

# Forum for electricity, plumbing and ventilation

Get closer to your customers with Installator.dk's media platform



## Effective marketing platform

With installator.dk you reach the people making the essential decisions within the field of technical installation.

Installator.dk's media universe is the only one of its kind that covers electricity, plumbing, and ventilation.

We have been a part of these markets for more than 50 years, our goal clear – becoming the primary source of information for leaders within and owners of the companies in the business.

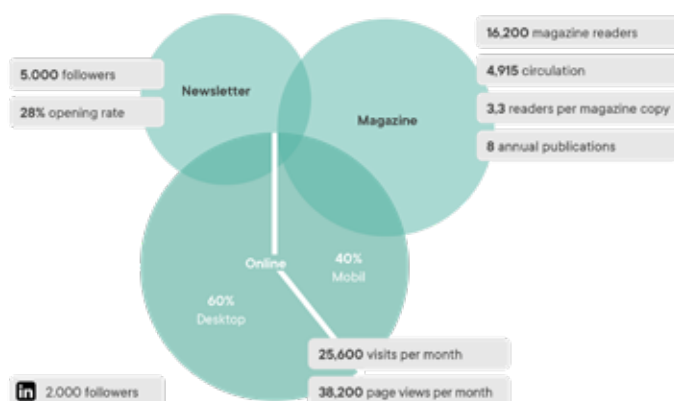
With installator.dk's media universe, you reach the broadest and most influential target audience of decision-making installers.

Installator.dk's marketing platform consists of an online portal, a newsletter, and a magazine.

All prices on this site are VAT-exclusive.

## installator.dk's target group

Installator.dk's media universe is the only one that covers the fields of electricity, plumbing and ventilation. We have been on the market for more than 50 years and have always aimed to be the most important source of information for managers and owners of companies in the industry. The primary target group is electrical installers, plumbing installers, ventilation and refrigeration fitters, consulting engineering firms, as well as suppliers and political organizations and opinion leaders.



## Contact the installator.dk team



Lars Emtekær  
Editor

Tel: +45 2075 5470  
le@horisontgruppen.dk



Martin Uhlenfeldt  
Editor

Tel: +45 2366 2899  
mu@maritimedanmark.dk



Per Alberg  
Business Manager

Tel: +45 5373 1364  
pa@horisontgruppen.dk



Claus Aagaard Hansen  
Business Manager

Tel: +45 4270 5905  
cah@horisontgruppen.dk

# Become a Partner at [installator.dk](https://installator.dk)

## Choose your plan

Do you want to actively influence the development and security of your efforts and results? Do you want to be a part of a strong and serious community platform that produces news about the current trends within the electricity, plumbing and ventilation industry?

	BASIS	<b>MOST POPULAR</b> STANDARD	PLUS
	<b>DKK 16,995</b> per year	<b>DKK 21,995</b> per year	<b>DKK 27,995</b> per year
Company presentation	✓	✓	✓
Publish unlimited content	✓	✓	✓
Statistics	✓	✓	✓
<b>Standard ( Three countries. Including extended support)</b>			
Contact Support by email, phone and chat	-	✓	✓
We publish relevant types of content on your behalf	-	✓	✓
Updating and administration of your partner profile	-	✓	✓
<b>Plus (Content production and advertising discount)</b>			
1 x optional theme participation	-	-	✓
Highlighted content (Boost your content for seven days)	-	-	✓
50% off on traditional cross-channel advertising	-	-	✓

with our peers through out partnership at [installator.dk](https://installator.dk), and with the backing of their support-department it is no extra work."

**Allan Pries Poulsen, Communications Advisor, Digital PR for Panasonic Denmark**

# Advertise on installator.dk

## Targeted profiling via Denmark's largest media platform for plumbing, electricity and ventilation

Come closer to your customers – online and via newsletters.  
You can also combine our opportunities to gain the best coverage.

### Installator.dk – Online platform

There are good opportunities to influence decisionmakers via installation.dk. There are different banner formats, placements, periods, etc., that may be combined to maximize exposure and gain optimal coverage in relation to your company



### Ad formats and prices - Online platform

Prices are valid for desktop, mobile and tablet. The dimensions can vary on desktop, mobile and tablet. See descriptions under the products.



**AppGuide**  
Bring the news about your mobile-app on installator.dk  
The news will also be brought in the magazine Installator twice a year

**Technical information**  
Price per. year DKK 7,500



**Article banner**  
Capture the reader directly in articles provided by the editors. The banner is placed in all editorial articles after the 2nd paragraph. The space is shared with up to 4 others during the campaign period.

**Technical information**  
Price per. month DKK 13,000  
Format 300 x 250 px  
Filetype Jpg / gif / MP4 / HTML  
Size Max 100 kb  
Devices Desktop, mobile and tablet  
NB: MP4 and HTML must not be delivered responsive.



**Highlighted content**  
If you are a partner, you have the opportunity to boost your post and thus create the ultimate market relevance. Your article is highlighted at the top of the front page for seven days and appears as recommended content (without image) in all editorial articles across the site.

**Technical information**  
Price per. week DKK 7,000  
Devices Desktop, mobile and tablet  
You can upload the content via 'Partner CMS' or send Word or PDF and our support can be published. [kundeservice@horisontgruppen.dk](mailto:kundeservice@horisontgruppen.dk)



**Highlighted content - Large**  
If you are a partner, you have the opportunity to boost your post and thus create the ultimate market relevance. Your article is highlighted at the top of the front page for seven days and appears as recommended content (incl. image) in all editorial articles across the site. The article is also shared via the site's SoMe channels with relevant tags.

**Technical information**  
Price per. week DKK 10,500  
Devices Desktop, mobile and tablet  
You can upload the content via 'Partner CMS' or send Word or PDF and our support can be published. [kundeservice@horisontgruppen.dk](mailto:kundeservice@horisontgruppen.dk)



**Medium**  
Get maximum exposure with a medium banner. The banner is placed among the articles, on all pages with the exception of content from partners. The space is shared with up to 9 others during the campaign period.

**Technical information**  
Price per. month DKK 7,800  
Format 300 x 250 px  
Filetype Jpg / gif / MP4 / HTML  
Size Max 100 kb  
Devices Desktop, mobile and tablet  
NB: MP4 and HTML must not be delivered responsive.



#### Megaboard

Get exposure across all pages of the site. The banner is placed in the middle of the page, on all pages with the exception of content from partners. The space is shared with up to 9 others during the campaign period.



#### Megabox

Gain great exposure across all pages of the site. The banner is placed as an extension of editorial articles and shared with up to 4 others.



#### Streamer

Use this atypical format and stand out from the crowd. Placed at the top of all front pages: Ex. front page, category pages, tag pages, events and jobs. In addition, in continuation of editorial articles. The space is shared with up to 4 others during the campaign period.



#### Theme participant

Participate in relevant themes that the editors have prioritized. Submit relevant content in the form of articles, news or cases and help set the agenda side by side with the editors and other actors in the industry. In addition to the online platform, the theme is also brought up in the newsletter and via LinkedIn with paid campaigns and traditional sharing. Ask for theme and campaign plan.



#### Theme ownership

We tailor a theme together with you and unfold your agenda in just the right way. As a theme owner, you occupy an exclusive role as experts. We are happy to contribute content to support the message. Theme ownership allows you to reach specific target groups and position your company through relevant content contributions. In addition to the online platform, the theme is also brought up in the newsletter and via LinkedIn with paid campaigns and traditional sharing. Ask for theme and campaign plan.

#### Technical information

Price per. month	DKK 9,100
Filetype	Jpg / gif / MP4 / HTML
Size	Max 100 kb
Devices	Desktop, mobile and tablet
Format (Desktop)	930 x 180 px
Format (Mobile and Tablet)	300 x 250 px

NB: Separate file for mobile and tablet CAN be supplied for optimal exposure. MP4 and HTML must not be delivered as responsive

#### Technical information

Price per. month	DKK 8,000
Filetype	Jpg / gif / MP4 / HTML
Size	Max 100 kb
Devices	Desktop, mobile and tablet
Format (Desktop)	1280 x 600 px
Format (Mobile and Tablet)	300 x 250 px

NB: Separate file for mobile and tablet CAN be supplied for optimal exposure. MP4 and HTML must not be delivered as responsive

#### Technical information

Price per. month	DKK 16,800
Filetype	Jpg / gif / MP4 / HTML
Size	Max 100 kb
Devices	Desktop, mobile and tablet
Format (Desktop)	1242 x 130 px
Format (Mobile and Tablet)	300 x 140 px

NB: Separate file for mobile and tablet CAN be supplied for optimal exposure. MP4 and HTML must not be delivered as responsive

#### Technical information

Price per. theme	DKK 7,995
Price per. theme for partners	DKK 6,995

#### Technical information

Price per. theme	Ask for price
------------------	---------------

## Material delivery for newsletter

Banner is to be sent to [kundeservice@horisontgruppen.dk](mailto:kundeservice@horisontgruppen.dk) Remember to send a link to the landing page.

## installator.dk newsletter

Distributed twice a week. The newsletter's content gives our audience an overview by combining current news and service-oriented articles with current events and news from news from Partners.

"We also distribute our magazine in digital format. Additionally, we distribute monthly the articles most frequently read in our newsletter, both from our editorial staff and from our Partners."



## Ad formats and prices - Newsletter

Bring your messages directly to the installer's inbox



### Medium Banner

Catch the reader in the inbox side by side with articles provided by the editors and our partners.

### Technical information

Price per. publication	DKK 4,500
Filtype	Jpg
Size	Max 45 kb
Format	580 x 121 px
Devices	Desktop, Mobile and Tablet



### Medium Banner - Large

Get more space in the newsletter with size Large. The banner is placed side by side with articles provided by the editors and our partners.

### Technical information

Price per. publication	DKK 7,600
Filtype	Jpg
Size	Max 45 kb
Format	580 x 242 px
Devices	Desktop, Mobile and Tablet



### Solo mail

Get full control with a direct email campaign for newsletter recipients.

Here you have full control over the messages from you. Solo emails work well in conjunction with a theme ownership, but can easily stand alone. DKK 2.8 per recipient.

### Technical information

Material and price by agreement.



### Top Banner

Gain access to the top of the newsletter. As the first item seen in the newsletter, the Top Banner is the exclusive banner format.

### Technical information

Price per. publication	DKK 7,500
Filtype	Jpg
Size	Max 45 kb
Format	580 x 121 px
Devices	Desktop, Mobile and Tablet

## Material delivery for newsletter

Banner is to be sent to [kundeservice@horisontgruppen.dk](mailto:kundeservice@horisontgruppen.dk) Remember to send a link to the landing page.

## Advertising in the magazine Installatør

The magazine Installatør is published eight times a year with a circulation of approximately 4.000 copies.

The magazine has more than 40 years of history.

The format is A4, printed on uncoated paper in good quality. The magazine is published FSC-marked and is 100% CO<sub>2</sub> neutral. It is typically 44–52 pages long.

The magazine is presented in a reader-friendly design that conveys inspiration and knowledge to our audience. The magazine may also be read in a digital version on [installator.dk](http://installator.dk).

In each issue, we work with a theme in which we cover specific topics in a more in-depth manner.

Below, you can see our coming publications and themes.



## Ad formats and prices - Magazine

Get an overview here



### 1/1 page Advertorial

Bring your message in article form. Your article, case or news item is highlighted side by side with articles from the editorial staff. If you are even a partner, the content can be brought to the online platform and in the newsletter in parallel.

### Technical information

Price, pr. publication DKK 24,900.

If you need help with the production, read more under Content production, where we present the most effective formats or contact us for a chat.



### 1/1 page to edge

The most widely used ad format. Free placement in the magazine. Upgrade with special placement supplements and achieve even better exposure.

### Technical information

Price per. publication DKK 23,900.

Special placement supplement DKK 3,900

File type PDF high resolution

Format 210 x 297 + 5 mm for cropping



### 1/2 page wide format

Upgrade your ad with a special placement and achieve even better exposure.

### Technical information

Price per. release DKK 14,600

Special placement supplement DKK 3,900

File type PDF high resolution

Format Wide 185 x 130 mm



### 1/2 page high format

Upgrade your ad with a special placement and achieve even better exposure.

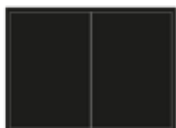
### Technical information

Price per. release DKK 14,600

Special placement supplement DKK 3,900

File type PDF high resolution

Format High 90 x 265 mm



### 2/1 side to edge

A distinctive message requires more space. Select 2/1-page ad to dominate the audience universe. Upgrade with a special placement add-on for even better exposure.

### Technical information

Price per. publication DKK 34,500

Special placement supplement DKK 3,900

File type PDF high resolution

Format 420 x 297 + 5 mm for cropping



#### AppGuide

Bring the news about your mobile-app in the magazine twice a year.  
The news will also be published on [installator.dk](http://installator.dk)

#### Technical information

Price per. year DKK 7,500



#### Back page

Take ownership of the target group in the print media's most exclusive special placement - the back.

#### Technical information

Price per. release DKK 26,300  
File type PDF high resolution  
Format 210 x 247 + 5 mm for cropping



#### Front page

We have designed a special format that can give your message a lot of attention and wow effect. Behind the editorial front page, your message is hidden and will be the first thing the reader sees when it is unpacked from the foil. The ad format is the same in terms of area as 2 full pages.

#### Technical information

Price per. publication DKK 34,900  
File type PDF high resolution  
Format Ad 1: 110x297 mm + 5 mm for cropping  
Ad 2: 209x297 mm + 5 mm for cropping  
Ad 3: 110x297 mm + 5 mm for cropping



#### Gatefold

The format is for the company that wants a lot of space for the message. Gatefold is between 3-4 pages and is placed either at the front or back of the magazine.

#### Technical information

Ask for price  
File type PDF high resolution  
Format Ad 1: 190x297 mm + 5 mm for cropping  
Ad 2: 399x297 mm + 5 mm for cropping



#### Insert

Distribute your brochure with the magazine and save money. Magazine distribution is a cheaper alternative to traditional post-distribution.

#### Technical information

Ask for price



## Dates and themes 2024

No	Year	Month	Publ.	Deadline
01	2024	January	21.01	20.12.23
02	2024	February	25.02	02.02
03	2024	April	07.04	11.03
04	2024	May	05.05	10.04
05	2024	August	04.08	01.07
06	2024	September	08.09	16.08
07	2024	October	20.10	27.09
08	2024	November	24.11	01.11

## Other prices, discounts and need-to-know

**Bureau commission:** Security deposit: 1% | Information fee: 1% | Agency commission: 3%

**Repetition discount:** 2 indentations: 5% | 4 indentations: 10%

**Partner discount:** Partners achieve 50% on advertising across media platforms.

**Material delivery:** High-resolution PDF with crop marks and a 5 mm crop.

**Profile can be downloaded at:** [klspureprint.dk/downloads/](http://klspureprint.dk/downloads/)  
Under PRINT PROFILES, select "Profiles for uncoated paper".

Ads are sent to [kundeservice@horisontgruppen.dk](mailto:kundeservice@horisontgruppen.dk)



# Targeted job advertising

## The link between your company and the right job candidates

Installator.dk is the largest online for installers in Denmark and at the same time the country's largest sovereign network within electricity, plumbing and ventilation.

### SELECTION OF JOB ADVERTISERS ON INSTALLATOR.DK



### Create a job ad on installator.dk

Your advertisement will be seen by people actively applying for jobs as well as the people who didn't think to change jobs – until they saw your advertisement, that is.

- Until the application deadline or 30 days
- Listed in the job section at [www.installator.dk/jobmarked](http://www.installator.dk/jobmarked)
- Possibility of highlighting on the front page of [installator.dk](http://installator.dk)
- Possibility of highlighting in the newsletter
- Job ads are a good branding exercise – which is almost always a good story and occasion to push the company's agenda and corporate brand

NB: If the company is a Partner, you automatically get the opportunity to look up unlimited Basic job advertisements.



"When you use [installator.dk](http://installator.dk) for recruitment, you reach the installation business in their professional context. They are likely employed, which means that they are fingering the pulse."

**Claus Aagaard Hansen**  
Business Manager [installator.dk](http://installator.dk)

### Submit your job posting

- Job posting with title and application deadline, preferably in word format
- Contact information including place of work
- Billing information that describes who the invoice should be emailed to. Always remember the EAN number if you have one. If there are other specific requirements for the invoice, remember to note it (PO number, user ID, reference number)
- A company logo in JPEG format, minimum 300 px (wide). If you have previously had a job advertisement on [installator.dk](http://installator.dk), or if you do not have your logo at hand, you do not need to send it. You just write it in your email.





# installator.dk production

## We help produce the right content - text or podcast.

We help develop the idea, ask the right questions and produce the content for the article or podcast the company wants out. Content that the company owns and can use in other relevant contexts.

### Content types that work

Native advertising or content marketing are effective tools when it comes to creating value with new and existing customers. We have developed some common formats that arouse the recipient's interest.



### Interviews and Q & A's

A Q&A is an article that is prepared in question / answer format. The journalist asks the questions, and the company's spokesperson answers - per. mail or phone. Format is suitable if the company wants to profile itself with an attitude to a specific case or a current topic, or would like to convey its plans and ideas for sustainability work. The question / answer form is very easy to read and gives the reader a quick overview.

*"We publish the content for you on the company profile. It ends up directly on the front page and is included in the newsletter. We recommend that you share it via the company's LinkedIn profile, so you get even more visibility for the money."*

### Cases

A case is typically based on a specific task that the company has solved. The focal point of the article will be the result achieved, but also the challenges that have been associated with the task and what the company did to solve them. The case form is well suited to inspire potential customers with the same challenges.

### Portraits

A portrait article is a mention of a person. The occasion can be, for example, an anniversary, company acquisition, new hiring or other events. A portrait is built around an interview that typically comes around the person's career spiced with personal characteristics, attitudes and thoughts. The portrait is good for putting a living face on the company's work with sustainability, with which the reader can identify.

*We are happy to help. Give us a call on 5350 6060 and we can talk about the scope of your needs and then we can give you a good price.*

### Give the content a boost

If you are a partner, you have the opportunity to boost your content and thus create the ultimate market relevance.

When purchasing featured content, the content is highlighted for seven days

- As 2nd news on the front page of installator.dk
- Highlighted in two newsletters as 2nd news
- Highlighted under relevant category
- Recommended and highlighted in editorial articles from the installator.dk editorial staff.



### Contact us to hear more about content production

Native advertising or content marketing is an effective way to create value for new and existing customers.