

Politiken Mediapack 2010

All prices without VAT - Valid from 01.02.2010 - Page 1/13

Denmark

Denmark is a relatively small country with 5,5 million people. The population is primarily concentrated in larger cities, the capital Copenhagen being the most densely populated area with 33% of the total population.

With one of the highest Internet penetrations in the world and a high interest in new technology, Denmark can be characterised as a modern society. Denmark is an active member of the EU and represents the typical

Scandinavian welfare model, hence the very large public sector. Unemployment and inflation is relatively low and the economy is stable.

Politikens's history

Dagbladet Politiken was founded on October 1st 1884 in Copenhagen by Viggo Hørup, Edvard Brandes and Hermann Bing. The circulation amounted to 2.000 copies a day, each at a price of 0.01 Euro.

shares in the corporation Dagbladet Politiken thus securing the continuance of the daily newspaper Politiken and its affiliated companies and enterprises in a healthy manner for business and finances.

being managed as an independent Radical-Liberal and Social-Liberal mouthpiece for Danish liberalism in full accordance with Politiken's traditions.

The principal goal of the foundation is the acquisition and possession of

Another goal of the corporation is to ensure that Dagbladet Politiken is

On January the 1st 2003 the corporation merged with Morgenavisen Jyllands-Posten.

Readership profile

There are 34 newspapers in Denmark – a high number for such a small country. The market is dominated by 3 national dailies, of which Politiken is the 2nd largest, with superior coverage of the Copenhagen region. With 432,000* daily readers, Politiken is a newspaper any mediaplaner needs to take into consideration.

The typical Politiken reader can be characterised as “a modern person”.

They are highly educated and have an overall high income. Furthermore, they are socially and politically aware, nationally and globally - Opinionmakers as we call them. They typically live in the larger cities and are interested in culture as well as being frequent travellers around the world. They are focused on quality rather than status, and are concerned about the environment and health issues. With ap-

prox. 50% female readers, Politiken has the highest share of female readers among the 5 national dailies.

Politiken's readers has a high representation of the decision-makers in both the public and private business sector. With an overall superior coverage in the public sector, and a strong coverage in the private sector, particularly in the field of IT and high technology.

Contact

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■ Politiken during the week

Monday	1st Section:	Domestic Affairs, Foreign Affairs, Business
	2nd Section:	Culture, Debate, Editorial, Sports, TV/Radio, Weather
Tuesday	1st Section:	Domestic Affairs, Foreign Affairs, Business
	2nd Section:	Culture, Debate, Editorial, Sports, TV/Radio, Weather
Wednesday	1st Section:	Domestic Affairs, Foreign Affairs, Business
	2nd Section:	Culture, Debate, Editorials, Sports, TV/Radio, Weather
	3rd Section:	Economy, Global and International news (tabloid format)
Thursday	1st Section:	Domestic Affairs, Foreign Affairs, Business
	2nd Section:	Culture, Debate, Editorials, Sports, TV/Radio, Weather
	3rd Section:	Film, Reviews and News (tabloid format)
Friday	1st Section:	Domestic Affairs, Foreign Affairs, Business
	2nd Section:	Culture, Debate, Editorials, Sports, TV/Radio, Weather
	3rd section:	Going Out (tabloid format)
	4th section:	TV during the Week (tabloid format)
Saturday	1st Section:	Domestic Affairs, Foreign Affairs, Economy
	2nd Section:	Culture, Editorials, Sports, TV/Radio, Weather
	3rd section:	Debate
	4th section:	Books (tabloid format)
	5th section:	Saturday Life/Estate (tabloid format)
Sunday	1st Section:	Domestic Affairs, Foreign Affairs, Business, Sports
	2nd Section:	Culture, Editorials, TV/Radio, Weather
	3rd section:	PS
	4th section:	Science
	5th section:	Travel (tabloid)
	6th section:	Food (tabloid)

■ Publication dates

All days except Good Friday, Easter Monday, Whit Monday and Christmas Day.
Bank holidays are priced as Sundays.

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■ Politiken special editions

Travel & Vacation

- Holidays in Denmark: Holiday and entertainment in Denmark. Lots of inspiration.
- City & Culture Holiday: Focus on popular cities around the world.
- Skiing: Tips and inspiration for skiing holidays - for fanatics and beginners alike.
- Christmas Travel: Christmas shopping for the beginners and shopaholics.
- Travel 2011: A large inspirational guide for everyone who wants to plan ahead for the holiday.
- Sun & Summer: Where to go this summer - inspiration for the summer holiday.

Other themes

- Design: All about the latest in design - Danish as well as foreign.
- Autumn Magazine: Lots of great ideas for activities during the autumn holiday
- Christmas Life: The ultimate Christmas guide to gifts and fun during the festive season.

Entertainment & Culture

- Theater: Focus on all the seasons premieres.
- Festival: A guide to all the festivals in Denmark during the summer.
- Night of Culture: A section full of inspiration on the Danish Culture night.
- Højskoleliv: This is a special edition about folk high school, which are an institution of adult education that do not grant academic degrees. They are common in the Nordic countries and in Germany.

Specific themes

- Books: Views and reviews on all the latest books published this autumn.
- Cars: A guide to all the latest cars.
- Education: A themed section for those who need inspiration for bachelor educations or trainee jobs.
- Study Choice: Large supplement outlining everything the academic year has to offer.

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■ All persons daily newspaper

National daily broadsheet	Politiken	Jyllands-Posten	Berlingske	BT	Ekstra Bladet	MetroXpress	Urban
Total 000's:	407	470	325	314	359	494	353
Sex:							
Men	200	268	173	173	218	267	189
Women	208	201	153	141	141	227	163
Age:							
13-25 years	61	55	42	64	80	105	77
25-39 years	69	71	51	64	79	113	80
40-49 years	62	81	55	59	70	94	66
50-66 years	145	161	95	86	94	134	91
67+ years	71	102	82	41	37	47	39
Children:							
Families with children	84	94	68	77	90	116	76
Education:							
Vocational training	86	158	91	124	146	171	123
Higher education (short- and longterm)	232	198	160	71	76	148	103
Family income:							
199.999 DKK or less	39	43	31	42	43	71	55
200 - 399.999 DKK	80	91	61	66	84	114	89
400 - 599.999 DKK	74	88	47	60	67	95	62
600.000 DKK or more	159	177	128	93	96	133	86
Accommodation:							
Owned property	268	360	223	198	219	276	177
Co-operative property	43	22	35	25	29	45	41
Rented property	96	88	68	90	111	174	135
Geography:							
East Denmark	285	106	274	176	188	274	239
West Denmark	122	364	52	138	171	220	114
Greater Copenhagen	249	81	233	129	135	225	197
Active workers:							
Privately employed	110	179	119	126	146	174	117
Publicly employed	121	89	58	59	68.1	26	86
Cars (stock):*							
One or more cars in the household	313	394	250	234	277	363	242

Index DK/Gallup Marketing 2. + 3. quarter 2009 Base: 4,717,000 persons (11,575 interviews)

*Index DK/Gallup Marketing (BGR) 2. + 3. quarter 2009 Base: 4,717,000 persons (4,433 interviews)

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■ All persons sunday newspaper

National daily broadsheet	Politiken	Jyllands-Posten	Berlingske Tidende	B.T.	Ekstra Bladet
Total 000's:	520	611	403	405	422
Sex:					
Men	245	335	213	204	241
Women	275	276	190	201	182
Age:					
12-25 years	74	67	48	73	80
25-39 years	99	88	76	79	85
40-49 years	77	108	77	75	84
50-66 years	179	213	113	123	124
67+ years	90	135	89	55	49
Children:					
Families with children	108	124	98	92	100
Education:					
Vocational training	109	206	119	170	80
Higher education (short- and longterm)	304	256	198	94	88
Family income:					
199.999 DKK or less	55	60	33	51	47
200 - 399.999 DKK	106	125	76	84	100
400 - 599.999 DKK	96	115	60	79	80
600.000 DKK or more	199	223	169	123	118
Accommodation:					
Owned property	331	472	273	268	267
Co-operative property	56	27	45	30	31
Rented property	133	112	84	107	125
Geography:					
East Denmark	368	121	342	223	209
West Denmark	152	490	61	182	213
Greater Copenhagen	319	92	290	155	145
Active workers:					
Privately employed	138	213	156	156	160
Publicly employed	162	126	78	84	91
Cars (stock):*					
One or more cars in the household	403	528	322	325	334

Index DK/Gallup Marketing 2. + 3. quarter 2009 Base: 4,717,000 persons (11,575 interviews)

*Index DK/Gallup Marketing (BGR) 2. + 3. quarter 2009 Base: 4,717,000 persons (4,433 interviews)

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Prices and formats

Prices: Weekdays DKK 25.75 per mm Saturdays DKK 27.75 per mm Sundays DKK 33.50 per mm

Standardformats: Total mm/col/height (Totalprice = Total mm x DKK per mm)

Height in mm	520	520/1/520	1040/2/520	1560/3/520	2080/4/520	2600/5/520	3120/6/520		4160/8/520	
	Broadsheet									
	365	365/1/365	730/2/365	1095/3/365	1460/4/365	1825/5/365	2190/6/365			
	Tabloid									
	300				1200/4/300	1500/5/300	1800/6/300			
	275								2200/8/275	
	250	250/1/250	500/2/250	750/3/250	1000/4/250	1250/5/250	1500/6/250		2000/8/250	
	225		450/2/225							
	200	200/1/200	400/2/200	600/3/200	800/4/200	1000/5/200	1200/6/200		1600/8/200	
	175	175/1/175	350/2/175							
	150	150/1/150	300/2/150	450/3/150	600/4/150		900/6/150		1200/8/150	
	125	125/1/125	250/2/125							
	100	100/1/100	200/2/100	300/3/100	400/4/100	500/5/100	600/6/100		800/8/100	
	75	75/1/75	150/2/75	225/3/75	300/4/75	375/5/75*	450/6/75*	525/7/75*	600/8/75	
	50	50/1/50	100/2/50							
	25		50/2/25							
			1/41	2/86	3/131	4/176	5/221	6/266	7/311	8/356
			Column width and mm							
							*) 1st section frontpage			

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Deadlines

Day of insertion	Orderdeadline	Materialdeadline	Special materialdeadline classified
Monday	Friday 3 PM	Friday 3 PM	
Tuesday	Monday 9.30 AM	Monday 11 AM	
Wednesday	Tuesday 9.30 AM	Tuesday 11 AM	
Economy	Friday 3 PM	Monday 1 PM	
Thursday	Wednesday 9.30 AM	Wednesday 11 AM	
Fim	Tuesday 9.30 AM	Wednesday 1 PM	
Friday	Thursday 9.30 AM	Thursday 11 AM	
Going Out	Wednesday 1 PM	Wednesday 1 PM	Wednesday 3 PM
Saturday	Friday 9.30 AM	Friday 11 AM	
Books	Thursday 1 PM	Thursday 4 PM	
Saturday Life	Wednesday 1 PM	Wednesday 1 PM	Wednesday 3 PM
Sunday	Friday 1 PM	Friday 1 PM	
Science (recruitment) - display	Wednesday 1 PM	Thursday 1 PM	
Science (recruitment) - classified	Thursday 3 PM		Friday 11 AM
Travel - display	Thursday 1 PM	Thursday 4 PM	
Travel - classified	Friday 10 AM	Friday 10 AM	
Food	Wednesday 1 PM	Wednesday 1 PM	
Death announcements, Condol.	Day before 2 PM For Sunday and Mondays: Friday 2 PM	Day before 2 PM	
Other Classifieds	Day before 9.30 AM For Sundays and Mondays: Friday 1 PM	Day before 9.30 AM	

Material for layout must be delivered in time so that the advertisement can be produced before the deadline for copy-ready material, however, on a weekday, 24 hours before this deadline at the latest.

■ Display pages

Creative formats - Spreads

Must be built from the same standard size on both pages. They can appear in either mono, spot or full colour. If the total size is less than 4380 mm the following surcharges will apply: 30% in 1st section, 20% in the 2nd section and 10% in other section.

The surcharge is based on the total gross price of the spread. If a special position is required, a further surcharge is added in accordance with the scale already mentioned.

If the total format is larger than 4380 mm, no surcharge is added for spreads not requiring special posi-

tion. You will only be charged for one colour for ads in this category.

If a special position is required, the normal position surcharge for right hand page applies.

There are standard sizes for display advertisements in Politiken.

Regarding creative formats, please contact us for further information.

Colour surcharges

Standard

Weekdays/Saturdays DKK 28,000

Sundays DKK 33,000

Reduced

Weekdays/Saturdays DKK 9,850

Sundays DKK 12,000

The reduced colour surcharges are applicable for all display advertisements of maximum 500 mm. For display advertisements of more than 500 mm and maximum 800 mm, ordered for pages with size restrictions, the above reduced colour surcharges will be doubled.

The above prices are for standard publisher colours (DP) only. For other colours please contact us for further information.

■ Display pages - Special position surcharges

Placering	1st section	2nd section	Other
Frontpage	150%	100%	50%
Page 3	45%	35%	25%
Page 5 and 7	40%	30%	10%
Other right hand pages	30%	20%	10%
Businesspages	0%	-	-
Chroniclepage	-	50%	-
Backpage	75%	-	25%
Other specified page	30%	20%	10%

The surcharge for special position is calculated on basic cost. It is possible to order most pages in the newspaper, stated by a section and pagenummer or specific area. However, it is not possible to place advertisements on for example page 2 in the 1st section or on the front page of the 2nd section Sunday. "Other specific page" relates to those placements, which are not explicitly mentioned, i.e. page 4, Culture pages, Sportspages, etc. Please call or e-mail your usual contact at Politiken Advertising Department for further information.

■ Display pages - Discounts

Conditions for discounts

Each order offers a variety of discount options.

Following conditions are common for these discounts:

- Same advertiser and sender on all advertisements.
- The discount is calculated based on the gross price including possible surcharge for special positions and colour.
- Minimum size: 150 mm.
- Only 1 advertisement per day per discount package.
- The discounts do not apply for the front-page in the 1st section.
- Each order should mention the name of the discount as well as the discount percentage.
- The discounts cannot be combined.

Frequency discount

Valid when ordering a total of 2, 3, 4, 5 advertisements within 10 days with the same size and colour surcharge.

Business discount

Valid when ordering 2, 3, 4, 5 advertisements placed on the 'Economy'- pages in 1st section.

The discount is based on an average discount as written below:

2 advertisements: 12%

3 advertisements: 24%

4 advertisements: 32%

5 advertisements: 38%

Ordering within 30 days.

Section discount

Valid when ordering 2, 3, 4, 5 advertisements placed in the following sections: Economy (Wednesday), Film (Thursday), iBYEN (Going Out, Friday), Saturday Life, Books (Saturday), Food, Science and Travel (Sunday).

The discount is based on an average discount as written below:

2 advertisements: 9%

3 advertisements: 18%

4 advertisements: 27%

5 advertisements: 32%

Colour discount:

Min. 1000 mm:

50% discount on the colour price.

2190 mm (tabloid): Colour, free of charge. Ordering within 30 days.

Loose pages

A discount of 25% can be obtained if the same advertiser buys both the

front- and backpage of 1, or possibly 2 sheets, which will be inserted as loose pages. In practice this results in 4 or 8 pages of tabloid size, ready to be extracted from the main newspaper.

For loose pages ordered with special position, you only pay a surcharge for the page to the right.

If both pages of the sheet carry colour, you only pay for the highest colour surcharge. Can be combined with a panorama-print, i.e. full colour across the middle.

Volume discount

Apart from the order related discounts it is possible to obtain a Volume Discount on all advertising in Politiken, provided a written agreement has been made for a period of 12 months. The discount amounts to minimum 4% and can be obtained by an advertisement- and/or insert-turnover of at least DKK 150,000. The discount is calculated on the basis of the advertisement-/insert-price after surcharges for placement and colour, as well as adjusted for other discounts.

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Classified

Series discount

Valid when ordering more insertions of the same advertisement. The discount amounts to 10% on the 2nd insertion and 20% on the 3rd and following insertions.

The discount is calculated on basis of the gross price and can only be combined with Large Account Discount.

Amendment of address and telephone number is allowed, provided the format does not change.

The discount is not valid for Travel and Boats.

Box no.

When 'Box no. POL 001' is used in classified advertisements in words, it counts as three words. For registration and forwarding of box no.

replies a DKK 120 surcharge is paid.

Colour surcharge

1 standard colour
Weekdays DKK 7,000
Sundays DKK 8,250

More than 1 colour (4-colour)
Weekdays DKK 14,000
Sundays DKK 16,500

Classified - Milimeter ads

Basic rates in DKK per mm

	Weekdays	Sundays
*Executive positions	-	65.00
*Management positions	-	54.00
*Job vacancies	-	43.00
*Other positions	19.00	25.00
Real Estate (4-colour)	17.00	19.00
Motor/Cars (4-colour)	17.00	25.00
Boats (4-colour)	17.00	25.00
*Travel, Abroad	25.50	31.00
*Travel, Denmark	20.00	24.00
*Travel market (Min. 20 mm)	12.50	14.50
*Travel guide (Min. 15 mm)	12.50	14.50
*Entertainment	19.50	28.00
Official (Scholarships -50%)/Business	30.00	39.75
*Profile (displayed ad on the Business pages)	26.50	32.50
*Death announcements / Condolences	12.00	20.00
Education (4-colour)	24.50	34.00
Buy and Sell as well as Service	24.50	34.00

Recruitment see separate section.

* Color surcharge. Please contact us for further information.

Minimum height: 1 or 2 columns min. 15 mm. 3. columns or more min. 50 mm. Classifieds are measured from separation line to separation line. For each column one additional millimetre is measured in the top and bottom of the ad.

Minimum format are in total: Profile 100 mm., Courses and Conferences in Official min. 50 mm.

The first 3 words are accentuated with half bold capital letters and the rest of the text is typed overrunning.

Minimum charge is 15 mm. However, Travel Market is 20 mm. Advertisements which contain more than 35 mm are charged at the mm-rate (does not apply to Travel Guide and Personals).

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■ Classified - Recruitment

Days	Price	Online (all classified)
2 Sundays	<ul style="list-style-type: none">• Executive: DKK 65.00 per mm. (Min. 500 mm)• Managers: DKK 54.00 per mm. (Min. 300 mm)• Special positions: DKK 43.00 per mm. (Min. 300 mm)• Education and Teaching: DKK 32.00 per mm. (Min. 200 mm)• Service and Care: DKK 25.00 per mm. (Min. 200 mm)• Others / Jobs: DKK 25.00 per mm. (Min. 200 mm)	Politiken.dk og Jobzonen.dk

Purchase of an extra Politiken Søndag: DKK 10.00 per mm.

Spot colour printing: DKK 6.00 per mm.

4 colour printing: DKK 10.00 per mm.

Reference Advertisement 2 x 80 DKK 5,000.

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■ Inserts

Under normal circumstances loose inserts can be carried in Politiken. Either in the total circulation or in a part thereof. All inserts must state "Annoncetillæg til Politiken". Maximum size is 395 x 280 mm.

Delivery circulation and prices (The prices apply to inserts up to 100 grams)

Weekday	Copies	Price DKK
Monday-Thursday	113,000	225,000
Friday	133,000	235,000
Saturday	140,000	245,000
Sundday	152,000	270,000

Weight surcharge for more than 100 grams: + 25% per 50 grams.

■ Inserts - Technical information

Formats

Smallest format: A5

Single sheet: No larger than A4
Max. format: Tabloid (280 x 395)
Larger formats must be delivered folded.

Folding: Quarter folds

Printed matter weight depends on format: A5 max. 80 grams
A4 max. 180 grams
Tabloid max. 320 grams

The table below is for guidance and are our recommendations for the paper weight in relation to the number of pages and format:

Page no.	A5-A4	Tabloid	Broadsheet
2	120 grams	¹⁾	¹⁾
4	80 grams	80 grams ²⁾	60 grams
8	52 grams	80 grams	52 grams
12-18	45 grams	52 grams	45 grams
20-24	45 grams	45 grams	45 grams
26-48	45 grams	45 grams ³⁾	45 grams
48-64	45 grams	45 grams ³⁾	45 grams
64-80	45 grams ⁴⁾	45 grams ³⁾	⁴⁾
80-116	45 grams ⁴⁾	45 grams ³⁾	⁴⁾

¹⁾ Number of pages on 2, not larger than A4 in size.

²⁾ Must be folded.

³⁾ Must be stapled.

⁴⁾ Contact Advertising Service on +45 33 47 24 70

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■ Technical specifications

Material

PDF files must be sent by mail. Otherwise please check out the current guidelines for delivery of copy and further technical specifications on www.pressenshus.dk

Colours

Colour separation technique: 80% achromatic separation, max. per-

centage of print is 220%. Please note that spot colour advertisements must be CMYK separated.

Column width:

1 column: 41 mm
2 columns: 86 mm
3 columns: 131 mm
4 columns: 176 mm
5 columns: 221 mm

6 columns: 266 mm
7 columns: 311 mm
8 columns: 356 mm

Broadsheet format 356 x 520 mm
Tabloid format 266 x 365 mm

Printing technique

Offset rotation.

■ General conditions

The newspaper does not accept responsibility for errors in advertisements published according to the advertisers specifications, nor for material received from other newspapers.

In the event of an error for which the advertiser or agency is not responsible, compensation is granted only to the extent to which Politiken deems the value of the advertisement to have been lessened.

For errors of which Politiken may be regarded as responsible, the

maximum compensation granted will be the cost of the advertisement.

Whilst Politiken makes every effort to comply with the advertisers' requirements, it cannot be held responsible for delayed and missed advertisements. Additionally, Politiken reserves the right to change the position of advertisements ordered for a special position, if deemed necessary.

An advertisement positioned differently from the original order, will be invoiced according to its

eventual position. However, this will not exceed the cost of the advertisement as originally ordered. In order to avoid the possibility of position change to an advertisement, please ensure that the advertising space order for the advertisement(s) is clearly marked "or postponed".

Advertisements will be invoiced at the applicable prices valid on the day of insertion. Claims deadline: 2 weeks from receipt of invoice.

All rates are quoted in DKK, exclusive of VAT and subject to change without further notice.

■ Politiken's illuminated signs

200,000* see the light every day. See for yourself. The advertisements change with the latest news, 24 hours a day - you simply cannot stop looking.

Politiken's illuminated signs on Raadhuspladsen (the City Square) and at Nørreport Station is an institution in Danish outdoor media. Text, logos, animations, single days, weeks, months - Politiken's illuminated sign does it all.

Spot length app. 15 seconds in differentiated agreements.

Add 200,000* daily viewers to your printed campaign for little money. Call +45 33 47 22 05 or look on www.politiken.dk/annoncer.

*Index DK/Gallup Marketing . 2 + 3 quarter 2009.

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