

MEDIA INFORMATION 2018

WWW.DESIGNBASE.DK

WWW.DESIGNBASE.DK
designbase



CONNECT TO DECISION-MAKERS IN THE ARTS, CRAFTS AND DESIGN SECTOR



BATHROOMS | KITCHENS | LIGHTING | CRAFTS | DELICACIES | INTERIOR DESIGN | FABRICS | MANAGEMENT & OPERATION | FURNITURE

DESIGNBASE – A MAGAZINE, WEBSITE AND NEWSLETTER

The Designbase media universe gives you targeted access to everyone working professionally in the arts, crafts and design sector. We touch upon topics such as trends, tendencies in the retail trade, management and product orientation. The aim is to give the readers inspiration and concrete tools to optimise their businesses and take the right decisions to be competitive. The editorial objective is to give the readers new perspectives, useful knowledge, specialist insight and the mechanics to run their business in a professional and forward-looking manner. This is accomplished through interesting and informative interviews, reportage, business cases and expert comment. Designbase connects you to the broadest and most influential target group in the arts, crafts and design sector – the people making the key decisions. You can promote yourself to this audience through a broad range of advertising options covering both printed and web-based media.



“The arts, crafts and design sector is demanding. The competition is tough, and to attract customers you have to have your finger on the pulse, create in-store experiences and always be in touch with consumers and current trends. This is where we come in. Because Designbase tracks both national and international trends. We also monitor what’s happening on the retail front so that the readership can keep up with developments and – very important - make the right decisions.”

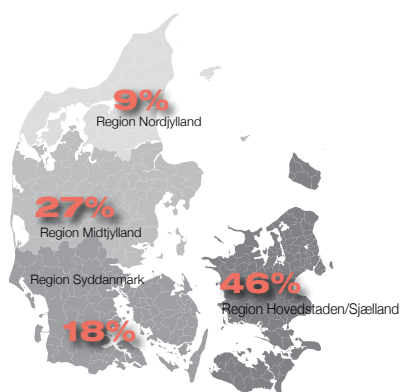
– Pia Finne, Editor



DESIGNBASE – A STRONG MEDIA PLAYER:

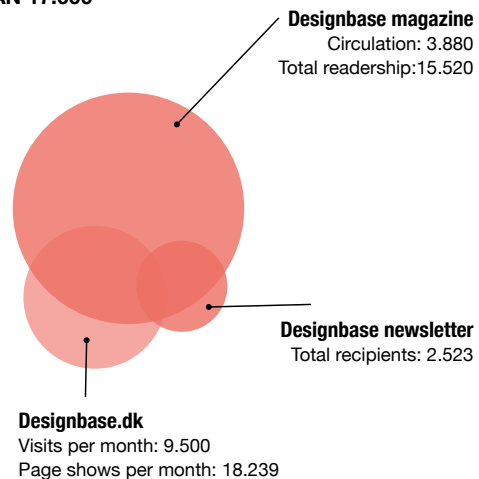
- Member of Association of Danish Media.
- Designbase is supplied by regular, rolling subscription.
- Well-defined, concentrated and focused niche target group => minimal contact wastage.
- Independent and objective editorship with high journalistic standard.
- Ideal advertising environment, high read time, read value and retention value.
- Concentrated and dominant target group coverage via multiple channels gives more creative options.
- Well known and respected in the target group. The magazine has existed for 96 years.

GEOGRAPHICAL DISTRIBUTION OF RECIPIENTS



■ Magazine circulation per issue: 3.880

MULTIMEDIA TARGET GROUP COVERAGE: MORE THAN 17.000



Designbase magazine is published eight times a year in a circulation of 3,800. Our experience from niche magazines is that each copy has an average of approx. four readers, and the estimated readership of Designbase is therefore around 16,000. The magazine, which has existed for 96 years, is produced in A4 format on strong calendered paper with good quality printing and typically consists of 52-120 pages. Magazine design is reader-friendly, matching the creative and colourful products and solutions covered. Each issue includes a theme where we cover a topic in slightly greater depth than usual. Max. 50% of the magazine consists of advertising.

DATES AND CIRCULATION

No.	Year	Publ.	Deadline	Theme
1	2018	27. Jan.	19. Dec. 2017	*Fair: Formland
2	2018	18. Mar.	20. Feb.	Outdoor
3	2018	28. Apr.	28. Mar.	Store management
4	2018	09. Jun.	09. May	The beautiful table
5	2018	11. Aug.	06. Jul.	*Fairs: Formland
6	2018	07. Oct.	07. Sep.	Before Christmas
7	2018	10. Nov.	11. Oct.	Christmas
8	2018	08. Dec.	08. Nov.	Season Start / business management

*Extra circulation in connection with fairs

We reserve the right to make changes to publication dates and deadlines

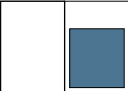
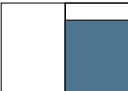
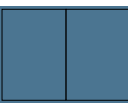

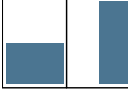
DESIGNBASE READERSHIP:

Retail: giftware, arts & crafts, kitchenware, glass, porcelain, cutlery, vases, candle holders, delicacies etc.:	1,140
Retail: domestic electrical appliances:	733
Retail: furniture, lamps, home fabrics, interior design, etc.:	308
Florists and garden centres:	276
Retail: clothing, yarn, textiles:	304
DIY centres:	139
Kitchen design:	131
e-Stores:	70
Manufacturers, importers and agents:	210
Wholesale:	479
Business consultants, education and organisations:	29
Interior design, design, art:	61
Total:	3,880

TECHNICAL INFORMATION

Format:	210 mm x 297 mm
Printing:	Sheet offset, 4-col.
Ad material:	Printable - PDF
Dpi:	300
Paper:	100 g uncoated
Cover paper:	190 g uncoated
Print to edge:	+ 5 mm

AD PRICES AND FORMATS

	Front page Format: 185 x 200 + 5 mm Price 4-c: DKK 22.500*
	Back page Format: 210 x 247 + 5 mm Price 4-c: DKK 19.000*
	2/1 page to edge Format: 420 x 297 + 5 mm Price 4-c: DKK 22.300*
	1/1 page to edge Format: 210 x 297 + 5 mm Price 4-c: DKK 13.000*
	1/2 page wide+high format Wide format: 185 x 130 mm High format: 90 x 265 mm Price 4-c: DKK 9.100*

*Supplement in No. 1 and No. 5: DKK 600,-


designbase


MAGAZIN FOR INTERIØR OG DESIGNBRANCHEN



NR. 3 / ÅRGANG 99 / APRIL 2018 / HJØJENRØDSEN / DESIGNBASE.DK

OTHER AD OPTIONS

	Inserts The magazine is film-wrapped, which means that loose leaves or brochures can be included (placed on top of back page of magazine). Price: DKK 27.600 (max. 30g)
---------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

	Gatefold Page 3 of the cover can be extended with an extra page, a "gatefold", enabling an ad format spanning three full pages. Printed on 170 g coated paper: Price: DKK 39.000
---------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

OTHER PRICES

Special placement:	+ 10%
Agency commission:	
Security allowance:	1%
Information allowance:	1%
Agency commission:	3%
Year subscription:	DKK 888,00

NEWSLETTER ADVERTISING

USE THE NEWSLETTERS FOR BRIEF AND TARGETED NEWS

Designbase.dk newsletters are e-mailed once a week to readers who have actively subscribed for it. The content provides readers with an overview by combining the most topical news and tool based articles with current events and news from Partners.



FORMATS AND PRICES

A Megaboard

Price per issue: DKK 6.546

C Sky banner

Price per issue: DKK 3.275

B Centre banner

Price per issue: DKK 2.432

D Megabox

Price per issue: DKK 5.989

TECHNICAL INFORMATION

Weight: JPG – only 45 kB

Animation: 15 sec.

Streaming: None

Link: Include link to landing page

FREQUENCY AND RECIPIENTS

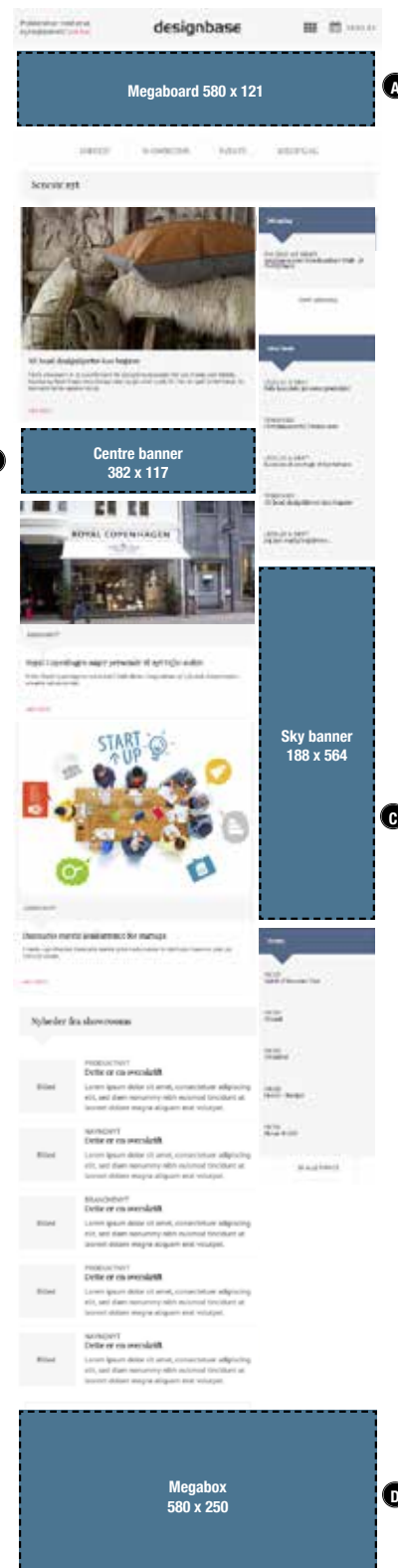
Issues: Tuesday

Recipients: pr. 1. april 2016 - 2.523



“Designbase offers the industry’s best media solution - you can connect effectively to targeted decision-makers via all known media platforms. Call us for a creative suggestion on how to achieve maximum visibility for your messages.

– Rasmus Brylle, Director



WEB ADVERTISING ON DESIGNBASE.DK

USE THE WEBSITE FOR CAMPAIGNS AND NEWS

Users of designbase.dk will receive inspiration and updates on industry developments through news, galleries, blogs, events and many more features. In this editorial environment there will be good scope for influencing decision-makers via a variety of advertising formats, placements, periods etc. that can be combined to maximise coverage of your business.



FORMATS AND PRICES

A Megaboard

Price per month: DKK 8.990

Placement: All pages

C Medium TOP

Price per month: DKK 8.335

Placement: All pages

B Medium

Price per month: DKK 8.335

Placement: All pages

C Megabox

Price per month: DKK 9.590

Placement: All pages

TECHNICAL INFORMATION

Weight: JPG/GIF/FLASH/HTML:

Max 50 kb

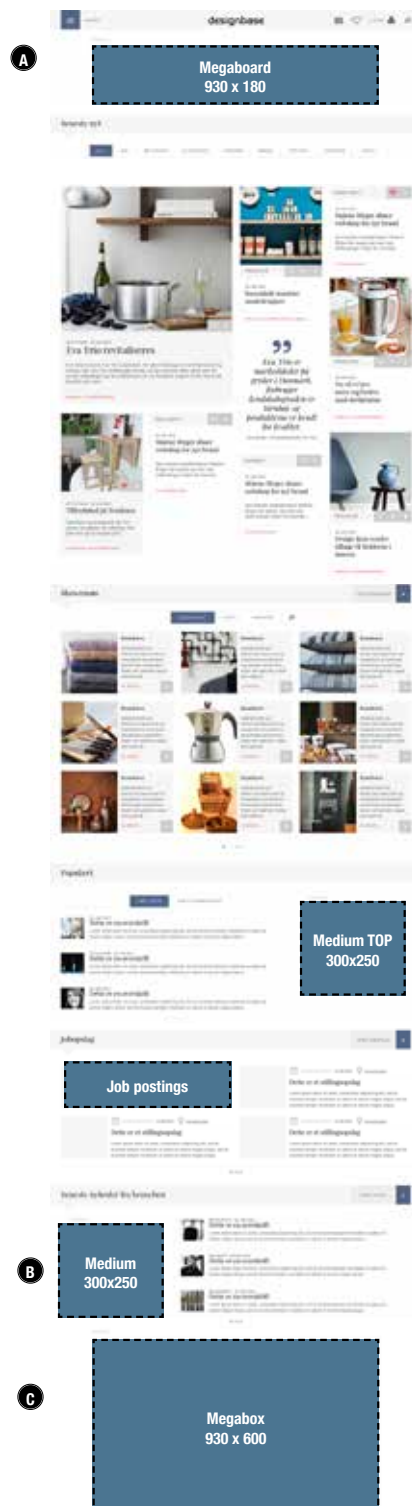
Loops: Max. 6

Link: Include link to landing page



“If you need help with preparation and production of your printed or web advertising we will be pleased to assist with creative exchange of ideas and to do the production for you. We do all the production work for Horisont Gruppen's magazines ourselves, and we have the experience, the ideas and the capacity to successfully overcome your challenges.

– Majbritt Refsgaard, Graphic Designer



HAVE A SHOWROOM AND BE A PART OF DESIGNBASE.DK

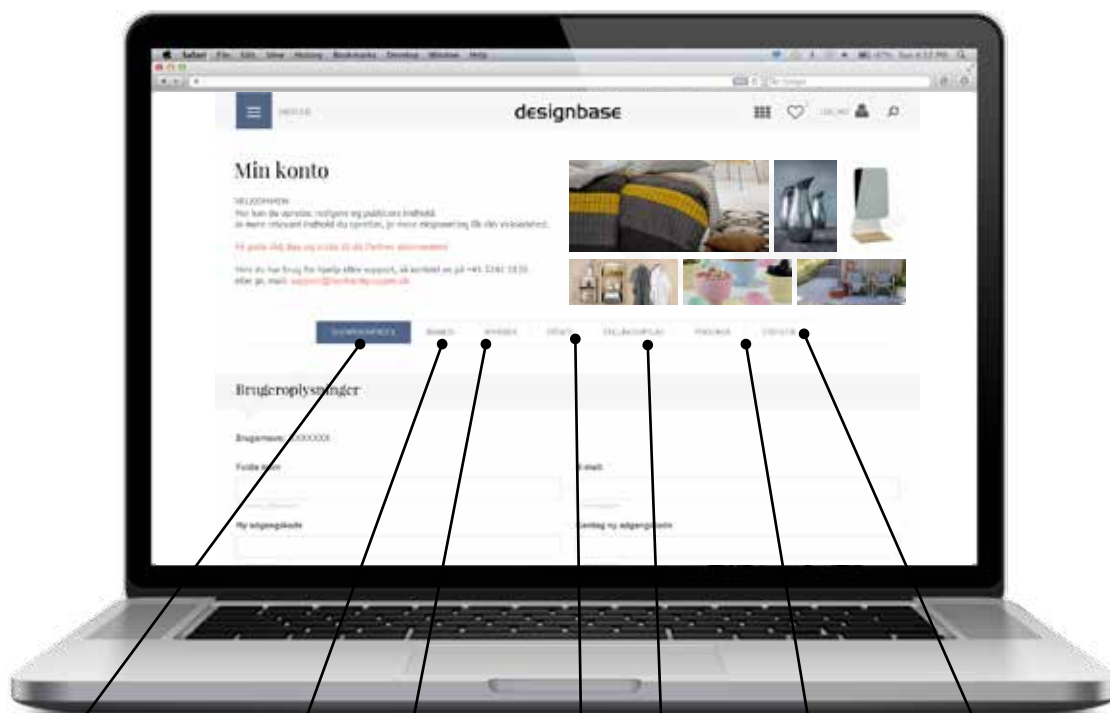
WHAT YOU GET WITH SHOWROOM

designbase.dk gives you exclusive access to the industry's leading news medium where you get entirely new and unconventional marketing opportunities that maximise your visibility on the website and also in the weekly newsletters.

YOUR CONTENT IS JUST AS IMPORTANT AS OURS

The difference between designbase.dk and other media is that we take your content just as seriously as we take our own.

Get free and unlimited access to publish content in Denmark's largest universe for the arts, crafts and design sector. View the possibilities here:



PROFILE AND DIRECT CONTACT

Customise your company or organisation's very own profile page with relevant information and contact data. NB: Your profile is also included in each issue of the printed magazine.

PRODUCT NEWS, CASES, BLOGS, GALLERIES, ETC.

Put your content directly on the front of designbase.dk and get a unique placement in our newsletters at the same time.

GET QUALIFIED PEOPLE

Attract new people who have their finger on the pulse. Insert your job ad in a targeted environment.

STATISTICS – HOW INTERESTING IS YOUR CONTENT?

Our statistics module gives you detailed overview of how your content is performing. Multiple graph and display options mean you have full control of your communication. View cumulative data or view day to day and track the click rate for your news, events, job ads, name news and much more.

BRANDS

Promote your brands and products directly to the frontpage.

INVITE TO EVENTS

Input launches, presentations, courses, conferences, seminars etc. and get more participants. Detail the benefits, insert pictures and attach files so you ensure a high attendance.

NEW NAMES

Inform about new appointments, promotions, anniversaries and other aspects that can help market your business and people.

\$ YOUR NEWS TO THE RIGHT AUDIENCE

Here your content appears side by side with the editorial content. Become a partner and get free and unlimited opportunity to bring news, events, job listings, etc. directly on the front page and in the newsletter.

• Create value with the content in question

Press releases, articles, cases or product reviews from your company. All types of content are welcome as long as they are

• Job postings

Find your new employees - create job listings and get visibility directly on the front page, in the newsletter and under the job section.

• Events

Courses, conferences, seminars and more - bring the right audience to your event.

• News about names

New employees, anniversaries, and other things that can help tell stories about your business.

SUBSCRIPTION

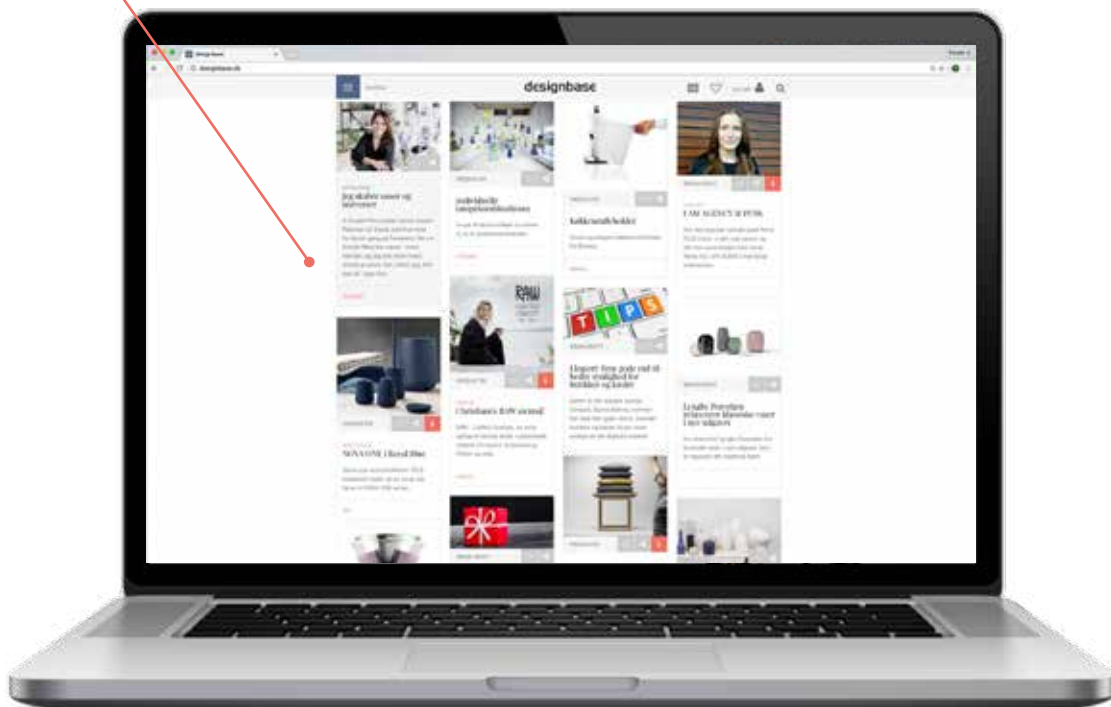
With a Showroom you have a rolling subscription which is invoiced for one year at a time. Your subscription gives you free and unlimited access to publish a wide range of material – see possibilities over page. Publishing assistance and support are free within reason. The subscription can be terminated at 30 days' notice to the end of a subscription period.

THE PRICE FOR A YEAR'S SUBSCRIPTION IS:

Up to 5 brands:	DKK 6.995,-
More than 5 brands:	DKK 11.995,-

TIPS & TRICKS

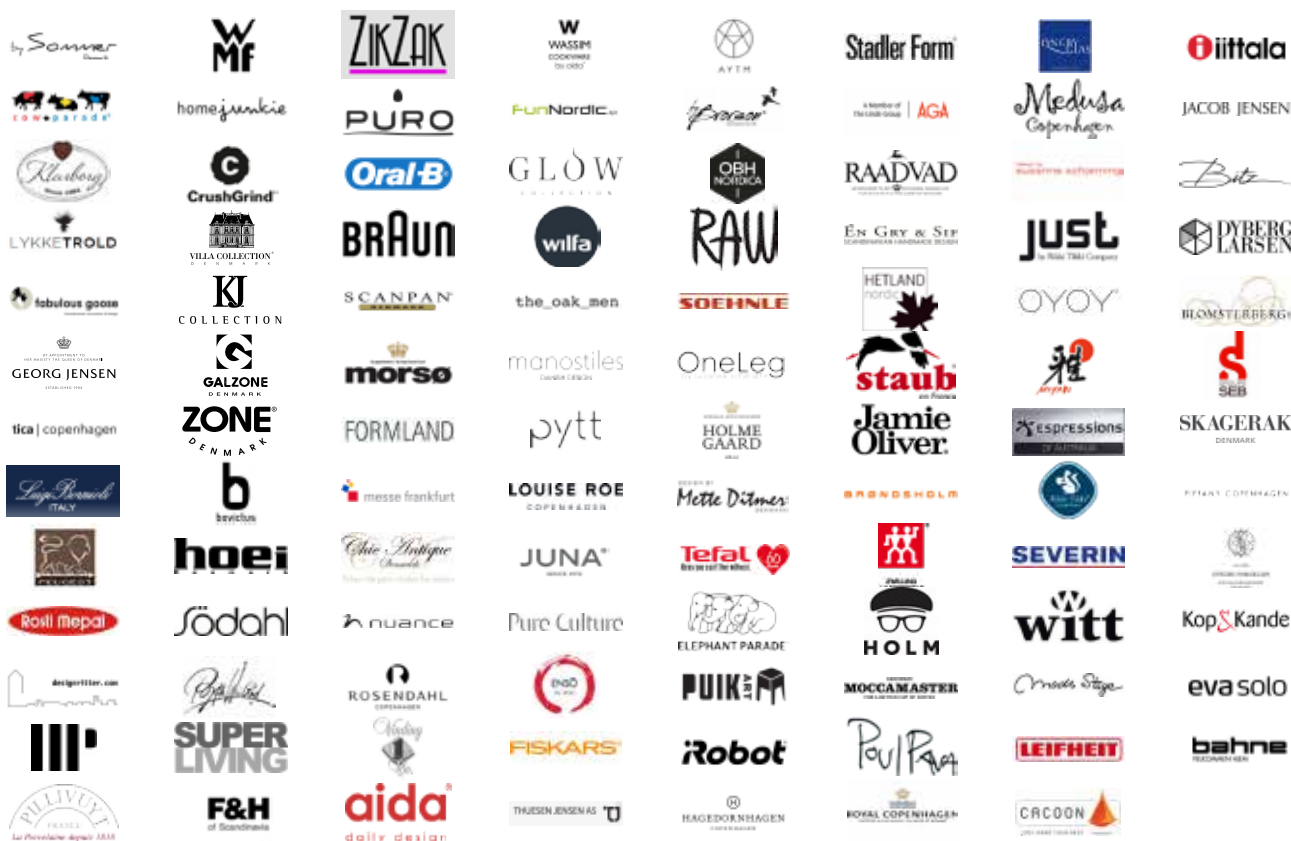
- Good content marketing is about relationships and dialogue with customers. This creates engagement and builds loyalty for your company.
Write news and articles that help your customers.
- Save time and create log-ins for several people. This ensures high activity and increases your visibility.
- Create an unlimited number of job ads – these are automatically included in the newsletter.
- Take trouble with your company profile and choose the correct areas of competency – this ensures you get relevant exposure in journalistic content produced by us.
- Remember you can measure the impact of all content. Statistics give you an insight into how your content is performing.



As a Partner you can keep the market up to date on what's new in your business. Information about new products and services, appointments, events, customer cases etc. can be published entirely free of charge. And if you need technical help or are pressed for time, we are there to provide you with support and exchange of ideas. It's all part of your Partnership agreement.

– Mette Pedersen, Project Manager

SELECTED SHOWROOMS



designbase

CONTACT



Sales:
Hans Snekstrup
Business Manager

Tel: +45 2896 1022
hs@horisontgruppen.dk



Editorship:
Pia Finne
Editor

Tel: +45 2078 5064
pf@horisontgruppen.dk



Editorial:
Sara Skovgaard Munk
Community Manager

Tel. +45 1373 1361
skk@horisontgruppen.dk



Partnerships:
Ulrik Hjorth-Andersen
Sales Manager

Tel: +45 2025 7632
uha@horisontgruppen.dk



Partner Support
Mette Pedersen
Project Manager

Tel.: +45 3247 3213
mpe@horisontgruppen.dk



Horisont Gruppen a/s
Strandlodsvej 44
DK 2300 Copenhagen S

Tel: +45 5350 60600
Reg.No. 8775 1619

info@horisontgruppen.dk
www.horisontgruppen.dk

business media which create growth and value