

BO BEDRE

50
YEARS



**DENMARK'S LEADING INTERIOR
DECORATION MAGAZINE**

BO BEDRE

EDITORIAL PROFILE: BO BEDRE is Denmark's leading lifestyle magazine - both in position and circulation! The best journalists, photographers and stylists ensure high quality and credibility in an exclusive manner. BO BEDRE is always first with the latest both in the Nordic countries and internationally and we have the best basis for describing trends in housing, lifestyle and interior decorating.



2011 is a special year for us as we celebrate BO BEDRE's 50th anniversary - and a magazine in the best editorial shape ever.

Editor-in-chief Erik Rimmer



Themes:

- Furniture, lighting and interior decorating
- Kitchen and bath
- Rebuilding
- Trends

Standing elements:

- News and shopping
- Theme articles
- Interior decorating
- Food

Reader Profile

- Women 61 %, men 39 %
- Readers between 30 and 64 years of age
- Higher household income
- Their lifestyle is reflected in their home and quality and design are keywords

Advertiser Profile

- BO BEDRE represents a long list of high profile brands within housing, foodstuffs, clothing, personal care and cars

Circulation & Readership

Circulation: "Dansk Oplagskontrol" 1st half-year 2010

78,072

Readership: "Index Danmark/Gallup" 1st half-year 2010

407,000

Rates

Size		w & h	Rate
1	2/1 page bleed	460 x 297	139,400 DKK
22	1/1 page bleed	230 x 297	73,300 DKK
39	1/2 page bleed, horizontal	230 x 145	51,400 DKK
40	1/2 page bleed, vertical	112 x 297	51,400 DKK
Special formats & positions*			
199	Back cover (full page)	230 x 297	139,400 DKK
197	Inner back cover	230 x 297	95,400 DKK
198	Page 2 & 3	460 x 297	209,200 DKK
191	Zone 1 - 2/1 page**	460 x 297	167,200 DKK
192	Zone 1 - 1/1 page**	230 x 297	88,000 DKK
123	2/1 page + 2 x 1/1-page flap	888 x 297	335,200 DKK
122	1/1 page + 1/1-page flap	444 x 297	171,300 DKK
121	2/1 page + 1/1-page flap	674 x 297	237,200 DKK
120	2/1 page + cover flap	674 x 297	351,100 DKK
119	1/1 page + half page flap	336 x 297	134,600 DKK

*) Rate for special formats may be adjusted half-yearly. An advertiser can obtain the same position a maximum of 4 times per year. All rates are exclusive of VAT and reproduction.

***) Zone 1 is a position within the first 30 pages of the magazine.

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

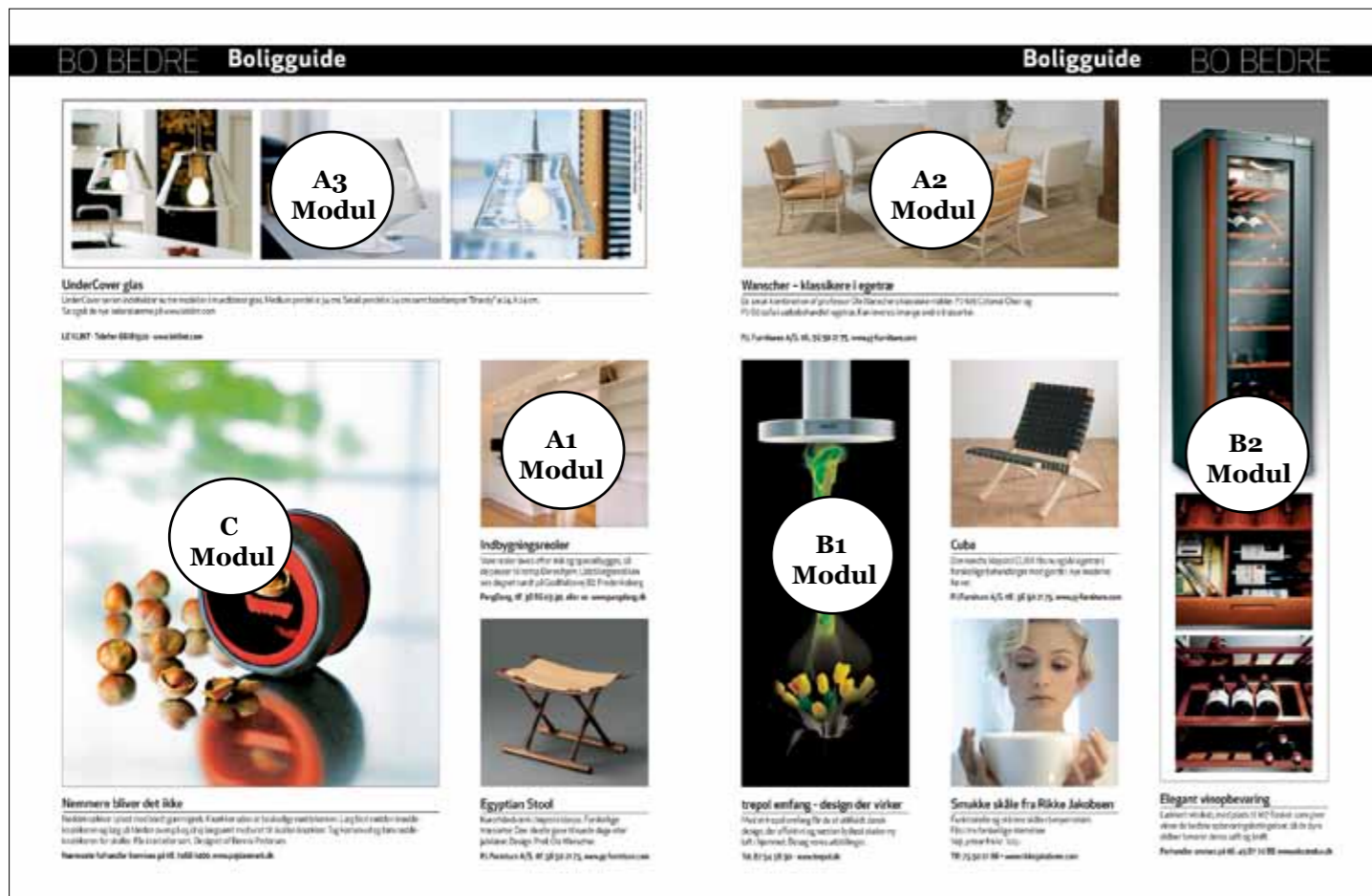
No.	Published	Week	Order date	Deadline
2	27.01	04	17.12.10	21.12.10
3	03.03	09	27.01	31.01
4	31.03	13	24.02	28.02
5	28.04	17	23.03	25.03
6	26.05	21	15.04	19.04
7	23.06	25	16.05	18.05
8	28.07	30	23.06	27.06
9	25.08	34	21.07	25.07
10	29.09	39	25.08	29.08
11	27.10	43	22.09	26.09
12	24.11	47	20.10	24.10
1.12	22.12	51	17.11	21.11

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

Themes

No.	Editorial themes (preliminary)
2	Bath, Spring shopping, armchairs
3	BO BEDRE turns 50! - Jubilee issue
4	Gardens, kitchen
5	Renovating, interior decorating, furniture, bedrooms
6	Holiday houses, terrace, garden furniture
7	The single-family house, energy, summer shopping
8	Outdoor life, outdoor lighting, bath, art
9	Design, Danish homes, furniture
10	Kitchen, bedrooms
11	Christmas, lighting, gift shopping
12	Cushions and blankets, book cases
1.12	Trends 2012

BO BEDRE Guide



Advertising material:

Advertising material must be received no later than 10 a.m. on date for material deadline.

Procedure:

Please mail text and photo to: ads@bonnier.dk. Our team will create your guide according to our specifications and use a font which is general for our guide. A copy will be forwarded for proof-reading to allow for minor changes.

Digital photo:

Digital photo must be 300 dpi/CMYK and can be mailed together with the text to ads@bonnier.dk.

Text:

The A1, B1 and B2 modules consist of 1 title line of 30 characters, 3 text lines of totally 135 characters and 1 address line of 45 characters. The A2 and C module consist of 1 title line of 85 characters, 3 text lines of totally 330 characters and 1 address line of 130 characters. The A3 module consists of 1 title line of 130 characters, 3 text lines of 540 characters and 1 address line of 200 characters.

Deadlines

No.	Published	Week	Order date	Deadline
2	27.01	04	13.12.10	14.12.10
3	03.03	09	21.01	24.01
4	31.03	13	18.02	21.02
5	28.04	17	17.03	18.03
6	26.05	21	11.04	12.04
7	23.06	25	10.05	11.05
8	28.07	30	17.06	20.06
9	25.08	34	15.07	18.07
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11	27.10	43	16.09	19.09
12	24.11	47	14.10	17.10
1.12	22.12	51	11.11	14.11

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

Rates

Size	w x h/picture	Rate
A1 module	57 x 57	5,900 DKK
A2 module	128,5 x 57	11,800 DKK
A3 module	200 x 57	17,700 DKK
B1 module	57 x 145,5	11,800 DKK
B2 module	57 x 234	17,700 DKK
C module	128,5 x 145,5	23,600 DKK

Buy 1 full page with guides and have your logo inserted. A full page with guides is always based on the existing guide modules. One full page consists of max. 9 modules. Rate is DKK 53,100 ex discounts.

Quantity discount:

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

Optimize quantity discount:

A1 module = 1 insertion, A2 module = 2 insertions, A3 module = 3 insertions.

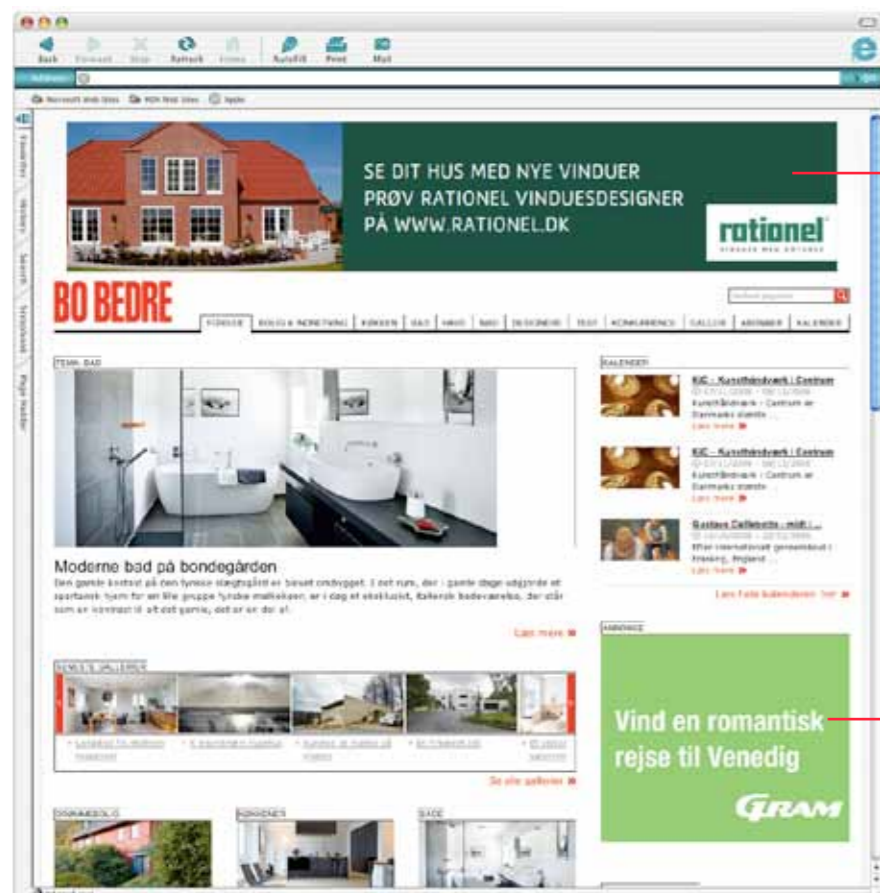
B1 module = 2 insertions, B2 module = 3 insertions, C module = 4 insertions.

BOBEDRE.DK

SITE PROFILE: Bobedre.dk is Denmark's largest site on housing and interior decorating. Bobedre.dk is updated currently with a large number of exclusive and inspiring articles appealing to our target group: men and women with an interest in quality and design - and the necessary spending power.

Besides competitions and tests, Bobedre.dk offers an extensive gallery, where users can seek specific products, designers, colours and much more.

Online-editor Randi Rix



Megaboard

Article banner

Rates

Bobedre.dk	Size/Info.	Rate
Megaboard	930 x 180	150 CPM
Article banner	300 x 250	130 CPM
Newsletter	receivers/week 86,000	200 CPM

CPM: rate in DKK for 1000 exposures

Permissions/Leads

Buy leads of high quality and get in contact with precisely those customers who are interested in your product. We can define your customers through geographic or demographic segmentation, interest etc. We deliver contact info on each customer who has given permission to be contacted by mail and/or phone.

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!

Ad material to our sites must apply with 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" (guidelines/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 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, Penge & Privatøkonomi, 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