

Forum for the Arts, Crafts and Design sector

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



Effective marketing platform

The Designbase.dk media platform gives you targeted access to all those who work professionally with interior design and within the broader design business.

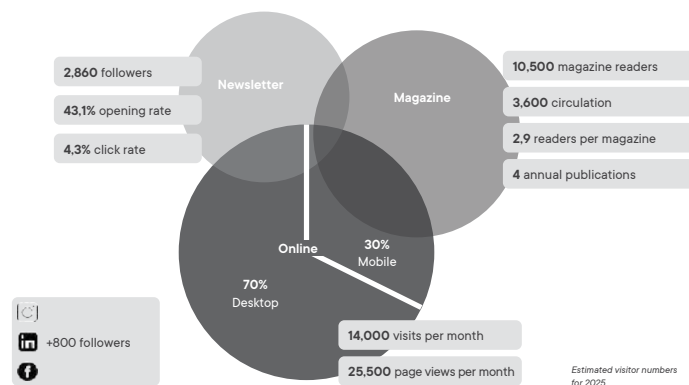
We reach purchasers, leaders in online trading, business owners, designers, interior designers, organizers of business events and employees in interior design and the design business in general.

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

All prices on this site are VAT excluded.

Overall target group universe on designbase.dk

The media platform consists of a print magazine that is published 4 times a year, an online portal, and a weekly newsletter that is sent every Wednesday. In addition, regular themed newsletters are sent where relevant agendas are unfolded.



Contact the designbase.dk team



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Become a partner at designbase.dk

Choose your plan

And become a part of designbase.dk – publish your content and create interest in design, products and collections.

	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	✓	✓	✓
Standard (Three countries. Including extended support)			
Partnership applies in three countries - Denmark, Norway and Sweden	-	✓	✓
Contact Support by email, phone and chat	-	✓	✓
We publish relevant types of content on your behalf	-	✓	✓
Updating and administration of your partner profile	-	✓	✓
Plus (Content production and advertising discount)			
1 x optional theme participation	-	-	✓
Highlighted content (Boost your content for seven days)	-	-	✓
50% off on traditional cross-channel advertising	-	-	✓



"At F&H we utilize Designbase with the purpose of circulating our news broadly while simultaneously publishing our brand catalogs. All in all, we are very satisfied with the opportunities Designbase offers."

Mette Østergaard Gudiksen, PR & Social Media Manager, F&H

Advertisements in the magazine designbase

The magazine Designbase is published four times yearly in a circulation of approximately 4.000 copies. The magazine has enjoyed more than 40 years of publication. The format is A4, printed on uncoated paper in good quality. The magazine is printed with an FSC-mark and is 100% CO₂ 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 Designbase.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 13,000

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 13,000

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

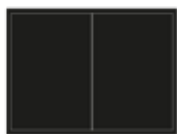
Price per. release DKK 9,100

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 22,300

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 19,000

File type PDF high resolution

Format 210 x 247 + 5 mm for cropping



Front page advertisement

Take ownership of the target audience by choosing the first page of the print media – the Front Page.

Technical information

Price per. publication DKK 22,500

File type PDF high resolution

Format 185 x 200 + 5 mm for cropping



Gatefold

This format is for the company that wishes to give their message the extra space it deserves. Gatefold is between 3-4 pages and is placed either in the front or back-end 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 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

Magazine releases

2025

No	Year	Month	Publ.	Deadline
01	2025	January	12.01	03.12.2025
02	2025	April	13.04	21.03.2025
03	2025	July	27.07	23.06.2025
04	2025	October	26.10	03.10.2025

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

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 designbase

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

Profile can be downloaded at: klspureprint.dk/downloads/

Under "TRYKPROFILER", select "Profiler til ubestrøget (uncoated) pair".

Please send any prospective advertisements to
kundeservice@horisontgruppen.dk



designbase.dk - Onlineplatform

There are good opportunities to influence decisionmakers via designbase.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
Filtype	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	



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	



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 8,490
Format	300 x 250 px
Filtype	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
Filtype	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 15,000
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 12,800
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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designbase.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 design business.



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 Remember to send a link to the landing page.

Targeted job advertising

The link between your company and the right job candidates

designbase.dk is the biggest online portal for Arts, Crafts and Design sector

SELECTION OF JOB ADVERTISEMENTS ON DESIGNBASE.DK

stelton

Kop & Kande

bahne



**F&H
GROUP**

Create job advertisements on designbase.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 designbase.dk/jobmarked
- The job advertisement can be highlighted on the front page of designbase.dk, in the newsletter and shared via the medium's LinkedIn page.
- Job advertisements 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 designbase.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, designbase.dk

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 designbase.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.

designbase.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 or podcast 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. Vi 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 guarantees high visibility for seven days

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