

SIG FARVEL TIL SKÆRM, MUS OG TASTATUR!

NR. 9/2010  
PRIS: 63,00 KR.

# ILLUSTRERET VIDENSKAB



Supercomputere  
tegner Jordens fremtid

## VORES VIRTUELLE PLANET

Ny stor temaserie

### HJERNENS MYSTERIER

Følg med i serien om de tre største  
gåder, hjerneforskere kæmper med:  
Sovn • Intelligens • Hukommelse

Hvorfor sover vi?



Skadedyrenes konge



1.000.000  
vilde kameler hænger  
og plyndrer i Australien

Jacques Cousteau 100 år



Opfinderen trak  
os med ned i dybet

NY VIDEN

- Brint skal løfte luftens nye luksuslinier
- Neandertalerne brugte farverig makeup
- Nu har vi opdaget over 400 exoplaneter
- Bjerge under Antarktis' is ligner Alperne

BK 10.06.10 - 30.06.10



WWW.ILLVID.DK

**ILLUSTRERET  
VIDENSKAB**

**EDITORIAL PROFILE:** Illustreret Videnskab takes the reader on a journey of discovery in the scientific world. The articles, all thoroughly researched, give the reader an overview and an insight which is hard to find in other media on subjects such as medicine, discoveries in biology, achievements in astronomy and amazing discoveries in archaeology and much more. The reader is in a universe where the world is experienced as it was, as it is and as it will evolve in the future.



**Editor-in-chief Jens Matthiesen**

**TEMA: Hjernens 3 største mysterier**

Illustreret Videnskab sætter i denne artikelserie fokus på hjerneforskningens største gåder. Følg forskerne i deres jagt på svarene på tre store spørgsmål.

Illustreret Videnskab nr. 9/2010  
**Hvorfor sover vi?**

Illustreret Videnskab nr. 10/2010  
**Hvad er intelligens?**

Hvordan bærer hjernen sig ad med at lagre et minde? Forskerne har i mange år forsøgt at klarlægge, hvordan vi er i stand til at huske det vigtige og glemme resten. Og de senere år har utallige undersøgelser af både raske mennesker og personer med alvorligt hukommelsestab hjulpet forskerne med at indkredse svaret.

**HJERNE RUMMER SVAR**  
En tynd skive af hjernen fra en alledags mand med hukommelsestap bliver studeret af Jacopo Annese, University of California i San Diego, USA.

**Hvordan fungerer hukommelsen?**

Læs de tidligere artikler i serien på [www.ilvid.dk/hjemmestudier](http://www.ilvid.dk/hjemmestudier)

**Hvordan fungerer hukommelsen?**

Kontroversiel plan skal redde klimatruede arter.

**Biologer vil flytte på Jordens liv**

Både kritikere og tilhængere har mange gode argumenter

Argumenter mod flytning | Argumenter for flytning

**Themes:**

- Engineering and it
- Medicine and psychology
- Zoology and biology
- Astronomy and space
- History and Archeology

**Standing elements:**

- New knowledge
- Ask us
- Archives - history of science
- Tools of science. How scientists reach results

**Reader profile**

- Men 62 %, women 38 %
- Majority of men between 20 and 54 years
- Well-educated
- Higher income
- Very interested in new technology, pollution and environmental issues and culture.
- Travel often

**Advertiser profil**

- Cars
- Financing
- Beverages
- Travel agents and airlines
- Personal care and medical articles
- Electronic, it and telecommunication

**Circulation and readership**

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

**53,724**  
**502,000**

## Rates

Size		w x h	Rate
1	2/1 page bleed	410 x 276	94,200 DKK
22	1/1 page bleed	205 x 276	49,600 DKK
39	1/2 page bleed, horizontal	205 x 136	32,200 DKK
40	1/2 page bleed, vertical	100 x 276	32,200 DKK
<b>Special position*</b>			
199	Back cover (full page)	205 x 276	62,100 DKK
198	Page 2 & 3	410 x 276	115,800 DKK

\*) An advertiser can obtain the same position a maximum of 5 times per year. All rates are exclusive 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	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	17.03	11	11.02	15.02
6	07.04	14	04.03	08.03
7	28.04	17	22.03	24.03
8	19.05	20	11.04	13.04
9	09.06	23	04.05	06.05
10	30.06	26	25.05	27.05
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	25.11	29.11

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

## Themes

Illustreret Videnskab puts focus on the technical breakthroughs that will transform our lives tomorrow, breakthroughs that change the perception of ourselves and exciting discoveries from the magical world of life. We take a look at the exploration of alien globes of the solar system - and beyond - and we map our past to put our future in perspective.

## ILLVID.DK

**SITE PROFILE:** On illvid.dk you will find more than 6000 articles from the archive. This new website is filled with new technology, news, galleries, video, interactive stories, quizzes, contests and more. Illvid.dk is updated daily with news from the world of science.

**Online-editor Mia Dalby Larsen**



— Megaboard

— Article banner

## Rates

illvid.dk	Size/Info.	Rate
Megaboard	930 x 180	100 CPM
Article banner	300 x 250	110 CPM
Newsletters	receivers/week: 27,000	5000 DKK

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.

## 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