

ADVERTISING RATES AND INFORMATION



ØLentusiasteN

M E D L E M S B L A D F O R D A N S K E Ø L E N T U S I A S T E R

THE BEER ENTHUSIAST

*Magazine for the members of The Danish Beer Enthusiasts
January 1st 2009*

ØLENTUSIASTEN

ISSN 1399-5022



The Beer Enthusiast is the magazine for the members of The Danish Beer Enthusiasts, which is an independent nationwide beer consumers association. Through our membership of The National Consumers' Advisory Council and European Beer Consumers Union we work to secure the consumers a large and varied supply of beer and beertypes.

The Danish Beer Enthusiasts was founded September 5th 1998, and has more than 10.000 members organised in 50 local branches.

The Beer Enthusiast is published 6 times a year.
Circulation: 11.000 copies

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ADVERTISEMENTS

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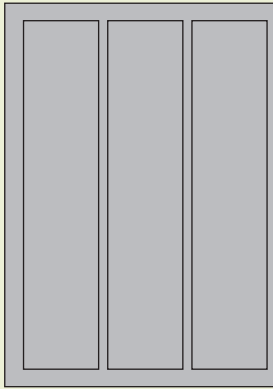
THE SECRETARIAT OF DANISH BEER ENTHUSIASTS

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Kirkeskovvej 1, Bjælkerup • 4660 Store Heddinge
45 82 34 00
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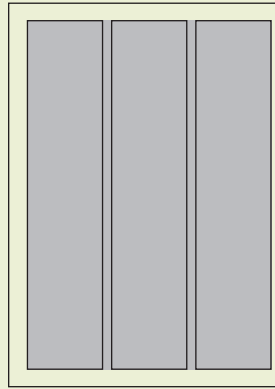
THE DANISH BEER ENTHUSIASTS ON THE INTERNET

ale.dk

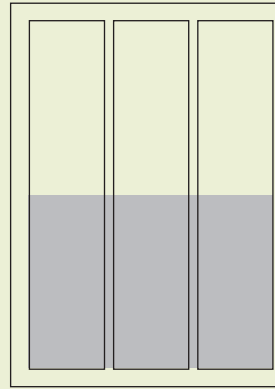
FORMATER



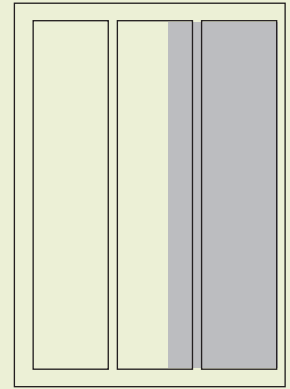
Full Page to the edge of the page
W 210 x H 297 mm



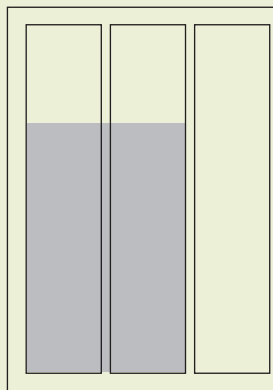
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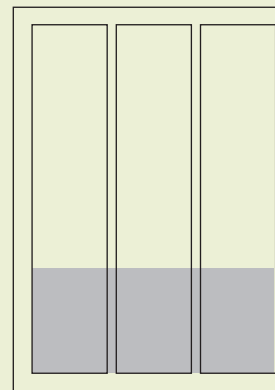
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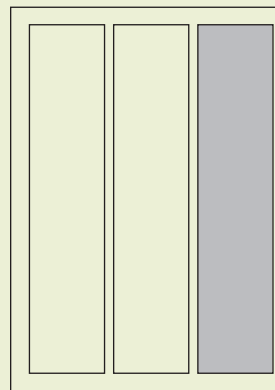
1/2 of a page, vertical
W 88 x H 263 mm



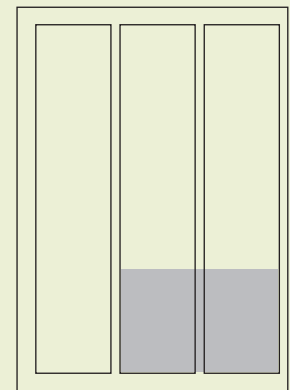
1/2 of a page, vertical,
adjusted to columns
W 119 x H 172 mm



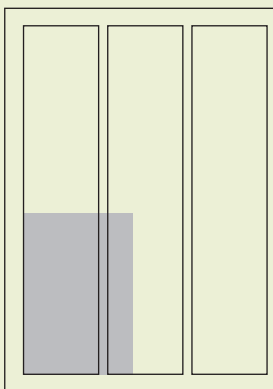
1/3 side tværfomat
B 182 x H 88 mm



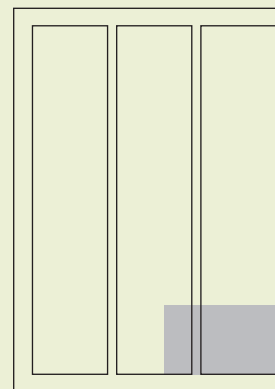
1/3 of a page, vertical
W 57 x H 263 mm



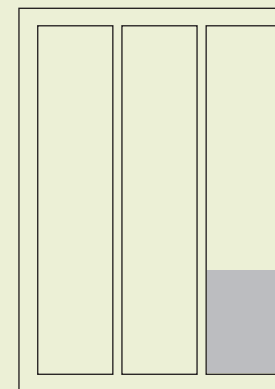
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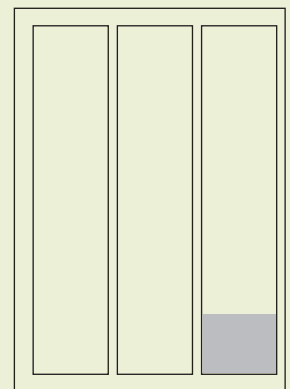
1/4 of a page, vertical
W 88 x H 128 mm



1/8 of a page, horizontal
W 88 x H 61 mm



1/9 of a page, vertical
W 57 x H 83 mm



Classified advertisements
W 57 mm x ? mm

RATES

1/1 Full Page to the edge of the page	W 210 x 297 mm	11.000 DKK
1/1 Full Page	W 182 x 263 mm	11.000 DKK
1/2 of a page, horizontal	W 182 x 128,5 mm	3.600 DKK
1/2 of a page, vertical	W 88 x 263 mm	3.600 DKK
1/2 of a page, vertical, adjusted	W 119 x 172 mm	3.600 DKK
1/3 of a page, horizontal	W 182 x 88 mm	2.400 DKK
1/3 of a page, vertical	W 57 x 263 mm	2.400 DKK
1/4 of a page, horizontal, adjusted	W 119 x 85 mm	1.800 DKK
1/4 of a page, vertical	W 88 x 128 mm	1.800 DKK
1/8 of a page, horizontal	W 88 x 61 mm	900 DKK
1/9 of a page, vertical	W 57 x 83 mm	720 DKK
Classified advertisements	W 57 mm	Rates as similar standard advertisements or 18 DKK per mm

Back Cover + 50%, sold only as Full Page.

Special placing, such as requested right page + 10%.

Inserts, inserted in the plastic wrapping. 11.000 DKK + extra printing and distribution

Danish 'moms' (VAT) will be added to all advertisement rates.

DISCOUNTS

Discounts applies to multi-issue advertisements ordered in advance.

Standardsize 1/8 and 1/9 (of a) page advertisements are not subject to discounts.

	1 ad	per ad by 2 ads	per ad by 3 ads	per ad by 4 ads
Full Page	11.000	9.350	8.250	7.700
1/2 of a page	3.600	3.060	2.700	2.520
1/3 of a page	2.400	2.400	2.040	1.800
1/4 of a page	1.800	1.800	1.800	1.350
1/8 of a page	900	900	900	900
1/9 of a page	720	720	720	720

DISCOUNT	ingen	15%	25%	30%
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Prices are invoice prices NOT including VAT. By discounts you will receive an invoice per issue.

In advertisements with discounts the advertiser has the right to change text and content from issue to issue.

By discounts including 4 advertisements these can be distributed among 6 consecutive issues.

By discounts including 3 advertisements these can be distributed among 5 consecutive issues.

By discounts including 2 advertisements these can be distributed among 3 consecutive issues.

ADVERTISEMENT MATERIAL

All advertisement material must be delivered as high definition pdf-files, unless otherwise arranged.

All advertisements will be printed in 4 colours CMYK like the the rest of the magazine.

ORDERING ADVERTISEMENTS

Kontakt Lotte Wienberg, +45 75 63 03 70 • +45 23 64 70 88, email: salg.marketing@ale.dk.

DELIVERING ADVERTISEMENT MATERIAL

Advertisement material, ready for print, can be mailed to redaktoer@ale.dk or redaktoer@stofanet.dk,

provided the files are below 10 MB in size - larger files must be delivered on CD/DVD to

ØLentusiasteN, Strandkærvej 2, DK-8700 Horsens, DENMARK.

PREPARATION OF ADVERTISEMENT MATERIAL

Kontakt Lotte Wienberg, +45 75 63 03 70 • +45 23 64 70 88, email: salg.marketing@ale.dk,

who will refer you to an external advertising agency.