

# MARKEDSFØRING Huset <sup>TM</sup>

## PRICE LIST 2010

### MARKEDSFØRING MAGAZINE AD PRICES AND PUBLICATION 2010

#### ➔ PRICE

Per column mm: DKK 17,50

#### ➔ COLOUR SURCHARGE

1 colour DKK 1,700  
4 colours DKK 5,100

#### ➔ SPECIAL PLACEMENT

Cover:  
(6x30mm, 4-colour): DKK 12,100  
w/purchase of 4 covers, DKK 9,075  
Page 3 + 35%  
Pages 5, 7, 9 + 25%  
Back cover (6x30mm 4-colour) DKK 9,825  
w/purchase of 4 back covers, DKK 7,369  
Right side/other placement + 15%

Special placement is available only for ads larger than 1,000mm. Ads must be at least 25 mm.

#### ➔ INSERTS

Can be segmented. Please ask for a quotation.

#### ➔ CONTACT

Bitra Vandgaard  
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#### ➔ DISCOUNT

Turnover discounts	Pct.
40,000-79,999	5.0
80,000-129,999	10.0
130,000-179,999	12.5
180,000-239,999	15.0
240,000-289,999	17.5
290,000-339,999	20.0
340,000-399,999	22.5
400,000-449,999	25.0
450,000-499,999	27.5
+ 500,000	30.0

The ads must be placed within 12 months and be of the same size.  
The discount is applied when the contract comes into effect.

#### ➔ PRICE EXAMPLES

Size	By format discount DKK
6 columns x 370mm:	
1/1 b/w	23.310
1/1 4-colour	28.410
6 columns x 182mm:	
1/2 b/w	14.332,50
1/2 4-colour	19.432,50
3 columns x 182mm:	
1/4 b/w	9.555
1/4 4-colour	14.655

The above are examples.  
All sizes are possible - call us for prices.

#### ➔ ISSUES 2010\*

No.	Published	Analysis/Theme	Mat.	No.	Published	Analysis/Theme	Mat.
01	12.01	Trends	05.01	09	24.08		17.08
02	16.02		09.02	10	14.09		07.09
03	09.03		02.03	11	28.09		21.09
04	23.03		16.03	12	12.10		05.10
05	20.04		13.04	13	09.11		02.11
06	18.05		10.05	14	30.11		23.11
07	01.06		25.05	15	14.12		07.12
08	15.06		08.06				

\* With reservations for changes.