

# Historie

ILLUSTRERET  
VIDENSKAB

Vikinger sendte "sms'er" med runer

Nr. 3/2010  
59,95 kr.

HELT TÆT PÅ HISTORIENS

1900



Jernmalm skabte svensk Klondyke

43 e.Kr.

London var en romersk provinsby

1863

Slaget ved Gettysburg

De amerikanske sydstaters knækket i et gigantisk slag



1100-tallet

Blå bliver det nye sort Moden skifter!



www.historiebladet.dk

BN 04.02.10-17.02.10



1967

Israellerne trues med udslettelse af deres arabiske naboer – og svarer igen med chok-angreb:

# 6 dages krig

gjorde Israel til Mellemøstens supermagt

Portugal var havenes hersker

Henrik Søfareren åbnede en skole for opdagelsesrejsende og banede vejen for den første europæiske kolonimagt



# Historie

**EDITORIAL PROFILE:** History is the entertaining, knowledgeable and enthusiastic guide that takes the reader on an exciting journey through time. In each issue the reader is taken back to the world's most crucial turning points: from dramatic battles on the battlefield to the most exciting expeditions. From the engineer's largest achievements to the best of world art masterpieces.



During the journey, the reader will not only bring the past alive but also put the present in perspective!

**Editor-in-chief Sebastian Relster**



**Themes:**

- Military history
- Portraits
- Culture and religions
- Every day life and archeology

**Standing elements:**

- Ask the experts
- Historical overview
- News
- Experience History
- Quiz
- Right now!

**Reader profile**

- Men 64 %, women 36 %
- Majority of men between 25 and 59 years
- Curious and interested in historic events
- Interested in war history and discoveries, politics and environmental issues

**Advertiser profile**

- Travel agents and airlines
- Production companies
- Publishing houses
- Museums
- Cars
- Sources of information such as daily newspapers, magazines, cinemas, television etc.

**Circulation and Readership**

|  |                |
|--|----------------|
| Readership "Dansk Oplagskontrol" 1st half-year 2010  | <b>29,322</b>  |
| Readership "Index Danmark/Gallup" 1st half-year 2010 | <b>190,000</b> |

## Rates

| Size                      |                            | w x h     | Rate       |
|---------------------------|----------------------------|-----------|------------|
| 1                         | 2/1 page bleed             | 410 x 276 | 37,400 DKK |
| 22                        | 1/1 page bleed             | 205 x 276 | 19,600 DKK |
| 39                        | 1/2 page bleed, horizontal | 205 x 136 | 12,700 DKK |
| 40                        | 1/2 page bleed, vertical   | 100 x 276 | 12,700 DKK |
| <b>Special positions*</b> |                            |           |            |
| 199                       | Back cover (full page)     | 205 x 276 | 24,500 DKK |
| 198                       | Page 2 & 3                 | 410 x 276 | 47,000 DKK |

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

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

## Deadlines

| No. Nr. | Published Udgives | Week Uge | Order date Ordredato | Deadline 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       | 15.03                | 17.03             |
| 8       | 12.05             | 19       | 05.04                | 07.04             |
| 9       | 01.06             | 22       | 28.04                | 02.05             |
| 10      | 23.06             | 25       | 17.05                | 19.05             |
| 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

In 2011, History starts a new six-part series: "Crime". Here we follow the investigation of six spectacular crime dramas taking place on different locations and in different times. We follow Cicero's fiery defense talks in Ancient Rome and the security police Stasi unraveling the "crisscross"-assassination of the former DDR. To mark the 60 years' anniversary of Operation Barbarossa, we follow Nazi Germany's plan for the conquest of the Soviet Union. In the six part serie "Eastern Front" we see how the Germans' large-scale conquest campaigns of the huge Soviet Empire failed, culminating in the defeat at Moscow.

In the new section "The World's Focal Points" we zoom in on our planet's troubled places and their historical background. We will experience hot spots such as Northern Ireland, Afghanistan, the Basque Country and Kashmir.

The "City Guide" continues to provide readers with exciting historical walks in cities such as biblical Jerusalem and Victorian-era London.

History will also feature theme articles e.g. The American Civil War, Islam's birth and the Titanic.

## HISTORIENET.DK

### SITE PROFILE:

Historie's website allows users to take a trip in the time machine through thousands of articles and stories. Stories told in an inviting universe with numerous and exciting illustrations, and interactive opportunities giving users a desire to explore world history. No-one tells the story as exciting as Historienet.dk.

Online-editor **Anders Bruun**



— Megaboard

— Article banner

## Rates

| historienet.dk | Size      | Rate    |
|----------------|-----------|---------|
| Megaboard      | 930 x 180 | 140 CPM |
| Article banner | 300 x 250 | 125 CPM |

CPM: rate in DKK for 1000 exposures

### 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](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) "retningslinier/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.

**BONNIER**  
Publications

## 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