

**MEDIA INFORMATION 2018**

# INSTALLATØR<sup>.dk</sup>



**CONNECT TO MORE THAN 25,000 PROFESSIONALS IN THE PLUMBING, HEATING, ELECTRICAL AND ALLIED TRADES**



ENERGY

| HEATING

| PLUMBING

| LIGHTING

| ELECTRICITY

| VENTILATION

| TOOLS

Installator.dk's media universe is the only one in Denmark covering the plumbing, heating, electrical and ventilation trades. We have existed for more than 50 years and it has always been our goal to be the primary information source for managers and owners of businesses in these trades.

We deliver a high editorial quality. In the magazine, by providing news, background stories, expert comment, cases and debate, we strive to equip the readership to deal with both the everyday and long-term challenges. On installator.dk the readership can find a stream of daily news about trades, products, people and courses. Erhvervsmagasinet Installatør's media universe connects you to by far the broadest and most influential target group in the 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.



“For installation contractors, running a business today is a complex task. Each month we therefore do our best to help them overcome both short-term and long-term challenges. We do this by providing objective and independent journalism.”

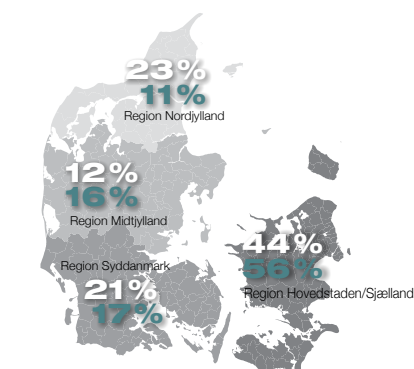
– Joe Kristian Kipp, Editor



#### THE UNIVERSE INSTALLATOR.DK – A STRONG MEDIA PLAYER:

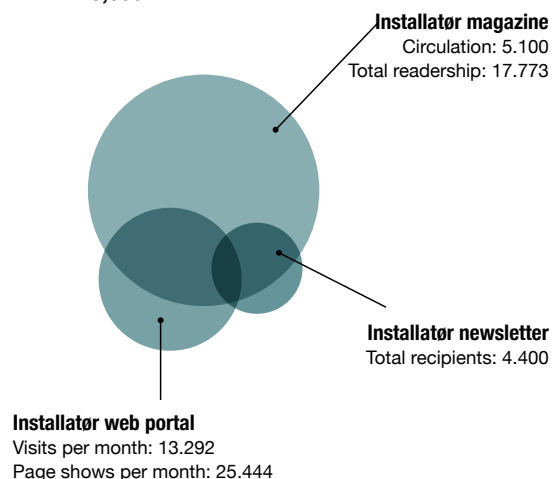
- Member of Association of Danish Media.
- The magazine Installatør is supplied by regular, rolling subscription.
- Well-defined, concentrated and focused niche target group => minimal contact wastage.
- Independent and objective editorship with high journalistic standard.
- Ideal advertising environment, 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 50 years.

#### GEOGRAPHICAL DISTRIBUTION OF RECIPIENTS/VISITS



- Magazine circulation per issue: 5.100
- Web visits per month: 13.292

#### MULTIMEDIA TARGET GROUP COVERAGE: MORE THAN 25,000



The magazine is published 11 times a year in a circulation of 5.100. The magazine dates back more than 50 years, so although we have added both a website and two weekly newsletters, each issue of the magazine still attracts a readership of 17,773. The magazine is printed in A4 format on good quality coated paper and typically consists of 52-68 pages.

The magazine is presented in a reader-friendly design that imparts inspiration and knowledge to the target group. Each edition includes a theme where we cover a topic in slightly greater depth than usual. Max. 50% of the magazine consists of advertising.

## DATOER OG OPLAG

No.	Year	Publ.	Deadline	Theme
1	2018	21 Jan.	22 Dec. 2017	Energy renovation
2	2018	24 Feb.	30 Jan.	Sanitation
3	2018	24 Mar.	27 Feb.	Ventilation and indoor climate
4	2018	29 Apr.	04 Apr.	El & Teknik 2018 - fair
5	2018	26 May	01 May	Renewable energy (VE-products)
6	2018	23 Jun.	29 May	Intelligent installations
7	2018	18 Aug.	24 Jul.	Heating Systems and cooling
8	2018	22 Sep.	28 Aug.	Lighting
9	2018	20 Oct.	25 Sep.	Security and surveillance
10	2018	17 Nov.	23 Oct.	Digitization
11	2018	15 Dec.	20 Nov.	Power supplies (UPS)

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

## AD PRICES AND FORMATS

	<b>2/1 page to edge</b>
Format:	420 x 297 + 5 mm
Price 4-c:	DKK 34.500

	<b>1/1 side til kant</b>
Format:	210 x 297 + 5 mm
Price 4-c:	DKK 23.900

	<b>1/1 side</b>
Format:	185 x 265 mm
Price 4-c:	DKK 22.100

	<b>Bagside</b>
Format:	210 x 247 + 5 mm
Price 4-c:	DKK 26.300

	<b>1/2 side bred+højformat</b>
Format Bred:	185 x 130 mm
Format Høj:	90 x 265 mm
Price 4-c:	DKK 14.600

## OTHER AD OPTIONS

	<b>Inserts</b>
The magazine is film-wrapped, which means that loose leaves or brochures can be included (placed on top of back page of magazine):	
Price, max. 30 g:	DKK 29.750

	<b>Front page ad</b>
Ad format equal in area to two full pages, placed as a gatefolded "opening" below the editorial front page. Printed on 170 g coated paper.	
Price:	DKK 34.900

	<b>Gatefold</b>
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 32.800



## Circulation and distribution

Plumbing and heating contractors: 1.751

Electrical contractors: 1.924

Consulting engineering firms: 515

Architects: 355

Ventilation and cooling contractors: 266

Electricity, gas and heating plants: 178

**Total: 5.078**

## OTHER PRICES

Special placement: + 10%

Agency commission:

Security allowance: 1%

Information allowance: 1%

Agency commission: 3%

Repeat discount:

3 insertions = 5%

5 insertions = 10%

11 insertions = 15%

Year subscription: DKK 800,00

## TECHNICAL INFORMATION

Format: 210 mm x 297 mm

Printing: Sheet offset, 4-col.

Ad material: Printable - PDF

Screen: 54-60#

Paper: 80 g coated

Cover paper: 170 g coated

Print to edge: + 5 mm

# NEWSLETTER ADVERTISING

## USE THE NEWSLETTERS FOR BRIEF AND TARGETED NEWS

Installator.dk's newsletters are e-mailed twice a week to more than 3.000 readers who have actively subscribed for them. 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 6.200

### B Midt banner

Price per issue: DKK 4.400

## TECHNICAL INFORMATION

Weight: JPG/GIF only: 45 kB

Animation: 15 sec.

Streaming: None

Link: Include link to landing page

**PS**  
We also publish  
monthly newsletters  
containing the most  
popular reading from  
the magazine.

## FREQUENCY AND RECIPIENTS

Issues: Wednesday and Friday

Recipients: 5.600



“Our media comprise a universe of knowledge which is targeted at the professional installation contractor. My role is to provide advice to customers so that our platforms give them maximum business coverage.

– Per Christensen, Business Manager

**INSTALLATØR**  
EL VVS VENTILATION

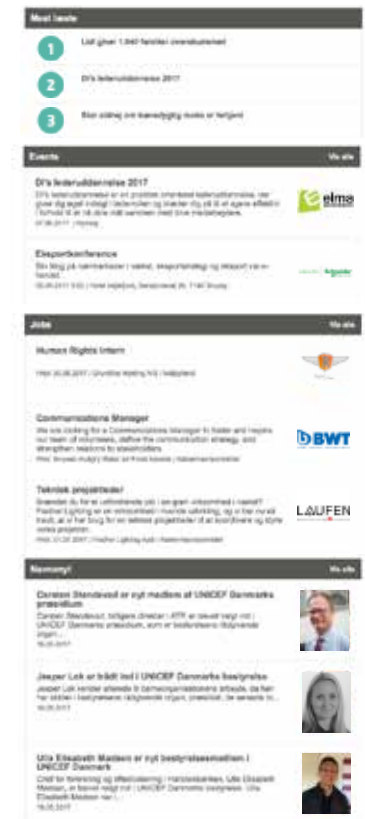
Megaboard 580 x 121



Midtbanner 580 x 121



Midt banner 580 x 121





# WEB ADVERTISING ON INSTALLATOR.DK

## USE THE NET FOR CAMPAIGNS AND NEWS

With more than 13,000 monthly users and more than 25,400 page shows, installator.dk is a great medium for influencing decision-makers. There is a variety of advertising formats, placements, periods etc. that can be combined to provide optimal coverage for your business.



## FORMATS AND RATES PER MONTH

### A Megaboard

Frontpage + 1 section:	DKK 9.100
One extra section	DKK 2.500

### B Medium

Frontpage + 1 section:	DKK 7.800
One extra section	DKK 1.500

### C Megabox

Frontpage + 1 section:	DKK 6.500
One extra section	DKK 1.800

### \* Choice of subject section:

By purchasing a banner at installator.dk you can freely choose which subject you want to be in addition to location on the front page of installator.dk. You can choose from the following subject sections:

/ EL

/ VVS

/ VENTILATION

## TECHNICAL INFORMATION

Weight: JPG/GIF/FLASH/HTML: 30 kB/45 kB

Animation: 15 sec.

Loops: Max. 3

Streaming: 60 sec.

Link: Include link to landing page

## TECHNICAL INFORMATION

Weight: JPG/GIF/FLASH/HTML: 30 kB/45 kB

Loops: Max. 6

Streaming: 60 sec.

Link: Include link to landing page

For more technical informations, please go to website: [www.fmadsserving.dk/materiale-specs](http://www.fmadsserving.dk/materiale-specs)



“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



Megaboard  
930 x 180



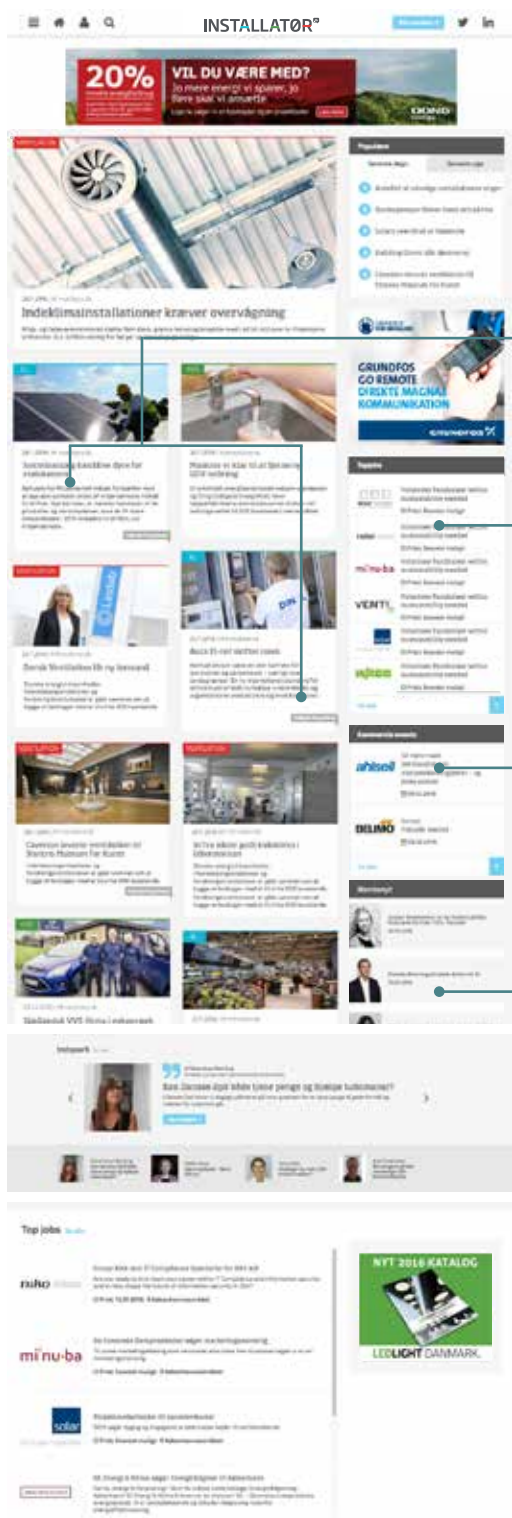
Megaboard  
930 x 180



Megaboard  
930 x 180

## 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.



### Subscription

As a Partner, you have a running subscription, billed for a year at a time. The subscription provides free and unlimited right to publish a wide range of information - see options on the opposite page. Help for publishing and support is free of charge within a reasonable amount. The partner subscription can be terminated with 30 days notice until the end of a subscription period.

**The price for an annual subscription is DKK 11,995**

### 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 it is relevant.

### 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.

### New names

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

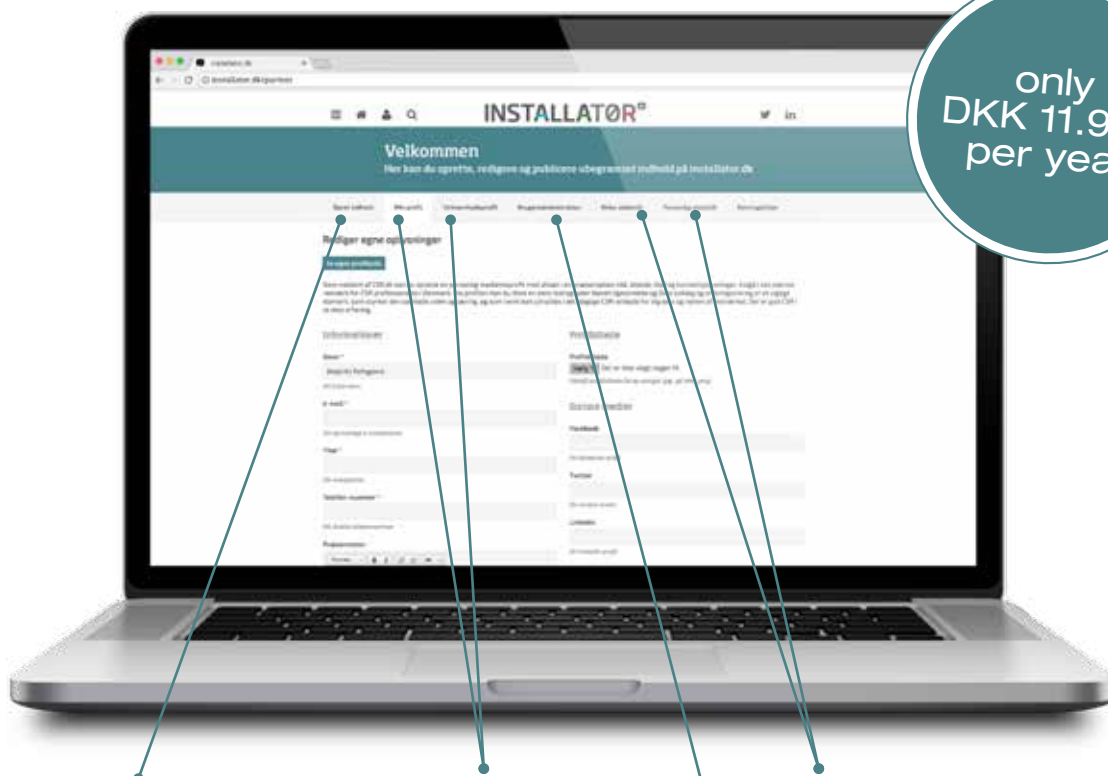


As a Partner you can keep the market up to date on what's new in your business. Information about new products and services, appointments, events, customer cases etc. can be published entirely free of charge. And if you need technical help or are pressed for time, we are there to provide you with support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

– **Mette Pedersen**, Project Manager

## Discover the possibilities

You just publish the content that you think is essential at a given time.



only  
DKK 11.995  
per year

### **News, Cases, Results**

Put your content directly on the front of SCM.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 advert in a targeted environment dedicated to plumbing, heating, sanitation, ventilation and allied trades.

### **Boost Event participation**

Input 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 information that can help increase the visibility of your organisation and people.

### **Profile and direct contact**

Customise your company or organisation's very own profile page with relevant information and contact data.

### **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 from day to day and follow the click rate for your news, events, job ads, name news and much more.

### **Relevant names**

Input names of relevant persons who can advise on your competencies, services, etc.

## 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.

## Attention guarantee

With more than 13,000 visits each month, installer.dk is Denmark's leading news medium dedicated to plumbing, heating, sanitation, ventilation and allied trades. As a network Partner we can guarantee you attention:

- installer.dk delivers more than 25,400 page shows every month
- Average time spent on the site is 2.25 minutes
- Partners last year published more than 1.100 news items and articles
- 72% of readers click on content from Partners in the newsletter

WWW.INSTALLATOR.DK

# Installatør

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communities that growth and value