

TEST: FULDKORNSPASTA – DE SUNDESTE OG LÆKRESTE

# i FORM

6/2010 (15/4-5/5) · LØSSALGSPRIS: 59,95 KR.

**EKSTRA  
MADKORT!**  
QUINOA på  
4 sunde måder

**5** tricks,  
der gør din  
træning  
legende let

**Sænk din hvilepuls  
og lev længere**

■ 3 slags træning  
fremtidssikrer dit hjerte

Derfor er  
drysset vigtigere  
end din yoghurt

**Halvmaratonskolen**  
Angrib en bakke og  
bliv uovervindelig

**Husk 45 pct. bedre  
– om en uge**

4 effektive metoder

**I FORM**  
tester dem

**Komplet ugeplan:  
Spis dig fri for stress**

**Masterclass:**  
Den perfekte  
armstrækning

**8 ØVELSER**  
der virkelig  
tager fat!

# Flad mave

på 3 sekunder ■

3 uger ■

3 måneder ■

# I FORM

**EDITORIAL PROFILE:** I FORM is the magazine for women who want to be on top every day with both body and soul in balance. In I FORM she will find knowledge, inspiration and instructions to lead a healthy life. With the best experts at hand and making use of documented methods, I FORM offers tools to achieve a healthy and active life in a positive and inspiring style.

**Editor-in-chief Karen Lyager Horve**



**6 superøvelser til de smukkeste kvindelige kurver:**

**Få en gudindekrop**

Sensuelle kurver, faste former og en slank silhuet. Det lyder mere som en beskrivelse af en græsk gudinde end af en almindelig dansk gennemsnitskvinde, men ikke desto mindre har I FORM's Anna Bogdanova sammensat et nyt program, der kan give dig så smukke, feminine kurver, at du kan gøre Athene og co. rangen stridig. Programmet former dine muskler, skaber de rigtige rundinger på kroppen og hjælper dig til at forbrænde det overfløede fedt, der måske skjuler dine kurver lige nu.

Derfor giver programmet dig en smuk krop

- Du får faste, feminine kurver de helt rigtige steder. Du vil se resultater allerede efter 14 dage.
- Dit stofskifte bliver skruet op, og du vil forbrænde ekstra kalorier i op til 24 timer efter træningen.
- De mestik komplekse øvelser udfordrer mange muskelgrupper på én gang, hvilket betyder, at du får mere ud af dem på kortere tid. Du får altså fuld effekt for hvert minut, du er i gang.

Sådan gør du:

- Lav programmet 3 gange om ugen. Udfør øvelserne i den rækkefølge, de er vist. Du skal bruge håndvægte, en kettlebell og en væg eller en brokæde.
- Begynd med 10 minutters opvarmning af muskler og led. Lav cirkler begge veje med armer, hofte, knæ og ankler i 5 minutter, hvorefter du laver bøj på stilet og træk fra side til side i 5 minutter.
- Lav de 6 øvelser som cirkeltræning i 4 runder. Lav så mange gentagelser som muligt af øvelserne i 30 sekunder. Hold 10 sekunders pause, og fortsæt til øvelse 2. Efter hver runde med alle 6 øvelser holder du 2-3 minutters pause og begynder så forfra.
- Giv dig selv maksimalt, men søg for at holde en god teknik. Hold mikropause undervejs, hvis du har brug for det. Det er helt ok, at sidste runde indeholder færre gentagelser, fordi du har presset dig selv.
- Lav programmet i 4 uger. Begynd derefter at ændre løbetempoet, fx til 40/20 eller 45/15 i stedet for 30/10. Styr også på rækkefølgen af øvelserne.

Alt personligt træner Anna Bogdanova. Foto: Steen Eriks

**HOV, HAR VI TILBUDT ANTIOXIDANTER HELT UDEN GRUND?**

**DE 10 NYE POWERFOODS**

Skåler du ned? For nu sender vi dig en god idé, fordi du faktisk har brug for de bedste antioxidanter, der både kunne forebygge kræft, styrke immunforsvaret og give dig smuk hud. Ny forskning tyder nemlig på, at der er et stort potentiale i de bedste antioxidanter fra den britiske superfood.

Desuden er mere end et halvt dusin superfood af frugt og grønt, der på grund af antioxidanterne, men på grund af vitaminer, mineraler og fibre.

**NY ANTIOXIDANT-GUIDE!**

**Themes:**

- Training
- Diet, healthy lifestyle, slim
- Wellness, personal care, sex
- Body & soul, psychology
- Travelling
- Test of new products

**Standing elements:**

- Follow a food plan
- Zoom into your body
- 15 min. spend on YOU!
- Food cards
- Food with max. 5 ingredients

**Reader profile**

- Women 66 % and men 34 %
- Majority of women between 20 and 54 years
- Well educated
- Higher household income
- Active athletes
- Very interested in health, cosmetics and skincare
- High travel activity

**Advertiser profile**

- Personal care, personal accessories and gadgets
- Sportswear & supplies
- Soft drinks and food
- Housing accessories and white goods
- Pharmaceuticals
- Bicycles and cars

**Circulation and Readership**

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

**39,491**  
**301,000**

## Rates

Size		w x h	Rate
1	2/1 page bleed	410 x 276	83,500 DKK
22	1/1 page bleed	205 x 276	43,900 DKK
39	1/2 page bleed, horizontal	205 x 136	28,600 DKK
40	1/2 page bleed, vertical	100 x 276	28,600 DKK

### Special formats & positions\*

199	Back cover (full page)	205 x 276	61,600 DKK
198	Page 2 & 3	410 x 276	122,000 DKK
191	Zone 1 – 2/1 page**	410 x 276	100,200 DKK
192	Zone 1 – 1/1 page**	205 x 276	52,700 DKK
123	2/1 page + 2 x 1/1-page flap	1172 x 276	188,000 DKK
122	1/1 page + 1/1-page flap	586 x 276	96,200 DKK
121	2/1 page + 1/1-page flap	791 x 276	135,700 DKK
120	2/1 page + cover flap	791 x 276	218,200 DKK
119	1/1 page + half page flap	407 x 276	74,200 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 a pdf-file on [www.bonnierpublications.com](http://www.bonnierpublications.com) at 10 a.m. on day of deadline. Trimming for bleed ads + 5 mm. Double page ads must be uploaded as two full pages.

## Deadlines

No.	Publishing date	Week	Order date	Deadline
2	20.01	03	14.12.10	16.12.10
3	10.02	06	07.01	11.01
4	03.03	09	28.01	01.02
5	24.03	12	18.02	22.02
6	14.04	15	08.03	10.03
7	05.05	18	25.03	29.03
8	19.05	20	11.04	13.04
9	09.06	23	04.05	06.05
10	30.06	26	24.05	26.05
11	21.07	29	17.06	21.06
12	11.08	32	08.07	12.07
13	01.09	35	29.07	02.08
14	15.09	37	12.08	16.08
15	06.10	40	02.09	06.09
16	27.10	43	23.09	27.09
17	17.11	46	14.10	18.10
18	08.12	49	04.11	08.11
1.12	29.12	52	24.11	28.11

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

## Themes

### No. Editorial theme (preliminary)

- 2 Circulatory training, running shoes, vegetables, soups, energy, compression clothes.
- 3 Running, fitness, food for training, tea, fresh food. sleep, skin care
- 4 Healthy fat, food intolerances, training shoes, burns, heart rate training
- 5 Power foods, alcohol, cheese, functional sportswear, digestion, healthy weekend
- 6 Triathlon, yoga, pedicure, natural beauty, snacks, poultry
- 7 RUNNING EXTRA! Shoes, watches, injuries, fruit, slim, salads
- 8 Ready for bikini, anti-aging, pasta, food for the brain, cholesterol, sports bras
- 9 Beautiful legs, easy food, desserts, fertility, beasts, facial care
- 10 Home training, walking: get in shape, grill, juices, slim, blisters, swim suits
- 11 Running, sweeteners, dressings, protein, stress, swimming
- 12 Natural food, new foods, cholesterol, abdominal training, hair styling
- 13 Body types, slender, fish, measure your health, fitness shoes
- 14 Arms, cycling, energy food, bread, omega-3, diabetes, stress
- 15 Running, pregnancy, burns, frozen food, immune system, eyes
- 16 Food supplements, whole grain, sleep, confidence, humor
- 17 Training on weekdays, snacks, healthy heart, healthy hair
- 18 Yoga, spinning, chocolate, sauces, warm track suits, night creams

## IFORM.DK

**SITE PROFILE:** Iform.dk is the modern woman's favourite online media in the areas of exercise, diet and wellness. Iform.dk is updated with a number of tests, guides, diet/workout programmes and inspiring articles. On Iform.dk users find specific tools and information to help, entertain and inspire to a healthy life. On Iform.dk users find specific tools and information to help, entertain and inspire to a healthy life.

Online-editor Anne Skov



Megaboard

Jogging route planner

Article banner

### 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.

## Rates

iform.dk	Size/Info.	Rate
Megaboard	930 x 180	120 CPM
Article banner	300 x 250	120 CPM
News letter	receivers/week: 186,000	110 DKK
Splash	week/month	7,500/25,000 DKK
Jogging route planner		55,000 DKK
Training planner		15,000 DKK

CPM: rate in DKK for 1000 exposures

**Splash:** Creates attention on all pages of the site. Possible to link to homepage.

**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.

### Permissions/Leads: 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.

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.

## 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, 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