

SCANDINAVIAN BREWERS' REVIEW

MEDIA INFORMATION 2017

THE MAGAZINE

Scandinavian Brewer's Review (SBR) is the biggest trade magazine in the Nordic countries focusing on the brewing and soft drink industry. The magazine is published by The Danish Brewer's Guild in cooperation with the Brewer's Guild of Sweden, Norway and Finland. Apart from being the member magazine for the members of the Nordic Brewer's Guild, the magazine is the link between, brew masters and other decision makers and professionals inside all of the publishing area; witch beside the Nordic region covers the remaining Europe, the Baltic countries and Russia. The language is English.

THE READERS

The primary readers of SBR are brew masters, brewers and other professionals within supply chain, marketing and purchasing in the brewing and soft drink industry.

FORMAT

208 x 280 mm.

CIRKULATION

1.000

PUBLISHER

Dansk Brygmester Forening
(Danish Brewmaster' Guild)
Ny Carlsberg Vej 100
DK-1799 København V.
Phone +45 40 60 33 27
www.scandbrewrev.dk
benny.poulsen.fct@carlsberg.dk

EDITORS

Editor in Chief
Andres Tue Møller
Technical editor
Anders Kissmeyer
anders@kissmeyer.dk

SCANDINAVIAN BREWERS' REVIEW

Balticagade 12d,
DK-8000 Aarhus C
Denmark
Phone +45 86 21 30 00
sbr@tuen.dk

ADVERTISING

Rosendahls Mediaservice
Niels Hass
nh@rosendahls.dk
Phone +45 76 10 11 56

RELEASE AND DEADLINE

2017: 4 issues

2017

Nr.	Deadline	Released
1	February 02.	February 24.
2	May 10.	June 02.
3	August 03.	August 24.
4	November 17.	December 11.

2018

Nr.	Deadline	Released
1	February 01.	February 23.
2	May 23.	June 15.
3	October 03.	October 25.
4	November 19.	December 10.

DISCOUNTS AND OTHER RATES

3 advertisements	- 10 %
4 advertisements	- 15 %
6 advertisements	- 20 %

Ordered together and inserted within 12 month.

Special position +10 %

Colour surcharge Dkr. 4,800

INSERTS

Request quotation

ADVERTISING MATERIAL

All material must be delivered as print ready high solution PDF files (minimum 300 dpi), CMYK-separated.

Material has to be sent via e-mail to:
nh@rosendahls.dk



PRICES AND FORMATS

1/1 (full-page) 9.100,-

185mm x 252mm

1/1 (full-page with bleed) 10.000,-

208mm x 280mm
+4 mm for cutting

2/1 (double page with bleed) 16.700,-

416mm x 280mm
+4 mm for cutting

1/2 page 6.200,-

1/2 page (wide format)
185 mm x 124 mm

1/2 page (high format)
90 mm x 252 mm

PREFERRED PLACEMENT

Page 2 - 185 mm x 252 mm 16.300,-

+ 4 mm for cutting

Page 4 - 208 mm x 280 mm 11.270,-

+ 4 mm for cutting

Page 6 - 208 mm x 280 mm 11.270,-

+ 4 mm for cutting

3. coverpage - 208 mm x 280 mm 11.270,-

+ 4 mm for cutting

Back page - 208 mm x 280 mm 17.700,-

+ 4 mm for cutting

Formats are width x height. All prices are quoted in Danish Kroner, and without VAT and based on printready 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.

Cancelation 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.