Throughout the years we have had a well-functioning and pleasant professional relationship and our company has used both conventional ads as well as advertorials which has generated a lot of positive attention.”



Niels Arp-Nielsen,
Head of marketing, EXPO-NET Danmark A/S

“Throughout many years CSK Stålindustri has had a well-functioning professional relationship with Bygge- & Anlægsavisen – we know each other very well and this gives an efficient work procedure. Our company has used both ads and advertorials as an overall package which has generated a lot of positive feedback on the specific articles. In CSK we aim for continuity in our marketing and it has been a valuable help to have a regular journalist at Bygge- & Anlægsavisen who is aware of our values and way of communication as well as he also gets hold of the relevant interview persons in our organisation.”



Peter Andersen,
CFO, CSK Stålindustry

“Our company policy was highly reluctant towards advertising which we decided to break with years ago and begin collaborating with Bygge- & Anlægsavisen. The entire process has been productive and inspiring for us, and we experience maximum flexibility. The magazine's extensive target group and high standards are very much in accordance with ARDEX's products.”



Michael Fønnesbek,
Head of marketing, ARDEX Denmark

We made our entry into the Danish market ten years ago, and Isola started our cooperation with Bygge- & Anlægsavisen at the same time. Through the years, we have developed as a brand – Isola has become a visible part of the Danish construction industry, and Bygge- & Anlægsavisen has been a major part of this development. We have been very satisfied with the results of our advertising and articles in the media, and over the years we have been able to remove many other marketing activities. Their writers have an intricate knowledge of the industry, and they do a good job of telling about Isola, our solutions and projects. Bygge- & Anlægsavisen is a great media to be part of and we have received many inquiries based on our articles.



Michael Lindberg,
Head of marketing, Isola

ADVERTISING

PRINT

FORMATS & PRICES

2/1 pages, 546 x 365 mm.	DKK 42,600
1/1 page, 266 x 365 mm.	DKK 26,500
1/2 page, 130 x 350 mm.	DKK 15,400
1/2 page, 266 x 171 mm.	DKK 15,400
1/4 page, 130 x 171 mm.	DKK 8,600
1/8 page, 130 x 82 mm.	DKK 5,000
Front page ad 1, 175 x 54 mm.	DKK 12,500
Front page ad 2, 85 x 54 mm.	DKK 8,500

SPECIAL SUPPLEMENT

2/1 pages, 530 x 375 mm. + 3 mm.	DKK 42,600
1/1 page, 266 x 350 mm. + 3 mm.	DKK 26,500
1/2 page, 130 x 350 mm.	DKK 15,400
1/2 page, 266 x 171 mm.	DKK 15,400
1/4 page, 130 x 171 mm.	DKK 8,600
1/8 page, 130 x 82 mm.	DKK 5,000
Front page ad 1, 175 x 54 mm.	DKK 12,500
Front page ad 2, 85 x 54 mm.	DKK 8,500

ADVERTORIALS

2/1 pages, 546 x 351 mm.	DKK 42,600
1/1 page, 266 x 350 mm.	DKK 26,500
1/2 page, 130 x 350 mm.	DKK 15,400

Private press releases etc., delivered ready for publication, will receive a discount of 15 %

BULK DISCOUNTS

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


SUPPLEMENTS

Special placement:	25 %
Back page placement:	50 %

ADDS SPECIFICATIONS

Photos: 180 dpi.
Ready to print PDF with fonts included.
Remember to indicate the media and publication number.
Delivery by mail: vm@mediapress.dk
For further information: Phone +45 33 44 55 55

PRINT VOLUME

Print volume: 14,730, 8 times per year
Bygge- & Anlægsavisen is a member of Danish Audit Bureau of Circulation 

MEDIA PACKAGES

PACKAGE 1

- ½ page add
- 2 news banners in the newsletter

PACKAGE 2

- ½ page add
- ½ page advertorial
- 1 month article banner
- 1 news banner in the newsletter
- 1 newsletter

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.

PRINT & ONLINE SALE

Sales Manager

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

Key account Manager

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

Media Consultant

Steffen Thorsted
Phone: +45 26 35 02 50
steffen@boaa.dk

Jeanette Bernth Schüssel

Phone: +45 22 56 78 94
jeanette@boaa.dk

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Mediapress A/S has exclusive rights to the texts the company's writers have produced for an article. If you wish to use the texts in other contexts, for example in a brochure, press release, newsletter, article in other media etc. you can obtain the rights.

The price for obtaining copyrights of the text after it has been published in Bygge- & Anlægsavisen is DKK 5,000

GRAPHIC WORK

DKK 1,200 per commenced hour.

ONLINE

THE PARTNER PROFILE

Customers own mini-webpage DKK 10,000 per year.

BANNER-FORMAT AND PRICE

Skyscraper	160x600 px	DKK 6,500 per. month
Centre banner	600x160 px	DKK 6,500 per. month
Article banner	300x250 px	DKK 5,000 per. month

PARTICIPATION IN THE NEWSLETTER

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

VIDEO

Video production, from: Price: DKK 10,000

PARTNER PROFILE SALE

Sales Manager

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

Media Consultant

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

DISTRIBUTION	QUANTITY	COVERAGE
Contractors	2.325	Bygge- & Anlægsavisen is distributed to contractors with more than four employees, covering 60 % of all contractor companies with more than one employee.
Craftsmen	8.275	We cover all craftsmen businesses with more than two employees: Carpenters and joiners 2,497. Bricklayers 1,065. Floor fitters, painters, glaziers and roofing companies 1,193. Plumbers 1235. Electricians 1060. Other craftsmen 1,063.
Architects and Engineers	1.200	We cover 100 % of all architectural and engineering companies with more than one employee.
Building owners, building financing, property management and service businesses in the building industry	2.630	All companies with more than 200 employees. Relevant departments and governance departments within the state, regions and municipalities. Banks and financial companies. Property services and administrators. Rental and leasing companies. Utility companies.
Various	300	Do-it-yourself markets. Wholesale trades of construction machinery, vans etc.

PUBLICATION DATES / CONTENT

SECTION 1

– *The development of the building industry*

In this section we focus on trends and innovation in the building sector, and we write about interesting new building projects and interview people with visions for their company and the industry as a whole.

SECTION 2

– *Building materials and solutions*

Which materials and building systems contributes to the most effective construction process and end results? We focus on the different components in the projects that secure high quality and fulfill all requirements in regard to indoor climate, aesthetics, energy, flexibility, comfort, maintenance etc.

SECTION 3

– *The construction site*

In this section we take a look at all the details that every effective construction site consists of. What is important for the modern construction worker and what tools and equipment is essential?

SECTION 4

– *Special issues*

In this section we focus on the important topics, that affect everyone in the building industry and changes the way we build, such as sustainability and IT.

NR. 1 – 11/2

Materials deadline 28/1

Section 1

- Road construction and Infrastructure projects

Section 2

- Wood
- Water and sanitation
- Floors and surfaces

Section 3

- Work environment
- Tools
- Fleet management

Section 4

- Logistics in the building sector

Fairs

- Transportmesse

NR. 2 – 18/3

Materials deadline 4/3

Section 1

- Schools and institutions

Section 2

- Ventilation
- Tiles
- Energy
- Demolition

Section 3

- Safety
- Work clothes and footwear
- Cranes, lifts and working platforms

Section 4

- Sustainability

Fairs

- Building Green, Århus

NR. 3 – 6/5

Materials deadline 23/3

Section 1

- Sports facilities

Section 2

- Steel
- Energy supply
- The facade

Section 3

- Construction equipment
- Rental and leasing
- IT and new technology

Section 4

- Climate and Energy

Fairs

- VVS-Messen 2019

NR. 4 – 10/6

Materials deadline 27/5

Section 1

- Domicile and office buildings

Section 2

- Concrete
- Sewage and plumbing
- Building technology

Section 3

- Vans and equipment
- Education and recruitment
- Construction site management

Section 4

- Urban development and landscape

Fairs

- Have & Landskab messe
- Danish Security Fair

NR. 6 – 7/10

Materials deadline 23/9

Section 1

- Housing projects

Section 2

- Ventilation
- Tiles
- Energy
- Demolition

Section 3

- Safety
- Work clothes and footwear
- Cranes, lifts and working platforms

Section 4

- Sustainability

Fair

- Building Green, København

NR. 7 – 4/11

Materials deadline 21/10

Section 1

- Renovation projects

Section 2

- Steel
- Energy supply
- The facade

Section 3

- Construction equipment
- Rental and leasing
- IT and new technology

Section 4

- Indoor climate

NR. 8 – 9/12

Materials deadline 25/11

Section 1

- Domicile and office buildings

Section 2

- Concrete
- Sewage and plumbing
- Building technology

Section 3

- Vans and equipment
- Education and recruitment
- Construction site management

Section 4

- New technology and IT

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Bygge- & Anlægsavisen is read by approx. 9500 craftsmen and contractors across the country.

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NR. 5 – 2/9

Materials deadline 19/8

Section 1

- Modules and temporary buildings

Section 2

- Wood
- Water and sanitation
- Floors and surfaces

Section 3

- Work environment
- Tools
- Fleet management

Section 4

- Climate and energy