

# RATECARD 2010

## PRINT

Magazines	2/1	1/1	1/2	1/4	Back cover	Inside front cover	Inside back cover	Single module	Double module
IN	75,300	47,000	32,000	20,200	61,100	54,100	51,700	9,700	19,400
ELLE	80,850	49,000	34,300	-	68,600	-	53,900	-	-
BAZAR	55,000	34,400	23,300	14,700	44,700	39,500	37,800	6,000	12,000
GLAM	32,000	21,800	-	-	-	-	-	-	-
ISABELLAS	59,900	37,400	25,400	16,100	48,700	43,100	41,200	7,500	14,900
MAD!	49,100	30,600	20,800	-	39,900	35,200	33,700	6,700	13,400
MAD & BOLIG	67,400	42,100	28,600	18,100	54,700	48,400	46,300	8,500	16,900
ANTIK & AUKTION	30,800	19,200	13,000	-	25,000	22,100	21,100	4,000	7,900
ROYAL	34,000	21,000	14,000	-	27,300	24,150	23,100	7,500	-
PSYKOLOGI	56,300	35,200	23,900	15,100	45,700	40,500	38,700	7,700	15,300
Q	59,100	36,900	25,100	15,900	48,000	42,500	40,600	9,700	18,700
TIDENS KVINDER	35,400	22,100	15,000	9,500	28,000	25,000	24,000	5,100	10,300
VI UNGE	48,600	30,300	20,600	13,000	39,500	34,900	33,400	-	-
VI UNGE STORY	31,400	19,600	13,300	8,400	25,000	22,000	21,000	-	-
VI UNGE POSTERS	16,000	10,000	6,800	-	13,000	11,500	-	-	-
STREETBOYS	25,200	15,700	10,700	6,700	20,000	18,000	17,000	-	-

Weeklies	2/1	1/1	1/2	1/4	Back cover	Inside front cover	Inside back cover	Single module	Double module
FEMINA	91,200	57,000	38,800	24,500	65,600	-	-	14,700	29,300
SØNDAG	56,100	35,100	23,800	15,100	40,300	-	-	10,000	20,000
BILLED-BLADET	92,400	57,700	39,200	24,800	66,400	-	-	-	-
SE OG HØR	127,000	79,600	54,100	34,200	-	-	-	-	-
KIG IND	46,900	29,300	19,900	12,600	33,700	-	-	-	-
7 TV DAGE	-	16,700	-	-	19,300	-	-	-	-
UDE OG HJEMME	88,600	55,400	37,600	23,800	63,700	-	-	13,300	26,600
FAMILIE JOURNAL	105,000	65,800	44,700	28,300	75,600	-	-	15,400	30,700

All prices are stated in DKK excl. VAT. Reservations are made in the event of any discrepancies and price increases, throughout the ratecard.

## ONLINE

### Fashion, beauty, health, food, housing, travel and others:

in.dk, elle.dk, bazaronline.dk, isabellas.dk, magasinetmad.dk, madogbolig.dk, mama.dk, antikogauktion.dk, psykologimagasinet, qmag.dk, oestrogen.dk, tidenskvinder.dk, streetboys.dk, viunge.dk, storynet.dk, femina.dk, soendag.dk, familiejournalen.dk, udeoghjemme.dk.

Format	Price	Delivery
930x180	150	CPM
728x90	100	CPM
300x250	125	CPM
DHTML (floating ad)	250	CPM
Expandable	225	CPM
Quickpolls	5,000	Fixed price
Competition/surveys	25,000	Fixed price
Microsite	75,000	Fixed price

Site	Wallpaper	Takeover	Advertorial
in.dk	1,000	-	3,500
elle.dk	2,200	2,500	5,000
bazaronline.dk	2,200	3,000	4,500
isabellas.dk	1,700	2,000	5,000
magasinetmad.dk	1,500	1,900	5,000
madogbolig.dk	1,200	1,500	5,000
mama.dk	1,500	1,800	5,000
antikogauktion.dk	1,000	1,300	5,000
psykologimagasinet.dk	-	-	2,000
qmag.dk	2,000	2,500	3,500
oestrogen.dk	3,500	4,000	5,000
tidenskvinder.dk	3,000	3,500	5,000
streetboys.dk	1,200	1,500	3,500
viunge.dk	3,500	4,000	4,500
storynet.dk	1,700	2,000	4,500
femina.dk	3,000	3,500	4,000
soendag.dk	3,000	3,500	3,500
familiejournal.dk	3,000	3,500	5,000
udeoghjemme.dk	3,000	3,500	5,000

The prices on wallpapers and takeovers are prices per day. The prices on advertorials are per article.

## ONLINE

### Entertainment:

billedbladet.dk, kigind.com, seoghoer.dk, pling.dk

Format	Price	Delivery
930x180	60	CPM
728x90	40	CPM
300x250	40	CPM
DHTML (floating ad)	100	CPM
Expandable	80	CPM
Quickpolls	5,000	Fixed price
Competition/surveys	25,000	Fixed price
Microsite	75,000	Fixed price

Site	Wallpaper	Takeover	Advertorial
billedbladet.dk	5,000	6,500	5,000
kigind.com	3,500	3,800	5,000
seoghoer.dk	5,000	6,500	5,000
pling.dk	5,000	6,500	-

The prices on wallpapers and takeovers are prices per day. The prices on advertorials are per article.

## NEWSLETTER

We offer advertising in newsletters for the following brands:

Antik & Auktion, Bazar, Billed-Bladet, Familie Journal, FEMINA, ELLE, ISABELLAS, Kig Ind, Mad & Bolig, mama.dk  
IN, oestrogen.dk, Psykologi, Q, Se og Hør, SØNDAG, Tidens Kvinder, Ude og Hjemme, Vi Unge.

Format	Price
728x90	DKK 0.10 per newsletter distributed
300x250	DKK 0.10 per newsletter distributed

## MOBIL

We offer advertising on the following mobile sites:

m.bazaronline.dk, m.billedbladet.dk, m.femina.dk, m.kigind.com, m.oestrogen.dk, m.seoghoer.dk, m.streetboys.dk  
m.udeoghjemme.dk, m.viunge.dk.

Bannerformat	Price	Delivery
168x35	150	CPM
228x35	150	CPM

## PRICES - CREATIVE FORMATS PRINT

Magazines	Advertorials, price per full page	Splitcover	Gatefold
IN	56,400	144,300	194,695
BAZAR	41,280	105,300	142,370
ISABELLAS	44,880	114,660	154,905
MAD!	36,720	93,860	126,845
MAD & BOLIG	50,520	129,090	174,340
ANTIK & AUKTION	23,040	58,760	79,580
ROYAL	25,200	-	87,400
PSYKOLOGI	42,240	107,900	145,705
Q	44,280	-	152,835
TIDENS KVINDER	26,520	-	91,540
VI UNGE	36,360	-	125,580
VI UNGE STORY	23,520	-	81,190

Weeklies	Advertorials, price per full page	Splitcover	Gatefold
FEMINA	68,400	174,980*	235,980
SØNDAG	42,120	-	145,245
BILLED-BLADET	69,240	-	-
SE OG HØR	95,520	-	-
KIG IND	35,160	-	-
UDE OG HJEMME	66,480	-	-
FAMILIE JOURNAL	78,960	-	-

\*Splitcover only possible in perfect binded editions of FEMINA.

NB! All creative material should be approved by the editor in chief.  
All prices are excl. production costs.

## PRICES - CREATIVE FORMATS PRINT

### STAPLED INSERTS / BINDINGS

	BB-FJ-SH-UH-KI-7tv	FE	SØ	Magazines
4 - 8	DKK 0.52	DKK 0.81	DKK 0.59	DKK 1.03
10 - 12	DKK 0.56	DKK 0.88	DKK 0.63	DKK 1.11
14 - 16	DKK 0.61	DKK 0.97	DKK 0.69	DKK 1.18
18 - 24	DKK 0.69	DKK 1.07	DKK 0.80	DKK 1.33
26 - 32	DKK 0.79	DKK 1.18	DKK 0.90	DKK 1.46
34 - 36	DKK 0.85	DKK 1.24	DKK 0.97	DKK 1.53
38 - 40	DKK 0.91	DKK 1.30	DKK 1.03	DKK 1.59
42 - 48	DKK 0.98	DKK 1.45	DKK 1.12	DKK 1.71
50 - 64	DKK 1.16	DKK 1.68	DKK 1.34	DKK 2.00

Format: Min. 120 x 135 mm. Max. 208 x 280 mm. For limited circulations, an extra cost of DKK 0.18 is added in BB-FJ-KI-SH-UH-SØ, + DKK 0.22 in FE and the magazines.

### PASTE-INS

	Post cards etc.	Brochures	Samples	Sent card (scentstrip) Liquid touch	Sent Card (scent strip) Liquid touch BZ
BB-FJ-KI-SH-UH	DKK 0.40	DKK 0.56	DKK 0.74		
FE	DKK 0.48	DKK 0.73	DKK 0.97	DKK 0.96	
SØ	DKK 0.45	DKK 0.63	DKK 0.87		
Magazines	DKK 0.60	DKK 1.18	DKK 1.22	DKK 1.02	DKK 0.92

Format: Min. 65 x 90 mm. Max. 148 x 210 mm. A 1/1 page advertisement is added to the price. An extra cost of DKK 0.18 is added in BB-FJ-KI-SH-UH-SØ, + DKK 0.22 in FE and the magazines.

### EDITORIAL / CUSTOMER PAID FOLIO WRAPPING / BLOWN-IN INSERTS TEMPORARY PRICE FOR FOLIO WRAPPING IN 2010

	Editorial folio wrapping	Customer paid folio wrapping	Blown-in inserts
Brochures or post card max. 20 g	DKK 0.12 + paste-in, stapled insert or binding price	DKK 0.75 + paste-in, stapled insert or binding price	DKK 0.26 + paste-in, stapled inserts or binding price
Brochure above 20 g, samples	DKK 0.20 or more + paste-in, stapled insert or binding price	DKK 0.75 or more + paste-in, stapled insert or binding price	
Discarding at customer paid folio wrapping		DKK 10,000	

NB! To obtain a price, each item must be approved on the basis of a forwarded dummy.

The handling price of samples and heavy items must be approved by Aller Annonce Center. Turnover discounts and remunerations on folio wrapping/blown-in insert prices are not granted. The above is subject to price changes.

NB! The above is subject to price changes and change in postage in 2010.

## DISCOUNTS PRINT

### COMMON DISCOUNT FOR WEEKLIES AND MAGAZINES

#### Annual contracts:

When entering into an Annual Contract for 2010 of at least DKK 200,000 with Aller Annonce Center, it is possible to obtain a turnover discount. The Annual Contract is concluded on the basis of the customer's net investment before commission in respect of all weeklies and magazines covered under Aller Annonce Center (individual contracts are made in respect of ELLE) and includes the full investment. However, technical costs, postage etc. are not included in the investment amount, which is invoiced to the customer.

Please contact Aller Annonce Center for further information on terms and conditions.

**The turnover discount is the only type of discount which is combinable with other discounts.**

#### Multi-shots:

By placing at least 4 sequential pages in the same publication, We offer a discount on the advertisement's full page price in four colours of:

35% discount

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### MAGAZINES

#### Combination discount:

The combination discount is a discount applicable where advertisements are booked at the same time in 2 or more magazines. The same number of advertisements must be placed in each individual magazine. The discount is not combinable with the other types of magazine discounts offered except from the turnover discount, however, the placements are included in the annual turnover. This discount does not apply in respect of ELLE.

The advertisements booked must be from the same advertiser, however, it is possible to vary the message of the advertisement. The advertisements must be placed within 12 months. The discount is granted according to the following scale:

2 magazines	15%
3 magazines	20%
4+ magazines	25%

#### Quantity discount:

Bazar, Q, IN, FEMINA, Mad & Bolig, Vi Unge, Vi Unge Story, Vi Unge Posters and Streetboys:

2 pages	5%
3-4 pages	10%
5-8 pages	15%
9-14 pages	20%
15-20 pages	25%
21 pages or more	30%

(The advertisements must be placed within 12 months).

2 half pages equals 1 full page and 1 double page spread equals 2 full pages.

### MATERIAL

#### Upload material on:

portal.aller.dk

## DISCOUNTS PRINT

### Quantity discount:

ISABELLAS, Antik og Auktion, Mad!, Psykologi, Tidens Kvinder:

2 pages	5%
3 pages	10%
4 pages	15%
5 pages	20%
6 pages	25%
7+ pages	30%

(The advertisements must be placed within 12 months). 2 half pages equals 1 full page and 1 double page spread equals 2 full pages.

### Special placement payments – magazines:

Mad & Bolig, Antik & Auktion, ROYAL, Mad!, IN, Bazar, Isabellas, Q, Psykologi, Tidens Kvinder, Vi Unge, Vi Unge Story, Streetboys:

First ¼ of the magazine	+ 15%
Inside back cover and other special placements	+ 10%

## WEEKLIES

### Other placements:

First half	+ 15%
Other special placements	+ 10%

### Quantity discount in weeklies::

The placements must be made in the same media. In order to achieve the discount, the placements must be booked on the same order.

#### Discount on 2 - 5 placements:

2 placements within 2 weeks	10%
3 placements within 3 weeks	15%
4 placements within 4 weeks	25%
5 placements within 5 weeks	30%

The above deal does not apply in respect of FEMINA.

#### Discount on 5 - 10 placements:

5 placements within 6 months	20%
6 placements within 6 months	21%
7 placements within 6 months	22%
8 placements within 6 months	23%
9 placements within 6 months	24%
10 placements within 6 months	25%

[WWW.ANNONCE.ALLER.DK](http://WWW.ANNONCE.ALLER.DK)

#### VISITING ADDRESS:

HAVNEHOLMEN 33 1561 KØBENHAVN V  
TLF: +45 72 34 26 26 FAX: +45 72 34 20 03

DENMARK

# Aller

#### POSTAL ADDRESS:

ALLER MEDIA A/S ATT.: ALLER ANNONCE CENTER  
POSTBOKS 420 DK-0900 KØBENHAVN C

DENMARK