

– få mere ud af livet!

SUND • NU

5/2010 (20.04. - 24.05) LØSSALGS PRIS 57,95 KR.

NY SERIE:

Snyd statistikken

Nedbring din risiko for brystkræft

– og 9 andre livsstilssygdomme, der især rammer kvinder over 45

15 madvarer, der gør voksne kvinder **STÆRKE OG SMUKKE**

NYT PROGRAM:

GÅ DIG SLANK

Forbrænd 500 kalorier i timen med nye metoder

Pristjek af fitnesscentre

Se hvor du kan spare!

Ny forskning giver dig **3 GODE GRUNDE:**

ELSK DIN ALDER

- ▶ Du bliver lykkeligere efter de 50
- ▶ Du får mere tid og flere penge
- ▶ Du holder dig bedre end din mor

NY SEKTION:
NEM OG LÆKKER MAD MED SUND EFFEKT

10 dårlige vaner, du kan ændre i dag **TIL GLÆDE FOR DIN RYG!**



SUNDT ELLER USUNDT?
FÅ KLAR BESKED



3 NATURLÆGEMIDLER
DER HJÆLPER MOD ØMME LED



TRÆN HJEMME
MED SUCCES

SUND·NU

EDITORIAL PROFILE: Sund Nu is the magazine for women in the prime of their lives and ready to spend more time on themselves. The reader is highly motivated to live a healthy lifestyle, enjoys life fully and has time and money to follow her interests. Sund Nu gives her the latest knowledge about diet, exercise, psychology and prevention and offers positive and constructive strategies and tools to live a healthy life with room for enjoyment.



Editor-in-chief Antje Poulsen

Tænk på dine knogler, hvis du er fyldt 45. Nu begynder din krop samtidig nemlig at miste noget af sin ellers imponerende brudstyrke. Heldigvis kan du gennem kost og motion beskytte dig mod skøre knogler. Se bare her!

Hvorfor har dine knogler det? Det kan være svært at sige, for knogler klager sjældent, før de går i stykker. Det mest sandsynlige er heldigvis, at dine knogler har det fint. Lige så sandsynligt er det, at de har brug for, at du tager mere på dem nu, end da du gik i skole. Et skub på vej ned i overgangsalderen, eller en dårlig kost, er det, der kan gøre, at de bliver svagere, end de er. Derfor er det vigtigt, at du tager de nødvendige forholdsregler nu, så du kan holde dem stærke og sunde i livet.

Få den bedste strategi af kendte eksperter med vores nye spalte 'Kost og Motion' med på knoglerne. Kun på Sund Nu kan du få den bedste vejledning til at holde dine knogler stærke!

TEST DIG SELV: ER DU FEREDOMMET?
SÅ MEGET D-VITAMIN OG KALK SKAL DU HV?
7X KNOGLESTÆRK MOTION
DET ER ALDRIG FOR SENT AT BYGGE KNOGLER OP!

HVER 3. KVINDE HAR SVAGE KNOGLER. Det gode nyhed er, at knoglerne altid kan blive stærkere igen, og at det går hurtigere, hvis du bygger dem op.

Guiden til kost og motion, der styrker dine knogler

Begynd nu og få STÆRKE KNOGLER

3 NYE RÅVARER til grillmad med sundhedsgaranti

Her får du inspiration til at bruge tre af sommerens deiligste råvarer: Hummer, Squash og Nektarin. Det er alle tre overraskende gode til at bruge på grillen. Og hvis du ikke vil grille dem selv, så brug bare en pølse på køkkenet i stedet for.

Begynd Plan A her:

Plan A er et tilbud til dig, der vil være mere aktiv og sund. Det er et tilbud til dig, der vil være mere aktiv og sund. Det er et tilbud til dig, der vil være mere aktiv og sund.

SPIS MERE OMEGA-3: HUMMER

SPIS MERE GRØNT: SQUASH

SPIS MERE GRØNT: NEKTARIN

SPIS DAGLIGT: BLOODPROPER, KLEFT, DENNIS, ASTAL, SLEDSKYVE, DIET

NYE ANTI-INFLAMMATORISKE MAD

Themes:

- Exercise
- Diet
- Medicine
- Psychology
- Travelling
- Beauty and wellness

Standing elements:

- Special recipes
- Insight in the body
- Exercise theme
- Beautiful now/Anti-age
- News and letterbox

Reader profile:

- Women over 45 - mental age 35-45 years
- Well-educated, active and in work
- Income above average (personal/household)
- Married and family – teenagers or young students
- Lives healthy - diet and exercise
- Used to exercising and is looking for the positive energy you get from exercising

Advertiser profile

- Food & beverage
- Sportswear and clothing in general
- Pharmaceuticals
- Personal care and wellness
- Travel, culture and similar
- Branded advertisers, white goods, cars, bicycles etc.

Circulation and Readership

Circulation "Dansk Oplagskontrol" 2nd half-year 2009
 Estimated readership 2nd half-year 2009

17,152
90,000

Rates

Size		w x h	Rate
1	2/1 page bleed	410 x 276	60,300 DKK
22	1/1 page bleed	205 x 276	31,700 DKK
39	1/2 page bleed, horizontal	205 x 136	20,600 DKK
40	1/2 page bleed, vertical	100 x 276	20,600 DKK
Special positions*			
199	Back cover (full page)	205 x 276	39,600 DKK
198	Page 2 & 3	410 x 276	90,400 DKK

*) An advertiser can obtain the same position a maximum of 4 times per year. All rates are exclusive of VAT and reproduction.

Advertising material:

Please upload pdf-file on www.bonnierpublications.com no later than **10 a.m.** on date of deadline.

Trimming for bleed ads + 5 mm. Double page ads must be uploaded as two full pages.

Deadlines

No.	Published	Week	Order date	Deadline
2	28.01	04	18.12.09	22.12.09
3	25.02	08	26.01	28.01
4	25.03	12	23.02	25.02
5	22.04	16	18.03	22.03
6	27.05	21	22.04	26.04
7	24.06	25	25.05	27.05
8	29.07	30	29.06	01.07
9	26.08	34	27.07	29.07
10	23.09	38	24.08	26.08
11	28.10	43	28.09	30.09
12	25.11	47	26.10	28.10
1.11	30.12	52	30.11	02.12

Subscribers may receive the magazine 5 days prior to publishing date.

Themes

No.	Editorial theme (preliminary)
2	Fitness for strong bones, DVD: testing and training, chai
3	Slim, back, Nordic food, yoga, sleeping
4	Hiking, depression, healthy green sprinkles, kayaking, feet
5	Walking, slim, 6 a day, cycling, stress, yoga, vitamin D
6	Jogging, menopause, breathing, cholesterol, sunbathes
7	Ice, exercise for bones, sleep, mammography, pilates, allergy
8	Salt, conditioning, memory, back slip, cycling
9	Meat, walking, stress, juice, jogging, apple vacation, knee
10	Limestone, slim, fitness, heart, herbal medicine, functional foods
11	Cabbage, training strength, hot flushes, sugar, knee, heart rate monitor, eyes, walking
12	Spices, energy, feet, yoga, gadgets, nuts
1.11	New diet directions, slim, exercise trends

PRINT ADVERTISING MATERIAL

Advertising material should be supplied in PDF-format to www.bonnierpublications.com, where guidelines can also be downloaded. It is important to comply with the following requirements:

Formats: Pdf-filer must have the correct format (bleed) as well as trim marks. Half and quarter page advertisements must fit the magazine format. Double page ads must be delivered as two full pages. Regarding double page ads, the image must be located 2 mm from the spine on each side. All formats are bleed formats, text, logo etc. must be placed a min. of 9 mm from trim.

Images and colours: All grey-tones and 4-colour pictures must have a resolution of 300 dpi and bitmap images must have a minimum image resolution of at least 600 DPI. All images can be JPEG compressed in highest quality. All images and colours must be defined as CMYK with a max. total colouring of 310 % for heaset rotation and 340 % for printing sheets (no spot colour). To ensure that colours are reproduced correctly, it is necessary to use our ICC profile. For information, please refer to: www.bonnierpublications.com/Ad Sales/Upload.

Fonts: All fonts, logos, eps-files must be embedded in the ready pdf-file.

Printing quality: For quality check purposes and to ensure that colours are reproduced correctly, a proof print must be received by Publisher prior to deadline. If proof print is not received in due time, the Publisher cannot be responsible for any variations in the reproduction colours. The Publisher is not responsible for smaller variations in the reproduction colours. Please refer any questions to: Therese Gunni, direct tel.: +45 39 17 20 94 or mail: therese.gunni@bonnier.dk.

ONLINE ADVERTISING MATERIAL

Ad material must comply with FDIM's specifications. Please refer to www.fdim.dk (agreements and formats).

Material must be delivered to: adon@bonnier.dk

INSERTIONS

In Bonnier Publications' magazines we can offer the following possibilities for inserts: loose insert, stapled and glued insert, product sample (loose or glued). Rates are based on weight. Min. weight is 10 grammes. Rates are based on circulation figures. Postage applies on the subscription part according to rates from the Danish post.

ADVERTISEMENT CONTROL

Advertisements resembling editorial content will be printed with the word "Annonce" (advertisement) in the upper corner. We reserve the right to refuse an undesirable advertisement.

ERRORS

No reduction in the advertising rate is granted if the Publisher is not liable for the occurrence of an error. The Publisher cannot be held liable for any errors due to material being delivered after material deadline.

GUARANTEE - ONLINE

We cannot guarantee a certain number of exposures or permissions. If delivery is not as agreed, a credit note will be forwarded.

CANCELLATION

Cancellation of ordered advertising space must be communicated to the Publisher 1 week before order date at the latest. A valid cancellation requires written confirmation from the Publisher.

COMPLIMENTARY COPIES

1 complimentary magazine is supplied for each advertisement inserted. Additional copies will be charged.

CHARGING

Advertisements are charged at the rates valid on the day of insertion. In order to obtain discounts in the rate card all booked advertisements must be inserted. If deviations from the discount agreement occur any discount already invoiced will be retracted.

ALLOWANCE

Print: 1.5 % information allowance, 1 % when offering security for payment.

Online: 4 % technical allowance, 2 % information allowance, 1 % when offering security for payment.

STIPULATION OF VENUE

Any dispute shall be settled in accordance with Danish law. Legal proceedings arising of contractual relations must always be instituted at The Copenhagen City Court (Københavns byret). This venue stipulation shall apply regardless of the provisions contained in the Danish Administration of Justice Act (Retsplejeloven) concerning venue.

TURNOVER DISCOUNT

Advertisers who place advertisements for more than DKK 300.000 (net) may conclude a written contract for a turnover discount. This means that the advertiser obtains a fixed discount rate in Bonnier Publications' magazines within a 12-months period. Advertisements on Bonnier Publications sites are included in the turnover discount.

VOLUME DISCOUNT

The advertiser is completely free to choose between all of Bonniers' magazines and obtains a volume discount based on the number of insertions within a 12-months period. In the event of changing formats, the discount is based on the smallest format. One online campaign is equivalent to one print insertion.

6-7 insertions 12 %, 8-11 insertions 16 % and 12 or more insertions 22 %

VOLUME DISCOUNT - GUIDES

3 insertions 10 %, 6 insertions 15 %, 10 insertions 20 % and 16 insertions 25 %.

A campaign for an online guide is equivalent to one print insertion.

NEWBIZZ DISCOUNT

Advertisers who have not placed any advertisements in Bonniers' magazines during the past 24 months are entitled to a 33 % NewBizz discount on the first 4 insertions. Newbizz discount also applies when advertising on our sites but not in connection with our guide advertisements.

BONNIERS' MEDIA PACKAGE

Bonniers' Media package involves all magazines published by Bonnier Publications in Denmark. This package gives the advertiser the opportunity to choose the most relevant magazines in our port folio and at the same time obtain advantages. One online campaign on one of our sites, is equivalent to one magazine in the media package. In order to obtain the media package discount, the advertiser must use 3 or more of Bonnier Publications' magazines within a 3 months period and advertise for one product. The message may vary from magazine to magazine.

The discount applies to Bonniers' magazines and supplements:

Discount: 3 magazines: 3 %, 4 magazines: 4 %, 5 magazines or more: 5 %

If you choose to make use of Bonniers' Media Package in 2010 the above discount + quantity or turnover discount applies. The discount is deducted from the gross amount of the magazines chosen and the turnover or quantity discount is deducted.

50 % EXTRA BONUS

3 and 6 insertions in the same magazine entitle advertisers to purchase 1 or 2 bonus advertisements at a discount of 50 %. The bonus advertisements must be placed in:

BO BEDRE, Penge & Privatøkonomi, Sund Nu, Aktiv Træning: No. 8 or 1

National Geographic: No. 7 or 12

Gør Det Selv, Digital Foto, Illustreret Videnskab, Komputer for alle, I Form, Historie: No. 11 or 1

FACTS OF BONNIER'S DISCOUNTS

- Advertisers who have concluded a contract for turnover discount, volume discount or newbizz discount can choose freely between Bonniers' magazines and sites.
- Advertisers can vary their message from magazine to magazine and still obtain a discount.
- The turnover discount, volume discount, newbizz discount, introduction discount and the 50 % extra bonus discount can not be combined.
- We offer a maximum discount of 50 % on any given insertion.
- Insertions must be placed within a 12-months period.
- The discount obtained is deducted from each invoice.
- A discount agreement cannot be transferred to another company.
- If an agreement has not been fulfilled by the end of the agreement period any unduly paid discount will be retracted by Bonnier Publications.

NB! If a written turnover agreement is concluded before January 31, 2010 advertisements can be purchased at 2009 rates for the first half year of 2010.

NB! We make reservation for any mistakes occurring in this pricelist.