

# 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

Target a dedicated audience across platform

**16,600**

Magazine readers

**21,000**

Unique visitors online

**4,800**

Newsletter recipients



**Per Alberg**  
Business Manager

Tel.: +45 5373 1364  
pa@horisontgruppen.dk



**Poul Breil-Hansen**  
Editor

Tel.: +45 2371 7390  
pbh@horisontgruppen.dk



**Asbjørn Killen Jahn**  
Editorial Assistant

Tel.: +45 5350 6060  
akj@horisontgruppen.dk



**Per Christensen**  
Community Manager

Tel.: +45 5373 1373  
pc@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	MOST POPULAR STANDARD	PLUS
	<b>DKK 12,995</b> per year	<b>DKK 15,990</b> per year	<b>DKK 27,995</b> per year
Publish unlimited content	✓	✓	✓
Company presentation	✓	✓	✓
Access to all restricted content	✓	✓	✓
Statistics	✓	✓	✓
<b>Ongoing support</b>			
We publish relevant types of content on your behalf	–	✓	✓
Updating and administration of your partner profile	–	✓	✓
40% off advertisements online and in newsletters	–	✓	✓
<b>Marketing</b>			
Advertorial in the magazine and online	–	–	✓
Podcast episode	–	–	✓
Online advertising	–	–	✓
Newsletter advertising	–	–	✓
Half price on additional advertising in the magazine, online and in newsletters	–	–	✓



"New products, company news, and reflections about where our business is moving. All this, we can share with our peers through our 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 installer.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.

### Installer.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 installer.dk  
The news will also be brought in the magazine Installer twice a year

#### Technical information

Price per. year	DKK 6,500
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#### Article banner

Capture the reader directly in articles provided by the editorial staff. The banner is placed in the articles after the second paragraph. You share the space with a maximum of one other advertiser during the campaign period.

#### Technical information

Price per. month	DKK 13,000
Filetype	Jpg / gif / MP4
Size	Max 100 kb
Devices	Desktop, mobile and tablet
Format (Desktop)	750 x 250 px
Format (Mobile and Tablet)	320 x 220 px

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



#### Highlighted content

If you are a partner, you have the opportunity to boost your content and thus create the ultimate market relevance. Your article, case or news item is highlighted for seven days across the platform's channels.

#### Technical information

Price per. week	DKK 9,500
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



#### Main sponsor

Use this atypical format and stand out from the crowd. The banner is displayed on the front page and in connection with editorial content. You share the space with a maximum of one other advertiser.

#### Technical information

Price per. month	DKK 14,500
Filetype	Jpg / gif / MP4 / HTML
Size	Max 100 kb
Devices	Desktop, mobile and tablet
Format (Desktop)	1140 x 55 px and 750 x 55 px.
Format (Mobile and Tablet)	320 x 100 px

NB: Both formats MUST be delivered to Desktop. Separate file for mobile and tablet CAN be supplied for optimal exposure. MP4 and HTML must not be delivered responsive.





#### Medium

Achieve maximum exposure with a medium banner. The banner is displayed in connection with content and on the front page.

#### 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

Achieve maximum exposure with a top position across all pages of the site.

#### 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)	320 x 180 px
NB: Separate file for mobile and tablet CAN be supplied for optimal exposure. MP4 and HTML must not be delivered as responsive	



#### Theme partner

As a Partner, you can participate in relevant themes across all channels. Invite relevant content in editorial themes and help set the agenda. In addition to the online platform, the theme is also brought in the newsletter and via LinkedIn.

#### Technical information

Price per. theme	4,900 kr.
Devices	Desktop, mobile and tablet
Period	30 days



#### TopScroll

The format displayed across desktop, mobile and tablet provides a natural presentation of the message through a user-friendly scroll. It provides plenty of space for creative storytelling that makes brand and message get the attention they deserve and stand out from the crowd.

#### Technical information

Price per. month	DKK 20,100
Filetype	Jpg / gif / MP4
Size	Max 500 kb
Devices	Desktop, mobile and tablet
Format (Desktop)	2650 x 1200 px
Format (Mobile)	736 x 736 px
Format (Tablet)	1024 x 1024 px
NB: All three formats MUST be delivered. We recommend keeping the message centered. MP4 must not be delivered responsive.	

# Online traffic on installator.dk

More and more people are using us digitally

## 21,000

Visits per month (approx.)

## 33,000

Pageviews per month (approx.)



## 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."*



# The newsletter from installator.dk

The weekly newsletter, the most read of the month and other special issues

**4,800**

Recipients (average)

**25%**

Opening rate (average)

## Ad formats and prices - Newsletter

Bring your messages directly to the installer's inbox



### Center banner

Capture the reader in the inbox side by side with articles provided by the editorial staff and our partners. There can be up to six center banners in a newsletter.

### Technical information

Price per. publication	DKK 4,400
Filetype	Jpg
Size	Max 45 kb
Format	580 x 121 px
Devices	Desktop, Mobile and Tablet



### Center banner Large

Get more space in the newsletter with size Large. The banner is placed side by side with articles provided by the editorial staff and our partners. There can be up to six center banners in a newsletter.

### Technical information

Price per. publication	DKK 7,500
Filetype	Jpg
Size	Max 45 kb
Format	580 x 242 px
Devices	Desktop, Mobile and Tablet



### Top banner

Take the top of the newsletter. As the first thing you see, Topbanner is the exclusive banner format. There can only be one top banner in the newsletter.

### Technical information

Price per. publication	DKK 6,200
Filetype	Jpg
Size	Max 45 kb
Format	580 x 242 px
Devices	Desktop, Mobile and Tablet



## 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.

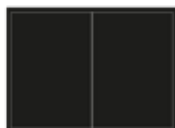
### Technical information

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 6,500

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### 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 29,900

File type PDF high resolution

Format 210 x 247 + 5 mm for cropping

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### 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

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### 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

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### 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

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"It is a complicated task to run an installation company these days. That is why the editorial does its best every month to better prepare installers for short-term as well as long-term challenges. We frame these issues in agenda-setting interviews, reports, company cases, expert-articles and exciting news from new and leading suppliers."

**Poul Breil-Hansen**  
Editor, [installator.dk](http://installator.dk)





## Dates and theme

2022

No	Year	Month	Publ.	Deadline	Theme
01	2022	January	23.01	03.01	Ventilation & indoor climate
02	2022	March	06.03	14.02	Vans & tools
03	2022	April	17.04	23.03	EI & Teknik 2022
04	2022	May	29.05	02.05	Energy renovation
05	2022	August	07.08	07.07	Sanitation
06	2022	September	11.09	22.08	Lighting
07	2022	October	02.10	12.09	Heating & cooling
08	2022	November	13.11	24.10	Security & monitoring

## The magazine Installatør in numbers

Effective advertising in the print medium

8

Annual releases

16,000

Readers per publication  
(approx.)

57

Years in print

### 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 job posting will be seen both by the active job seekers and by the many who had not thought about changing jobs - until they saw your posting.

**Price: From DKK 5.995, -**

- Until application deadline or 30 days
- The job advertisement is on the front page of installator.dk
- Listed in the job section
- Also included in the newsletter

**NB:** If the company is a Partner, you will automatically have the opportunity to look up unlimited job advertisements.



"When you use 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."

**Per Alberg**  
Business Manager, 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, 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.

#### News

A short effective format that brings your business to light. Has the company helped another company with a new project? Have you got a new product? Received or awarded a prize? Entered into a new partnership? Released a new report? installator.dk can tell the story briefly and effectively, so it is ready for publication - with us and on other platforms. \*

**Prices from: DKK 2,500**

#### 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.

**Price: DKK 5,500**

*"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.

**Prices from: DKK 7,000**

#### 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.

**Price: DKK 5,500**

#### 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.