

ØLENTUSIASTEN

MAGAZINE FOR MEMBERS OF DANSKE ØLENTUSIASTER



Media kit 2025

Editorial Calendar 2025

ØLENTUSIASTEN

Issue	Publication	Deadline	Theme / Inspiration
143	Week 7 11th to 14th of february	14th of january	Year in beer
144	Week 15 8th to 11th of april	3rd of march	Beer Festival preview
145	Week 26 24th to 27th of june	19th of may	Beer Festival
146	Week 33 12th to 15th of august	1st of july	Prelute to Øllets Dag
147	Week 41 7th to 10th of october	1st of septem- ber	Fall- and christmas beer
148	Week 49 2nd to 5th of december	27th october	Christmas

Subject to change. Contact claus.mortensen@ale.dk or redaktor@ale.dk to request the latest media kit

ØLentusiasteN is the magazine for the members of Danske Ølentusiaster / Danish Beer Enthusiasts (DBE). Founded in 1998, DBE represents Danish beer consumers in the Consumer Council (fighting for quality, diversity and availability of good beer for the Danes), in the Dansk Retursystems Contact Committee and in the European Beer Consumer Organization EBCU, and works politically at both national and international level to ensure good conditions for beer consumers, producers, importers and dealers.

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Danske Ølentusiaster online:
www.ale.dk
 facebook.com/detgodeoel
 [@danskeoelentusiaster](https://instagram.com/danskeoelentusiaster)



Prices and formats

Format	Width x high	Price in DKK
Back cover borderless*	210 x 247 mm	8.500,-
1/1 page borderless*	210 x 297 mm	7.500,-
1/1 page	182 x 263 mm	7.500,-
1/2 horizontal	182 x 128,5 mm	3.900,-
1/2 vertical	88 x 263 mm	3.900,-
1/2 adjusted	119 x 172 mm	3.900,-
1/3 vertical	182 x 88 mm	2.700,-
1/3 horizontal	57 x 263 mm	2.700,-
1/4 vertical	119 x 88 mm	2.000,-
1/4 horizontal	88 x 128 mm	2.000,-
1/8 vertical	88 x 61 mm	945,-
1/9 horizontal	57 x 83 mm	760,-
Classified ad	57 x ? mm	**

*for borderless add 5 mm bleed on all 4 sides

** nearest standard price or 9 kr. pr. mm

All prices are excluding VAT.

Reservations are made for misprints.

Discount for repeated inserts**

A discount is given for drawing several ads at once.

Discount agreements with 4 ads can be spread over 6 consecutive publications.

Discount agreements with 3 ads can be spread over 5 consecutive publications.

Discount agreements with 2 ads can be spread over 3 consecutive publications.

2 inserts	15 %
3 inserts	25 %
4-6 inserts	30 %

**no discounts on 1/8 and 1/9 ads.

Only 1/1 page ads for the back cover are sold.

Claims for special placement are subject to 10%.

Insert, DKK 8,000 + costs for foil and extra printing and postage costs.

Material

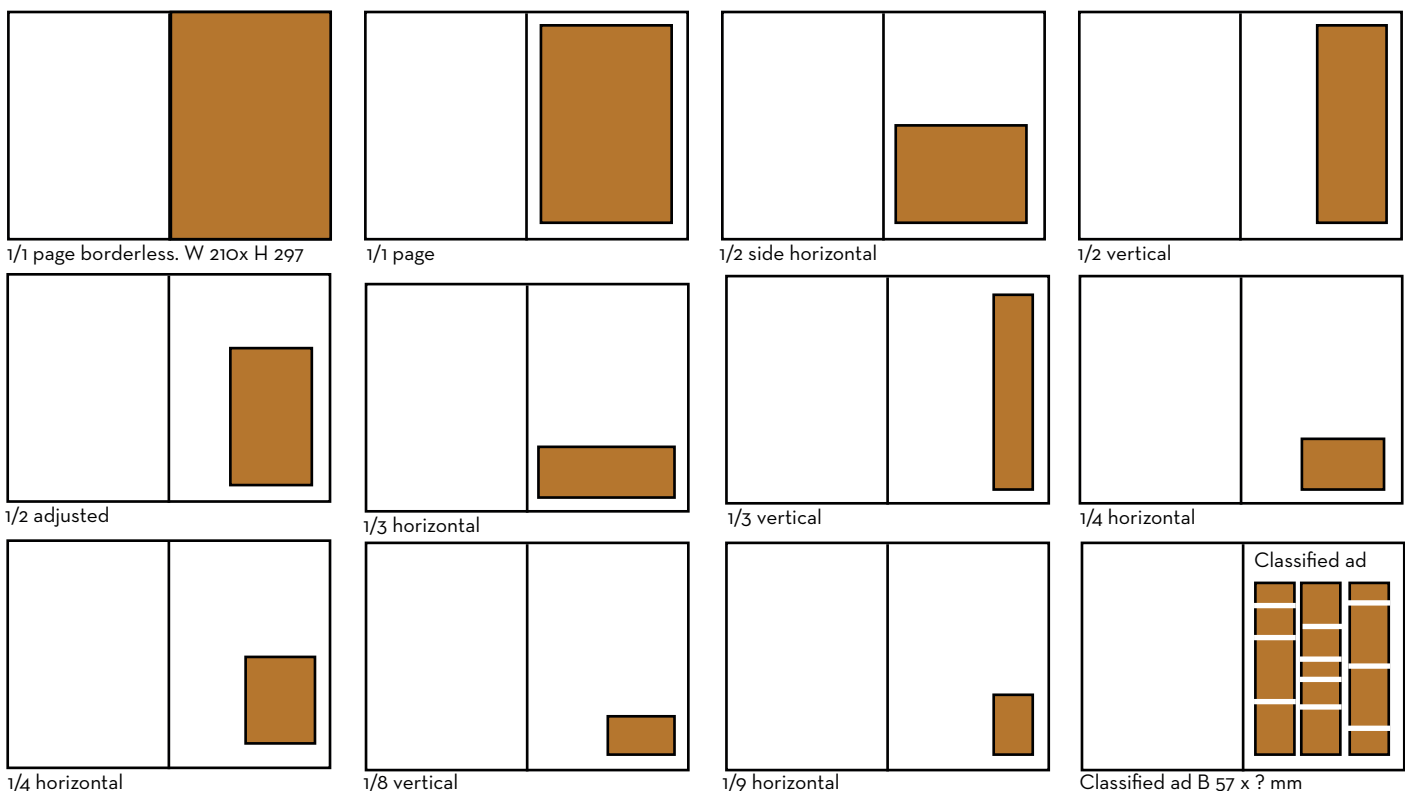
All material must be submitted as finished high-resolution 300 dpi pdf files in CMYK colours.

Order

Contact Claus Erik Mortensen
 claus.mortensen@ale.dk,
 salg.marketing@ale.dk
 +45 40 45 90 28

Delivery of advertisements

Delivery of advertisements
 Finished advertising material is submitted to redaktor@ale.dk or kmn@ale.dk - copy sent as cc to claus.mortensen@ale.dk



Publisher Information

Publisher	Danske Ølentusiaster Borupvang 3 2750 Ballerup
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Advertisement	Claus Erik Mortensen +45 40 45 90 28 claus.mortensen@ale.dk salg.marketing@ale.dk
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