

ØLENTUSIASTEN

MAGAZINE FOR MEMBERS OF DANSKE ØLENTUSIASTER



Media kit 2024

Editorial Calendar 2024

ØLENTUSIASTEN

Issue	Publication	Deadline	Theme / Inspiration
137	Week 7 12th to 16th of february	11. januar	Year in beer
138	Week 16 15th to 20th of april	14. marts	Beer Festival preview
139	Week 26 24th to 28th of june	23. maj	Beer Festival Prelude to Øllets Dag
140	Week 36 2nd to 6th of august	1. august	Tour de Bière
141	Week 43 21st to 26th of october	19. september	Fall- and christmas beer
142	Week 49 2nd to 6th of december	31. oktober	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](https://www.facebook.com/detgodeoel)

 [@danskeoelentusiaster](https://www.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

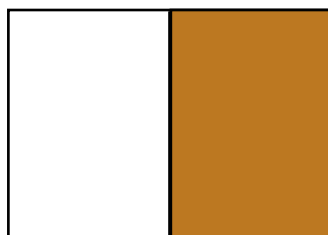
All material must be submitted as finished high-resolution 300 dpi pdf files in CMYK colours.

Order

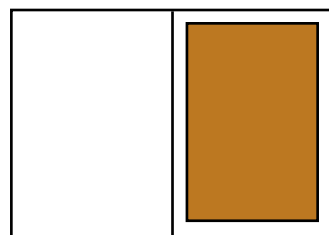
Contact Claus Erik Mortensen
 claus.mortensen@ale.dk,
 salg.marketing@ale.dk
 +45 40 45 90 28

Delivery of advertisements

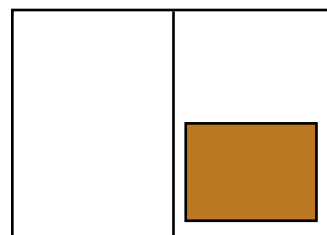
Delivery of advertisements
 Finished advertising material is submitted to redaktor@ale.dk or kmn@ale.dk - copy sent as cc to claus.mortensen@ale.dk



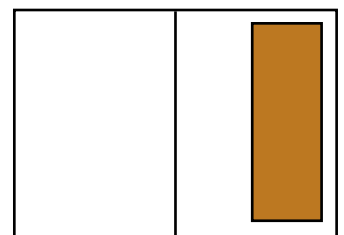
1/1 page borderless. W 210x H 297



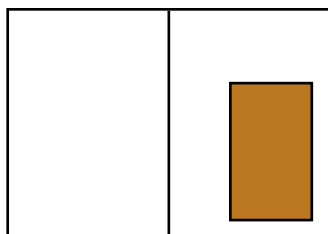
1/1 page



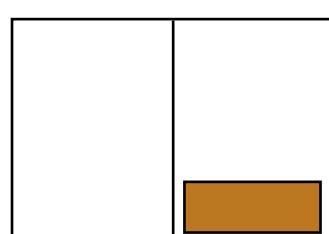
1/2 side horizontal



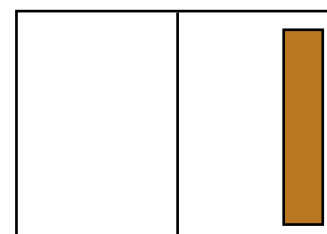
1/2 vertical



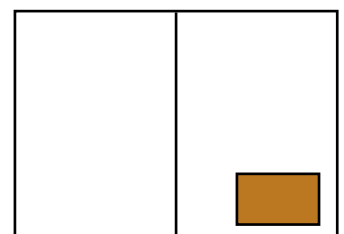
1/2 adjusted



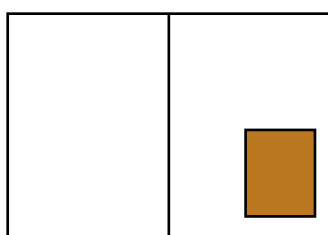
1/3 horizontal



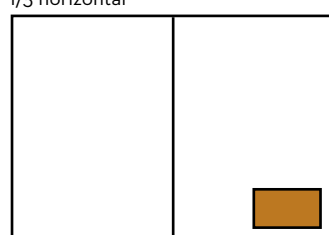
1/3 vertical



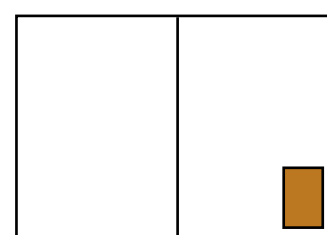
1/4 horizontal



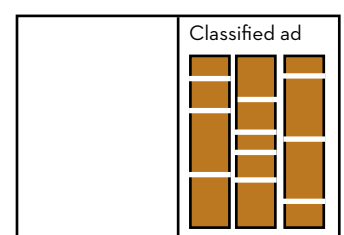
1/4 vertical



1/8 vertical



1/9 horizontal



Classified ad B 57 x ? mm

Publisher Information

Publisher	Danske Ølentusiaster Borupvang 3 2750 Ballerup
Editorial	Kasper Mundt-Nielsen +45 20 30 47 87 kmn@ale.dk redaktoer@ale.dk
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