

DANMARKS STØRSTE PC-MAGASIN



KOMPUTER FOR ALLE

11•2010 PRIS: 69,95
WWW.KOMPUTER.DK

Mit netværk virker ikke

Løst ✓

Min pc er blevet langsom

Løst ✓

Min netbook har fået virus

Løst ✓

Side 46

GIV DIN PC ET EKSPERTTJEK

KOMPLET OVERBLIK:

Danmarks
største guide
til Windows

Side 64



SMART OVERVÅGNING:

6 netværks-
kameraer
i størst

Side 20



3 SUVERÆNE PROGRAMMER:

Tag med på en
fantastisk rumrejse

Side 56

BK 22.07.10-11.08.10



Verdens nemmeste havearbejde

Planlæg din nye have på pc'en – så er du sikker på,
at buske, træer og havemøbler står helt rigtigt.

Side 72



EDITORIAL PROFILE: Komputer for alle is the largest PC magazine in Denmark. Through easily understandable step-by-step guides, the magazine helps the reader to use the PC for even complicated tasks. Most popular are the countless tips and tricks that you will find in every issue and at the same time Komputer for alle has the most extensive and in-depth tests of computers, accessories and other digital equipment. Being mentioned in Komputer for alle has become a reference point for many companies in the IT industry.

Editor-in-chief Leif Jonasson



Themes:

- Windows 7
- Safety
- Efficient network at home
- Best websites
- Laptops and accessories

Standing elements:

- News
- Tips & Tricks
- Test products
- Programs and instructions
- Windows 7, Vista og XP

FÅ HJÆLP TIL AT LØSE PC-PROBLEMERNE SELV:

Giv din pc et eksperttjek

Giver du fortabt, når pc'en siger mærkelige lyde eller opfører sig underligt? Så følg med på laboratoriet, hvor vores eksperter kigger en stribe sygdomsramte pc'er efter i sømmene og giver råd til, hvordan du selv fikser de mest almindelige computerproblemer.

Komputer for alles eksperter:

SOFTWARE

Henrik Røder Clausen
Henrik har været tilknyttet Komputer for alle, siden bladet udkom for første gang. Henriks domæne er software af enhver art, og i en årrække har han udvalgt de bedste pc-programmer til bladets side. Henrik er ekspert i panelet, der kaster et kritisk blik på softwaren i pc'erne og afslører problemer med styresystemer, drivere og andre programmer, der holder pc'en i gang.

HÅRDBARE

Morten Skeldal Østergaard
Morten har gennem sit arbejde som journalist og testredaktør på Komputer for alle opbygget en solid erfaring med computere og pc-tilbehør. Morten er vores specialist på hardware i alle afskyninger, og her i panelet lægger han støvsøkket til maskinernes kabinetter og luppen over blæserne og kredsløbet, før han sætter fingeren på problemer i pc'erne.

SIKKERHED

Torben B. Sørensen
Torben er journalist og har skrevet om IT-generet 20 år. Torben har arbejdet for IT-sikkerhedsorganisationen DK-CERT og er forfatter til hæftet "Beskyt din pc". Med sit brøde hændskab til virus og andre trusler mod computersikkerheden løser han her problemer med ondsindede programmer, der har sneget sig ind på et par af pc'erne og trængt dem i knæ.

Pc'en taber pusten

Hvad stiller man op med en pc af ældre dato, der stadig fungerer, men taber pusten ved den mindste anstrengelse? Faktisk kan det være en enkel sag at få den gamle pc i god form igen, og vores eksperter viser hvordan.

Se side 48

Trådløst netværk væk

En geninstallation af Windows har sendt pc'ens trådløse netværkskort ud i mørket. Eksperten fatter mistanke til en driver, der ikke er blevet installeret rigtigt, og viser, hvordan man får styr på den nødvendige stump software.

Se side 50

Ny netbook er søv

Internettet i søglefart, langsom tekstbehandling og mystiske vinduer, der kommer og går. Sygdomstegnene er mange på den allers nye netbook, der har mistet energien og er blevet urimelig søv. Hvad tæser mon sådan på kræfterne?

Se side 52

Computeren larmer

Støj og varme fra pc'en generer, og hvorfor er maskinen med et halvt døti på bagen nu pludselig begyndt at larme sådant? Hvad i alverden kan der være galt, når computeren begynder at opføre sig mere som en radiator end som en pc?

Se side 53

Virus eller ikke virus?

Advarsler om virus på pc'en vover de færreste at os at ignorere. Men hvordan kan det være, at antivirusprogrammet pludseligt står alarm og påstår, at pc'en er ramt af virus og en masse andre trusler, når det i virkeligheden slet ikke passer?

Se side 54

Reader profile

- Men 78 %, women 22 %
- Majority of men between 35 and 64 years
- Medium to high household income
- Very interested in technology, IT and internet

Advertiser profile

- IT equipment
- Financing
- Education
- Electronics, IT and telecommunications
- Gadgets
- Multimedia equipment

Circulation & readership

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

33,698
134,000

Rates

Size		w & h	Rate
1	2/1 page bleed	410 x 276	66,500 DKK
22	1/1 page bleed	205 x 276	34,900 DKK
39	1/2 page bleed, vertical	205 x 136	22,800 DKK
40	1/2 page bleed, horizontal	100 x 276	22,800 DKK
Special positions*			
199	Back cover (full page)	205 x 276	43,700 DKK
198	Page 2 & 3	410 x 276	82,800 DKK

*) An advertiser can obtain the same position a maximum of 4 times per year.
All rates are exclusive of VAT and reproduction.

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	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 themes/tests (preliminary)
2	Digital photo frames
3	NAS-discs
4	Cheap monitors
5	Keyboard and mouse
6	Netbooks
7	Homeplugs
8	Compact super-zoom cameras
9	All in one PCs
10	Desktops
11	External hard discs
12	Wireless network
13	Big notebooks
14	Tablet PCs
15	Large displays
16	Ink vs. laser printers for home use
17	Photo printers
18	Smartphones
1.12	Multifunctional printers

KOMPUTER.DK

SITE PROFIL: Komputer for alle's website is interesting for anyone with a PC at home, and the popular site offers daily tests of PC equipment, PC-guides and theme pages. This site helps to understand your PC and select the best equipment.

Online-editor Allan Hjelm Gabe



Megaboard

Article banner

Rates

komputer.dk	Size	Rate
Megaboard	930 x 180	120 CPM
Article banner	300 x 250	130 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'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 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.