

READER PROFILE



Markedsføring is the medium for all those concerned with professional communication: from straight communications companies to ad agencies, media agencies, online/offline specialists to personnel in company marketing and sales departments.

An ad in Markedsføring creates contact with decision-makers on all levels of marketing, communication, media and ad agencies.

Markedsføring is published 20 times annually and has 31,000 readers.

Markedsføring is the members' magazine of Huset Markedsføring.

Number of company employees	%	Job level	%	Market	%
More than 100	36	Admin. Director	12	B2C	51
Between 50 and 100	10	Head of 10+ people	10	B2B	41
Between 20 and 49	19	Director/head of 1-9 people	29	Public sector	4
Fewer than 20	35	Specialist	38	Non-profit organisation	4
		Assistant	11		
Primary sphere of action	%	Branch	%	Age	%
Marketing/Advertising	30	Ad agency	19	Under 25	19
General management	11	Wholesale/Retail business	10	25 – 39	33
Market analysis	12	Media	14	40 – 59	37
PR	10	Production and		60 or over	11
Sales	19	personnel company	10		
Production	4	Consulting firm	7		
Multimedia/interactive marketing	8	Financial/Research/Credit	5		
Personnel	4	Multimedia/Interactive Marketing	9		
Other	2	Postal/Telecom/Transport	5		
		IT	7		
		Other	12		

HUSET MARKEDSFØRINGTM

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If you would like to reach marketing, advertising, communication and media professionals, you should consider this: Why not communicate via Huset Markedsføring's magazine Markedsføring? It has 20 issues annually and a readership of approximately 31,000.

We deliver information and inspiration to the sector. We foster debate with news, analysis and background information from the four pillars Huset Markedsføring stands on: Advertising, marketing, communication and media. Each issue of Markedsføring features at least one theme, for example, B2B or B2C marketing; digital tendencies and viral marketing; analysis; corporate or employer branding; or trends, pure and simple.

Some themes are regulars, others we grab on the fly, as reality often challenges us. And not least, we offer a wealth of columns and commentaries wherein key figures from the four pillars discuss marketing's main tools.

Markedsføring also focuses on international news, tendencies and research. It is a point of honour for us to build bridges between the active soldiers in the field and the more theoretical thinkers at Copenhagen Business School and other business colleges throughout Denmark and we are pleased to present cases demonstrating the effectiveness of marketing.

But Huset Markedsføring is much more than a magazine. Our website, www.markedsforing.dk is a unique platform for the entire advertising and marketing universe, offering among other things, a news and knowledge centre, an activities calendar for conferences, and a professional directory. The website is used by 25,000 professionals daily, and ad visibility across the whole sector is second-to-none. This is where and how the sector's brightest thinkers stay informed.

Markedsføring's two daily electronic newsletters are just as effective as the magazine itself in offering strong, targeted media for ads. Morgenbrief is issued every day at 9 a.m. and gives 15,400 professional readers a management briefing of the day's most important Danish and international news.

Nyhedsbrevet is issued in the afternoon to the same target group, with Markedsføring's own up-to-date news and stories.

In the job-base www.markedsforing-job.dk, companies can find new, qualified employees via job announcements or in the CV database. Job advertisers will quickly receive a sorted list of the job-base candidates who best match the ad's criteria. Advertising on the website can be combined advantageously with advertising in the magazine

Markedsføring and its Nyhedsbrevet newsletter. Does that sound bold? Let us turn it around: Markedsføring's ambition is to be a locus of inspiration for the Danish marketing sector, from which we draw 31,000 readers with whom we duel on a daily basis.

