

> Træning > Kost > Motivation > Sundhed > Udstyr > Onlin...

Undgå de 5 mandedræbere
- og få et langt, sundt og aktivt liv

Aktiv Træning



Nr. 9 • September 2010 • aktivtraening.dk



STOR GUIDE

Få meget mere ud af dit GPS-ur

Lær at bruge de geniale funktioner

Gør kartofler, pasta og ris meget sundere



MINI-TRIATLON

Så nemt kommer du i gang

Spis klogt og træn bedre

- timingen er vigtig

6 øvelser der giver bredt bryst

7 nemme justeringer fjerner fejlene

Få den perfekte løbestil

+ MEGET MERE LØB

- > Slip af med skaderne
- > Løbeskoenes udvikling
- > Den rette løbstaktik



18 vindjakker til løb

BK 26.08.10-22.09.10 Pris: 59,95 kr.

5 701862 001284 00009



EDITORIAL PROFILE: Aktiv Træning helps men at the age of 25-59 years to get in better shape and ensures maximum output from running, training, swimming and bicycling. We believe that training and exercise must be fun and challenging and the magazine is filled with tips and tricks to ensure this. Aktiv Træning provides training programs, diet tips, information about male health problems, exciting trips and experiences. The magazine puts emphasis on equipment and has a major review section where all new gear is evaluated. Several times a year new running shoes are tested by a panel of elite runners.



Editor-in-chief Claus Cancel

Variér din træning og miks dig til ...

Den perfekte løbeuge

Variation og konstante udfordringer er nøgleordene, hvis du vil udvikle dig som løber. Heldigvis er der masser af sjove, seje løbeformer, som ikke bare vil løfte din form, men også give dig ny motivation, træningsglæde og stærkere løbemuskler.

Sådan kan din uge se ud

Vil du udvikle dig optimalt som løber, er det ikke nok at løbe den samme runde dag ud og dag ind. I stedet bør du tilstræbe, at træningsugen udfordrer dine løbemæssige færdigheder så afsluttigt som muligt. Hvordan du i sidste ende sammensætter træningsugen, afhænger af, hvad der er praktisk muligt for dig, og hvor kreativt og opfindsom du er. Her får du et eksempel på en måneds løbeuge, der via 3 ture giver dig maksimal variation.

Sprinter på bane, ellipseløb på små skærme og tempoløb på græsvej er blot nogle eksempler på, hvordan du løb kan bestå af meget andet end en velkendt løbetræning med monoton intensitet. Ved at blande de forskellige variationer sikrer du træningen et ekstra krydder, som ikke kun giver formen, men udfordrer også din hjerne.

Nye trends er altid på vej

Med de mange eksisterende træningsformer skulle man tro, at der allerede var med nok ideer. Men sågar nye, spændende variationer af den klassiske løbetræning bliver udviklet i løbet af ugen, og det kan være svært at holde sig opdateret på den nyeste viden om træning. Mange af disse alternative løbetræningsformer er udviklet af fysioterapeuter og andre eksperter, der arbejder med at forbedre menneskers helbredsforhold og livskvalitet på en sikker og effektiv måde.



Træningsdag 1

Barfodsløb og intervaller
Løb ud på en fast sandstrand eller en løbsbane.
• Start løbet med et tempo, der er lidt hurtigere end dit normale løbetempo, og hold det i 100 meter.
• Gå i 10-12 minutter af 20-25 sekunders varighed adskilt af 20 sekunders pause. Slut af med at løbe 10-15 minutter.

Træningsdag 2

Små spor og bakker
Planlæg en udfordrende tur i skoven, hvor du starter efter at have fået mange småbøtter, dyremarker og bakker.
• Løb med jævnt held fra start til slut, men giv dig selv lidt mere tempo på de småbakker og i de små søgninger. Hold tempoet højt og sørg for at holde det hele tiden.
• Hvis du bliver lidt varm i løbet af turen, så sørg for at holde tempoet lidt lavere på de småbakker og i de små søgninger.



- Themes:**
- Exercise & training
 - Equipment & clothing
 - Diet, nutrition & weight loss
 - Medicine & health
 - Motivation & psyche
 - Experiences & active vacations
- Standing elements:**
- News
 - Correspondence column
 - Reviews
 - Shopping guide
 - Training school

Reader profile

- Men 64 %, women 36 %
- Majority of men between 25-59 years
- Enjoys sport
- Focus on health
- Interested in news within exercise, workout and sport

Advertiser profile

- Sports clothing and articles
- Personal care
- Personal accessories and gadgets
- Soft drinks and food
- Computers and mobile phones
- Cars
- Pharmaceuticals

Circulation and Readership

Circulation "Dansk Oplagskontrol" 1st half-year 2010 **24,682**
Readership "Index Danmark/Gallup" 1st half-year 2010 **90,000**

Rates

Size		w x h	Rate
1	2/1 page bleed	410 x 276	49,900 DKK
22	1/1 page bleed	205 x 276	26,300 DKK
39	1/2 page bleed, horizontal	205 x 136	17,200 DKK
40	1/2 page page bleed, vertical	100 x 276	17,200 DKK
Special positions*			
199	Back cover (full page)	205 x 276	36,800 DKK
198	Page 2 & 3	410 x 276	72,900 DKK

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

Advertising material

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

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

Deadlines

No.	Published	Week	Order date	Deadline
2	27.01	04	16.12.10	20.12.10
3	24.02	08	21.01	25.01
4	24.03	12	18.02	22.02
5	28.04	17	22.03	24.03
6	26.05	21	18.04	20.04
7	23.06	25	16.05	18.05
8	28.07	30	24.06	28.06
9	25.08	34	22.07	26.07
10	29.09	39	26.08	30.08
11	27.10	43	23.09	27.09
12	24.11	47	21.10	25.10
1.12	29.12	52	25.11	29.11

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

Themes

No. Editorial themes (preliminary)

- 2 Use your pulse when exercising, test: how healthy are you? test: midlayer jerseys
- 3 Running - how to get started, healthy sleep habits, test: socks for running
- 4 Train for marathon, 10 fitness myths, ready for summer, six pack in 4 months, test the new running shoes.
- 5 Commuter training, how to cook my steak, get more out of your road bike, test: bike computers
- 6 Less salt, how much training do you get from daily chores, test: running t-shirt
- 7 Interval running, ocean swimming, mountain bike technology, mp3 for training
- 8 The experts' best running tips, metabolism, make the perfekt salat, training on your road bike, test: watches for running
- 9 Train how to run long and slow, increase speed in the rowing machine, free yourself from stress, test: running
- 10 Trail running, get started on morning training, loose weight and get faster, test: running jackets and vests
- 11 Run and play - make jogging fun, do the crawl, take the gym back home in the living room, test: winter running shoes.
- 12 10 myths about running, beware of vitamins when you cook dinner, work on your memory and get wiser, test: best gear in 2011.

AKTIVTRÆNING.DK

SITE PROFILE: Aktivtraening.dk is the online media if you want to make the most of your training, live healthy and have fun at the same time. On this site you will find lots of interactive training programmes for running, bicycling and training and the site gives good advice on healthy food and weight loss. On aktivtraening.dk you will also find the best Running Route Planner in Denmark.

Online-editor Anja Pein Jensen



Megaboard

Article banner

Rates

aktivtraening.dk	Size	Rate
Megaboard	930 x 180	120 CPM
Article banner	300 x 250	120 CPM
Jogging Route planner		18,000
Training planner		5,000

CPM: rate in DKK for 1000 exposures

Jogging Route Planner: Unique and detailed map of Denmark. Here you can measure your route. Especially well-suited to sportswear, food, travels and pharmaceutical products.

Training planner: Training planner is relevant for joggers and cyclists. Keep track of your training and get good advice and relevant guidance.

Behavioural Targeting: Make use of our sites' well-defined target groups with "Behavioural Targeting" and make your marketing even more precise.

Print and online advertising - increased attention:

More advertisers have with great creativity made use of both print and online to create even more attention to the message. We focus on individual solutions to optimize your exposure in our attractive target groups.

Call us at: +45 39 17 20 00.

Material for our sites must follow FDIM's specifications:

Size	Weight	Animation	Loops	Streaming
	GIF/JPEG/HTML/Flash			
930 x 180	50 kb	15 sec.	3	60 sec.
300 x 250	50 kb	15 sec.	3	60 sec.

Ad material must be with us 48 hours prior to campaign start, at the latest, on adon@bonnier.dk

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 for spine compensation. 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_upload/technical_specifications.

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 "retningslinier/formater" (guideline/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 A/S 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 2011 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, BoligPlus, 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! We make reservation for any mistakes occurring in this pricelist