

**TEST: Hækkeklippere på batteri** Side 58

# Gør Det Selv

9/2010 (3/6-23/6) • www.goerdet selv.dk • Lossalgspris: 59,75 kr.

**Weekendprojekt**

**SÅ NEMT  
BLÆNDER  
DU EN DØR**

Side 16

**STOR GUIDE**

**Vælg den  
rigtige sav**

Side 48

**24  
sider**

# TERRASSER

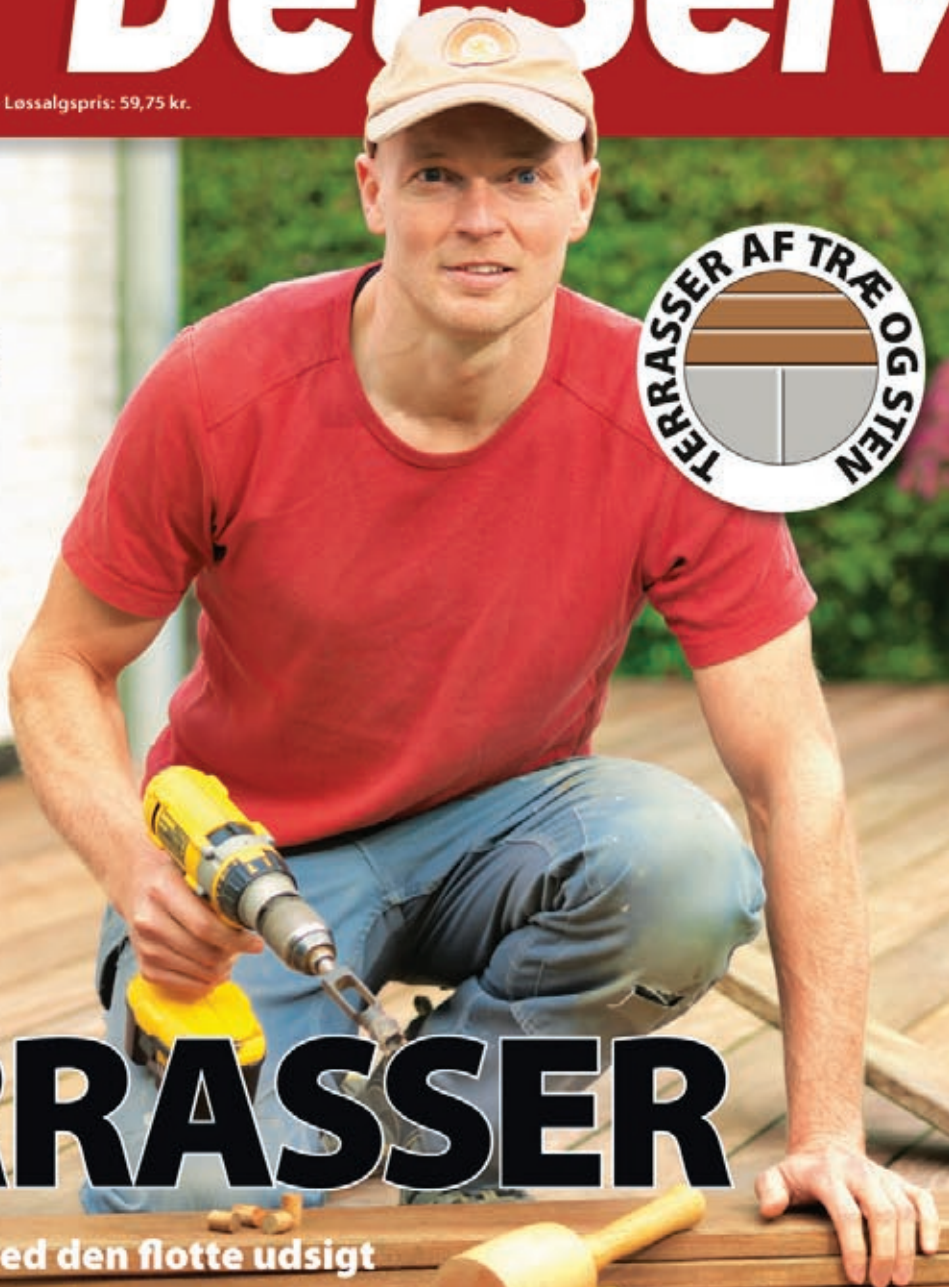
- Læg terrassen ved den flotte udsigt
- Ret den gamle stenterrasse op
- Dæk betonen med ædelt træ
- Fakta: Træsarter, sten og fiberdug

Side 22

**FLOT VÆG MED PUDS**

Nem og effektiv metode når  
væggen skal pudses

Side 54



# Gør Det Selv

**EDITORIAL PROFILE:** *Gør Det Selv* is the magazine which makes your home worth more. We guide and inspire readers on all tasks involving their homes. The many projects in the magazine are all thoroughly tested and carried out by professionals. Readers are typically large-scale consumers of tools and related products and often visits DIY centres.

**Editor-in-chief** Rune Michaelsen

**Udvid sommerhuset med en solterrasse hele vejen rundt**

**Sikkerhedsgrad:** Det er en øst, men ikke særligt vanskelig opgave at bygge en solterrasse.

**Tidsforbrug:** Det tog cirka 10 dage, før terrassen stod helt færdig.

**Pris:** Cirka 20.000 kroner for alt af nødvendige tilbehørs- trapper og rækværk.

**Selve lægningen af brædderne går som en leg.**

**Underlaget udgør den største del af arbejdet.**

**Trapperne sikrer nem adgang.**

**Gelenderet giver den sidste finish.**

Når solen nu ikke står stille på himlen, så er løsningen at bygge en terrasse hele vejen rundt om huset. Så er der mulighed for at følge solen det meste af dagen – og også mulighed for en tur i skyggen, hvis det bliver for varmt. På sommerhuset her blev der bygget 60 kvadratmeter terrasse i plan med huset.

D er et ikke svært at bygge en terrasse. Men skal man have et resultat, hvor terrassen spiller godt sammen med husets rest, skal man bruge tid på forberedelse. Hvor langt skal terrassen række ud fra huset, hvor meget af gulv og facade skal den dække? Tænk på, hvor stige og brædder skal stå, og hvor det skal være gangbar. Og hvor højt skal terrassen stå? – Vi vil give et lille den herre næsten højde som husets gulv, og det kræver så både gelænder og trapper rundt til grænsen.

Terrasserestene, vi valgte, er ikke helt almindelige. Det er ikke mindst grøn, der er meget mere efter den såkaldte superwood-metode. En miljøvenlig og prisbevidst fremgangsmåde, der kræver lidt tid i kerne af træet inden at afskabe regnens berer for på træet.

Vi kunne også have valgt traditionel trykimpregneret træ eller andet. Det er et spørgsmål om smag og behag – og naturligvis økonomi. Trykimpregneret træ er klart den billigste løsning, men superwood kræver virkelig det dobbelte. Afhængig af den stue der ønskes bygget, som udvalgte vil vi anbefale trykimpregnerede stude, der kræver med et stykke mere penge, hvis de er i kontakt med underlaget.

**Vælg den rigtige akkumaskine**

Der er utvivelst mange batteridrevne skruemaskiner at vælge imellem, og det gør det svært at vælge den helt rigtige til dit behov. Vi har fundet de fire mest almindelige størrelser og giver dig fordele, ulemper og typiske opgaver, hvor de hver især har deres styrke. Så har du chancen for at finde den største maskine, der passer bedst til dig.

**Fjærvægteren 10,8 V**

**Letvægteren 14,4 V**

**Mellemvægteren 18 V**

**Sværvægteren 36 V**

**Themes:**

- Energy savings
- Insulation
- Save money
- Maintenance of your house
- Rebuilding
- Build new outdoor

**Standing elements:**

- News
- Ask us
- Testing tools
- Craftman's best tips
- Readers' best ideas

**Reader profile**

- Men 66 % and women 34 %
- The majority are men between 30 and 64 years
- Home owners
- Often make repairs at home
- Often shop at DIY centres

**Advertiser profile**

- Paint and wood care products
- Tools and garden tools
- Windows, doors & insulation
- Light & electrical articles
- Cleansers & chemicals
- Heating & ventilation
- Cars & trailers
- Financing & insurance

**Circulation & readership**

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

**28,454**  
**188,000**

## Rates

Size		w x h	Rate
1	2/1 page bleed	410 x 276	69,200 DKK
22	1/1 page bleed	205 x 276	36,400 DKK
39	1/2 page bleed, horizontal	205 x 136	23,700 DKK
40	1/2 page bleed, vertical	100 x 276	23,700 DKK

### Special positions\*

199	Back cover (full page)	205 x 276	45,400 DKK
198	Page 2 & 3	410 x 276	88,700 DKK

### “Nyheder” & “Spørg os”:

41	1/4 page	88 x 108	12,500 DKK
45	1/4 page, horizontal	181 x 50	12,500 DKK
47	1/4 page, vertical	42 x 220	12,500 DKK
48	1/8 page, horizontal	88 x 50	8,400 DKK
49	1/8 page, vertical	42 x 108	8,400 DKK

\*) An advertiser can obtain the same position a maximum of 5 times per year.  
All rates are excl. of VAT and reproduction

### Advertising material

Please upload pdf-file on [www.bonnierpublications.com](http://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	13.01	02	07.12.10	09.12.10
3	03.02	05	23.12.10	04.01
4	17.02	07	14.01	18.01
5	10.03	10	04.02	08.02
6	31.03	13	25.02	01.03
7	20.04	16	18.03	22.03
8	12.05	19	05.04	07.04
9	01.06	22	28.04	02.05
10	23.06	25	16.05	18.05
11	14.07	28	09.06	14.06
12	04.08	31	01.07	05.07
13	18.08	33	15.07	19.07
14	08.09	36	05.08	09.08
15	29.09	39	26.08	30.08
16	20.10	42	16.09	20.09
17	10.11	45	07.10	11.10
18	01.12	48	28.10	01.11
1.12	22.12	51	18.11	22.11

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

## Themes

### No. Editorial themes (preliminary)

- 2 Brand new bathroom for almost no money
- 3 Energy: save DKK 10,000 per year, go treasure hunting with Gør Det Selv
- 4 Utility room
- 5 Indoor paint
- 6 Get your house ready for Spring
- 7 Two topclass terraces
- 8 Tool shed with a hobby room
- 9 Carpenter's 50 best tips
- 10 Beautiful and strong driveway
- 11 Terraces
- 12 4 repairs in 4 mornings - tap, sealed glazing, bathroom tile, painted floor
- 13 Carport with room for everything
- 14 Water in your garden - how to succeed
- 15 25 expert tips for your wooden floor
- 16 Kitchen
- 17 Energy
- 18 The best tools in 2011
- 1.12 Workshop

## GOERDETSELV.DK

**SITE PROFILE:** GØR DET SELV's website is for home owners with interest in craft and improvements to your house and garden. Here you will find numerous detailed guidelines, overview of DIY-centres and useful tools.

Online editor Allan Hjelm Gabe



Megaboard

Article banner

## Rates

goerdetselv.dk	Size	Rate
Megaboard	930 x 180	140 CPM
Article banner	300 x 250	125 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 find your customers both via geographic and 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' 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](http://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](http://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](mailto:therese.gunni@bonnier.dk).

## ONLINE ADVERTISING MATERIAL

Ad material must comply with FDIM's specifications. Please refer to [www.fdim.dk](http://www.fdim.dk) "registrering/formater" (guidelines/formats). Material must be delivered to: [adon@bonnier.dk](mailto: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