

MEDIAINFORMATION 2018

WWW.DESIGNBASE.SE

designbase

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



KITCHEN

FURNITURE

INTERIOR

BUSINESS

DINING

BLOOM

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 intouch 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:

- 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.

Designbase magazine is published eight times a year in a circulation of 6 000. 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 24 000. The magazine is produced in A4 format on strong calendered paper with good quality printing and typically consists of 52-120 pages. Magazine design is readerfriendly, 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	10 Jan.	01 Dec 2017	*Fairs: Formex and Stockholm furniture & Light Fair
2	2018	10 Apr.	14 Mar.	The beautiful table
3	2018	10 Aug.	10 Jul.	*Fair: Formex
4	2018	31 Oct.	10 Oct.	Christmas

**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.

Retail: furniture, lamps, home fabrics, interior design, etc.

Retail: domestic electrical appliances.

Florists and garden centres.

Retail: clothing, yarn, textiles.

DIY centres.

Kitchen design.

e-Stores.

Manufacturers, importers and agents.

Wholesale.

Business consultants, education and organisations.

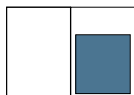
Interior design, design, art.

Total 3,880

TECHNICAL INFORMATION

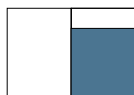
Format:	210 mm x 297 mm
Printing:	Sheet offset, 4-col.
Ad material:	Printable - PDF
Dpi:	300
Paper:	100 g uncoated
Cover paper:	190 g uncoated
Print to edge:	+ 5 mm

AD PRICES AND FORMATS



Front page

Format:	185 x 200 + 5 mm
Price 4-c.:	SEK 23.990*
	DKK 18.990



Backpage

Format:	210 x 247 + 5 mm
Price 4-c.:	SEK 18.990*
	DKK 14.990



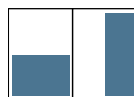
2/1 - page to edge

Format:	420 x 297 + 5 mm
Price 4-c.:	SEK 22.900*
	DKK 17.990



1/1 - page to edge

Format:	210 x 297 + 5 mm
Price 4-c.:	SEK 13.990*
	DKK 10.990



1/2 - page wide + high format

Wide format:	185 x 130 mm
High format:	90 x 265 mm
Price 4-c.:	SEK 9.490*
	DKK 7.490

**Supplement SEK 590 in
no. 1 and no. 3.*

OTHER AD OPTIONS



Inserts:

The magazine is filmwrapped, which means that loose leaves or brochures can be included (placed on top of back page of magazine).

Price:	SEK 28.990 (max. 30g)
	DKK 22.990



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:	SEK 48.450
	DKK 37.990

OTHER PRICES

Special placement: + 10%

Agency commission:

Security allowance: 1%

Information allowance: 1%

Agency commission: 3%

Year subscription: SEK 400

*Orders will be confirmed and billed in
Danish Kroner*

USE THE NEWSLETTERS FOR BRIEF AND TARGETED NEWS

USE THE NEWSLETTERS FOR BRIEF AND TARGETED NEWS

Designbase.se 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: SEK 2.990
DKK 2.390

B Center banner

Price per issue: SEK 1.490
DKK 1.190

Orders will be confirmed and billed in Danish Kroner

TECHNICAL INFORMATION

Weight: JPG - max 45 kb
Animation: 15 sec.
Streaming: None
Link: Include link to landing page

FREQUENCY AND RECIPIENTS

Issues: Wednesday

SPONSORSHIP

Sponsorship ads can be purchased to - ask for price



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.

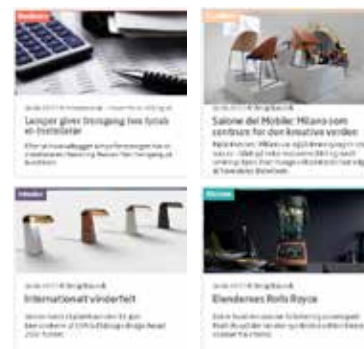
- Hans Snestrup, Business Manager

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Megaboard 580 x 121



Center banner 580 x 121



Center banner 580 x 121



WEB ADVERTISING ON DESIGNBASE.SE

USE THE WEBSITE FOR CAMPAIGNS AND NEWS

Users of designbase.se 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 decisionmakers via a variety of advertising formats, placements, periods etc. that can be combined to maximise coverage of your business.



FORMATS AND PRICES PER MONTH

A Megaboard

Frontpage + 1 subject section*	SEK 5.990
	DKK 4.690
Extra subject section	SEK. 1.490
	DKK 1.190

B Medium

Frontpage + 1 subject section*	SEK 4.990
	DKK 3.990
Extra subject section	SEK. 1.290
	DKK 990

C Megabox

Frontpage + 1 subject section*	SEK 5.990
	DKK 4.690
Extra subject section	SEK. 1.490
	DKK 1.190

* Selection of subject sections:

By purchasing a banner at designbase.se you can freely choose which section you want to be on in addition to the front of designbase.se. You can choose from the following sections:

 KITCHEN

 INTERIOR

 BLOOM

 FURNITURE

 DINING

 BUSINESS

Orders will be confirmed and billed in Danish Kroner

OTHER PRICES

Sponsors can be purchased - ask for price.

Job ads can be published at designbase.se Price per month SEK 1,500. Length 30 days.

Job ads are included in the Showroom

TECHNICAL INFORMATION

Weight: JPG/GIF/FLASH/HTML: max 50 kb

Loops: Max. 6

Link: Include link to landing page

Learn more about technical specifications for flash and html banners here:
www.fmadvertising.dk/materiale-specs



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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.

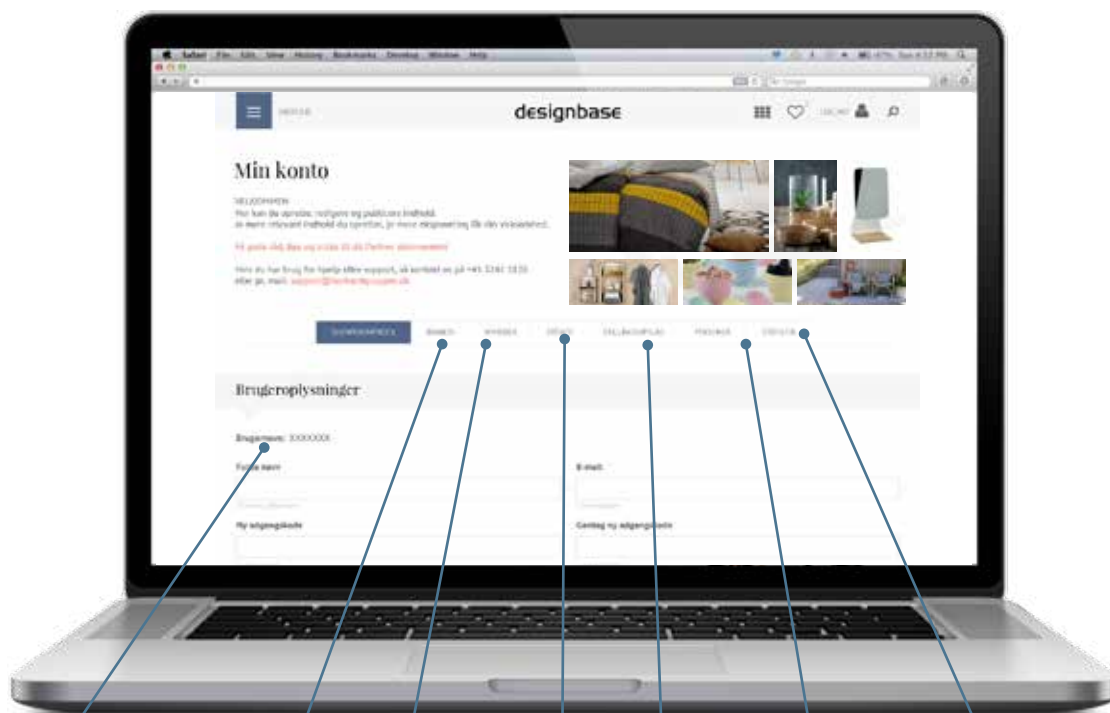
– Sara Skovgaard Munk, Community Manager

HAVE A SHOWROOM AND BE A PART OF DESIGNBASE.SE

YOUR OWN SHOWROOM

At www.designbase.se you are guaranteed an exclusive participation in the industry's most prominent medium. Here you get brand new and untraditional marketing opportunities, while maximizing your visibility on designbase.co.uk and in the weekly-based newsletters.

Get free and unlimited opportunity to publish yourself in Sweden's premier media channels in the interior and design industry. See 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:	SEK 5.990,-
More than 5 brands:	SEK 9.900,-

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.

– Ulrik Hjort-Andersen, Project Manager

SELECTED SHOWROOMS



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communities which create growth and value