

# Forum for the hairdressing and beauty industry

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



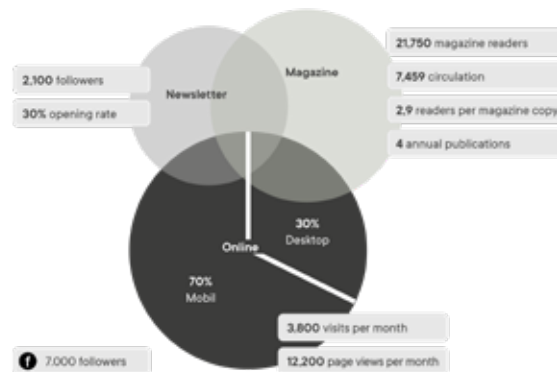
## Effective marketing platform

The hair.dk media platform gives you targeted access to all those who work professionally with the hairdressing and beauty industry. We reach purchasers, leaders in online trading, business owners, organizers of business events and employees in hairdressing and beauty business in general. Hair.dk's marketing platform consists of an online portal, a newsletter, and a magazine.

All prices on this site are VAT excluded.

## Total target group universe at hair.dk

The universe consists of an online portal, a magazine, a weekly newsletter that is sent out on Tuesdays. In addition, we regularly send themed newsletters, where relevant agendas are laid out.



## Contact the hair.dk team



**Pia Finne**  
Editor

Tel: +45 2078 5064  
pf@horisontgruppen.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 hair.dk

## Choose your plan

And become a part of hair.dk – publish your content and create interest in your products and business

	BASIS	MOST POPULAR STANDARD	PLUS
	DKK 16,995 per year	DKK 21,995 per year	DKK 27,995 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	-	-	✓

## Boost your content

If you are a partner, you can boost your content and generate ultimate market relevancy.

Purchasing highlighted content guarantees high visibility for seven days:

- As the 2nd story on the front page of hair.dk
- Highlighted in the newsletter as the 2nd story
- Highlighted under relevant categories
- Recommended and highlighted in editorial articles directly from the hair.dk editorial staff
- Read more under advertising



## Advertisements in the magazine hair

The magazine Hair is published four times yearly. The format is A4, printed on uncoated paper in good quality. The magazine is printed with an FSC-mark and is 100% CO<sub>2</sub> neutral. The number of pages typically amount to 44–52 pages.

The magazine is presented in a reading friendly design that brings inspiration and knowledge to your target audience. The magazine may also be read in a digital version that is available on hair.dk

In each edition, we start a new editorial theme where we cover a subject in a more in-depth manner.

Below, you can see our coming publications and themes.



## Advertisement formats and prices – Magazine

Get an overview here



### 1/1 side Advertorial

Your message in article format. Your article, case, or news item is highlighted side by side with articles from our editorial staff. If you are also a Partner, you can simultaneously publish your content on the Online Platform and in the newsletter.

### Technical information

Price, pr. publication	DKK 17,500.
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 border

The most common format. Free choice of placement within the magazine. Upgrade with our special placement deal and reach even higher levels of exposure.

### Technical information

Price per. publication	DKK 14,500.
Special placement supplement	DKK 3,900.
File type	PDF high resolution
Format	210 x 297 + 5 mm for cropping

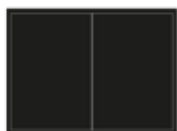


### 1/2 page in wide format/high format

Upgrade your advertisement with our special placement deal to reach even higher levels of exposure.

### Technical information

Price per. release	DKK 9,100
Special placement supplement	DKK 3,900.
File type	PDF high resolution
Format Wide	185 x 130 mm
Format High	90 x 265 mm



### 2/1 page to border

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

### Technical information

Price per. publication	DKK 25,000
Special placement supplement	DKK 3,900.
File type	PDF high resolution
Format	420 x 297 + 5 mm for cropping



### Back page advertisement

Take ownership of your audience in print-media's most exclusive placement – the back page.

### Technical information

Price per. release	DKK 18,000
File type	PDF high resolution
Format	210 x 247 + 5 mm for cropping



### Insert format

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

### Technical information

Ask for price



### Instagram profile

Bring a short text and picture of your Instagram profile in the magazine

### Technical information

Price per. publication	DKK 4,500
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## Dates and themes

2024

No	Year	Month	Publ.	Deadline
01	2024	March	24.03	28.02
02	2024	June	16.06	23.05
03	2024	September	01.09	07.08
04	2024	december	08.12	13.11

### Other prices, discounts, and need-to-know information regarding material delivery for the magazine hair

**Agency provision:** Collateral 1% / Information compensation: 1% / Agency provision: 3%

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

**Partner discount:** Partners receive a 50% discount on advertisements across our media platforms

#### Material delivery to the magazine hair

High-resolution PDF with trim marks and a pruning at 5 mm.

Profile can be downloaded at: [klspureprint.dk/downloads/](https://klspureprint.dk/downloads/)  
Under "TRYKPROFILER", select "Profiler til ubestruget (uncoated) pair".

**Please send any prospective advertisements to [kundeservice@horisontgruppen.dk](mailto:kundeservice@horisontgruppen.dk)**



## hair.dk - Onlineplatform

There are good opportunities to influence decisionmakers via hair.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.



## Advertisement formats and prices – Online Platform

Prices are applicable for desktop, mobile, and tablet. Dimensions may vary on desktop, mobile, and tablet. See the descriptions underneath our products for further information.



### 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 12,000
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 5,500
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)



### 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 8,450
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.

### Technical information

Price per. month	DKK 9,000
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



**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.

**Technical information**

Price per. month	DKK 6,000
Filtype	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	



**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.

**Technical information**

Price per. month	DKK 12,500
Filtype	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	



**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.

**Technical information**

Price per. theme	DKK 6,995
Price per. theme for partners	DKK 5,995



**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. theme	Ask for price
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## hair.dk's newsletter

Distributed once 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."*



## Advertisement formats and prices – Newsletter

Send your messages directly to the inbox of decision-makers within the the hairdressing and beauty industry



### Middle Banner

Reach our audience in their inbox side by side with articles produced by our editorial staff as well as our Partners.

### Technical information

Price per. publication	DKK 2.990
Filtype	Jpg
Size	Max 45 kb
Format	580 x 121 px
Devices	Desktop, Mobile and Tablet



### Large Middle Banner

Get more space in the newsletter with a size L Middle Banner. The banner is placed side by side with articles produced by our editorial staff as well as our Partners.

### Technical information

Price per. publication	DKK 4.800
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 6.790
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.

# Targeted job advertising

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

hair.dk is the biggest online portal for within the the hairdressing and beauty industry

### Create job advertisements on hair.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 hair.dk/jobmarked.
- The job posting can be highlighted on the front page of hair.dk and in the newsletter.
- Job ads are a good branding exercise - which is almost always a good story and occasion to push the company's products, history and corporate brand.

*If your company is Partnering with us, you will automatically have unlimited job advertisements at your disposal.*



"When you use hair.dk for recruitment, you reach the Arts, Crafts and Design sector in a professional context. The readers are most likely working jobs which means that they finger the pulse."

**Claus Aagaard Hansen**  
Business Manager, Hair

### Send your job advertisement

- Should include titles and an application deadline. Best format for advertisement is Word (.docx).
- Should include contact information including workplace address.
- Information regarding invoicing should include the email address of the recipient of the invoice. Always remember the EAN-number if you have this information. In case of special requirements regarding your invoice, remember to include these as well (PO-number, userID, reference number)
- Should include a company logo in JPEG-format, minimum 300px (width). If you have previously advertised a position on hair.dk, or if you don't currently have access to your logo in the required JPEG-format, you do not need to send it. Just tell us your email.



# hair.dk production

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

We assist in idea-generation, ask the right questions, and produce the right content for the article your company wants published. Content that your company owns and may use freely in other relevant contexts.

### Types of content that work

Native advertising or content marketing are effective tools regarding value-creation for new and/or existing customers. We have developed common formats that pique our reader's interests.



### Interviews and Q&A's

A Q&A is an article that is developed through a question/answer template. The journalist asks the questions, and the company spokesperson answers – per email or phone. The format is suitable if your company wishes to profile itself with an opinion on a certain current topic, or if it wants to convey its own plans and ideas. The question/answer template is very reader-friendly and gives the reader a quick overview.

*"We publish the content for you on your company's profile page. It ends up directly on our front page and is also delivered within our newsletter. We recommend that you share it via your company's LinkedIn-profile so that you get even more exposure for your money."*

### Portrait articles

A portrait article centers around a certain person. The occasion for such an article could for example be an anniversary, company purchases, newly staffed positions or other such events. A portrait is written around an interview, typically orbiting the person's career path, garnished with personal characteristics, opinions, and thoughts. The portrait is suitable as a means of delivering an intimate picture of your company's work in sustainability, so that the reader may better identify with it.

### Boost your content

If you are a partner, you can boost your content and generate ultimate market relevancy.

Purchasing highlighted content guarantee for seven days

- As the 2nd story on the front page of hair.dk
- Highlighted in two newsletters as the 2nd story
- Highlighted under relevant categories
- Recommended and highlighted in editorial articles directly from the hair.dk editorial staff



### Contact us for further information regarding content production

Native advertising or content marketing is an effective way of creating value for new and/or existing customers.