



Dækmagasinet

Udgivet af Dækbranchen Danmark

Media Information 2019

Published by: **Tyre Business Denmark** - Skagensgade 1 - DK-2630 Taastrup

Telephone: +45 3963 9779

E-mail: dbdk@dbdk.dk

Web: www.daek-magasinet.dk



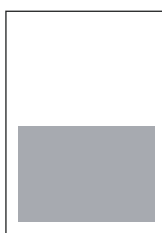
Ad Rates and formats:



Frontpage

(not available for advertising)

-
-
-



1/2 page

WxH: 180 x 126 mm

Incl. 4-colour

DKK 6,500.- / € 872.-



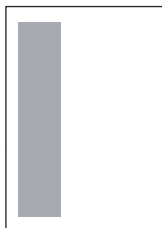
Backpage

WxH: 210 x 297 mm

+ 3 mm bleed

Incl. 4-colour

DKK 9,000.- / € 1,210.-



1/3 page (high)

WxH: 56 x 257 mm

Incl. 4-colour

DKK 5,000.- / € 671.-



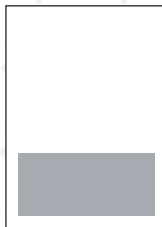
1/1 page to edge

WxH: 210 x 297 mm

+ 3 mm bleed

Incl. 4-colour

DKK 8,800.- / € 1,182.-

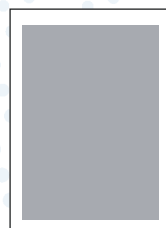


1/3 page (across)

WxH: 180 x 83 mm

Incl. 4-colour

DKK 5,000.- / € 671.-

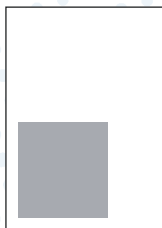


1/1 page

WxH: 180 x 257 mm

Incl. 4-colour

DKK 8,800.- / € 1,182.-

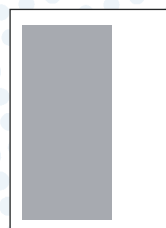


1/3 page

WxH: 118 x 126 mm

Incl. 4-colour

DKK 5,000.- / € 671.-

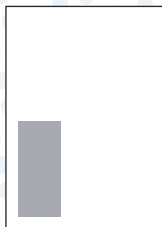


2/3 page (high)

WxH: 118 x 257 mm

Incl. 4-colour

DKK 7,500.- / € 1,007.-

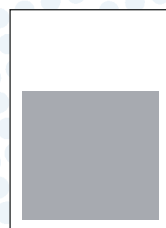


1/6 page (high)

WxH: 56 x 126 mm

Incl. 4-colour

DKK 3,780.- / € 508.-



2/3 page (across)

WxH: 180 x 170 mm

Incl. 4-colour

DKK 7,500.- / € 1,007.-



1/6 page (across)

WxH: 118 x 61 mm

Incl. 4-colour

DKK 3,780.- / € 508.-

Subscription:

Yearly DKK 590.- / €80.-

(10 magazines/year).

Circulation: 2000 copies.

Tyre Magazine (DÆK-Magasinet) is published on the 10th each month, Jan/Feb and Jul/Aug in combined editions.

Readers:

Members, external subscriptions and 2,1 mill. via the project 'Read and Care'*.

* "Read & Care" distributes magazines to public waiting rooms at e.g. doctors, dentists and hairdressers, thus reaching up to 2,1 - 2,5 mill. readers/year (acc. to Gallup). Revenues goes in full and 100% to the Red Cross humanitarian aid.

Advertising material:

Order/delivery of advertising material is due on the 15th prior to month of release.

Additional prices:

Magazine inserts – price according to size and weight.

Discounts:

Black-and-white ads: 66% of 4-colour.

Bureau commissions: 10%.

Advertising discount:

10% for 10 insertions per year

5% for 5 insertions per year.

Technique:

Printing technique: Digital Offset

Screen (lines/cm): 70 (300dpi).

4 colour: CMYK. (max: 280%)

Advertising material:

Electronic ad material ready for printing: PDF-file (saved as PressOptimized), vers. 1.3 (Acrobat 4.x), EPS- or InDesign file (please include all fonts and illustrations/photos (links) used). Please send electronic ads below 10 MB to dbdk@dbdk.dk. Files other than pdf must be compressed via WinZip or Stuffit. Electronic ads above 10 MB must be sent to Tyre Business Denmark by agreement, phone +45 3963 9779.

Other ad sizes must be approved in advance and costs DKK 33.- / € 4.43 pr. mm times 1, 2 or 3 columns. All prices are without 25% VAT.

Member of: BIPAVER, Autobranchens Fællesråd, STRO, The Danish Council for Tyre Safety