

MEDIA INFORMATION 2017

THE MAGAZINE

Blik og Rør has 8 issues a year featuring actual new and articles on employment, building, energy, education and work environment. The magazine will in the future focus more on products and the development in the plumbing- and the chimney sweeper industry. You will find articles about product testing, and the readers will find more stories on the development of the industry, and how they can obtain knowledge and competence to cope with the future challenges.

THE READERS

The target group is the members of the "Blik- og Rørarbejderforbundet" (Danish Union of plumbers and pipefitters), which comprises of plumbing-fitters, -energy-fitters, -industrial-fitters, -roof and facade-fitters, -ventilation-fitters, -stainless industry plumbers, plumbers, tube-layers and chimney sweepers. The magazine is also read by plumbing-companies and engineering advisers.

Members are characterized by that they, to a great extent, are decision makers on purchases made with wholesalers. Both in connection with new-building, makeover and ordinary maintenance.

FORMAT

210 x 280 mm.

CIRCULATION

Danish Media Audit of Circulations
9.506

PUBLISHER

Blik og Rørarbejderforbundet
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RELEASE AND DEADLINE - 2017

Nbr.	Deadline	Published
1	05. December	06. January
2	19. January	17. February
3	02. March	31. March
4	20. April	19. May
5	01. June	30. June
6	30. August	01. September
7	14. September	13. Octobers
8	26. October	24. November

DISCOUNTS AND OTHER RATES

2 advertisements - 5 %
5 advertisements - 10 %
8 advertisements - 15 %

SPECIAL POSITION

Special position + 10 %

INSERTS

All issues are plastic wrapped, so you have the possibility of placing inserts. It is also possible to segment inserts. Please call for further information.

EXHIBITION MAGAZINE

Separate fair number of VVS17 that takes place from 26 to 28 April 2017. Magazine is issued with release no. 3.

Pressed extra magazines handed out at the fair.

ADVERTISING MATERIAL

All material must be delivered as print ready high resolution PDF files (minimum 300 dpi), CMYK-separated.
Material has to be sent via e-mail to:
jsj@rosendahls.dk

If you so wish, we can, assist you in creating your ad – contact us for further information.

NEWSLETTER

Newsletter is published 10 times in the spring and 8 times in the fall.

It is possible to buy two banner ads in each publication. Banner ad has a size of 600 x 150 pixels. Price. PCS. Dkr. 3.000,00



PRICES

1/1 side **12.000,-**

	1/1 (full page with bleed) 210 x 280 mm. + 5 mm. for cutting
	1/1 (full-page) 176 x 243 mm.

Backpage **15.000,-**

	Backpage (full page with bleed) 210 x 280 mm. + 5 mm. for cutting
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Double page **19.000,-**

	2/1 page (double page with bleed) 420 x 280 mm + 5 mm. for cutting
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1/2 page **7.000,-**

	½ page Wide format 194 x 130 mm.
	High format 86 x 243 mm.

3/4 - 1/4 page **9.500,- / 4.250,-**

	¾ page High format (only) 127 x 243 mm.
	¼ page Wide format 86 x 119 mm.
	High format 41 x 243 mm.

Formats are with x height. All prices are quoted in Danish Kroner, and without VAT and based on print ready material

Printing errors, wrong size etc. for which neither the advertiser nor their agency is responsible, a reduction may be paid upon Rosendahls Mediaservice' discretion, it cannot exceed the price of inserting the advertisement. Complaints must be sent in writing to Rosendahls Mediaservice no later than 5 days after the publishing of the magazine. Neither Rosendahls Mediaservice nor the publisher is liable for any consequential damage, due to wrongful, delayed or missing inserts of ordered ads. Cancellation of confirmed ads can be made, in writing, until 5 days before deadline. Claims cannot be enforced against Rosendahls Media Service or the magazine for any consequences of incorrect, delayed or missing inserts of booked advertisements.