

DBI *BRAND & SIKRING*



m e d i a k i t 2 0 1 8

Editorial Calendar 2018

No.	Publication Date	Week No.	Closing Date for ads
1	March 14	11	February 19
2	June 13	24	May 17
3	September 12	37	August 20
4	December 5	49	November 12

Subject to alterations without notice. This list will be updated on a regular basis.
Newest version on www.techmedia.dk.

Advertisement Formats and Prices

Format	W × H (mm)	Black	4 colours
1/1 page	185 × 264	3485	4088
1/2 page V	85 × 264	2198	2801
1/2 page H	185 × 130	2198	2801
1/4 page V	157 × 61	952	1555
Back cover*	210 × 297		4504

Other Prices:

Inserts:
Please obtain quotation

Advertisement Cancellation Deadline:

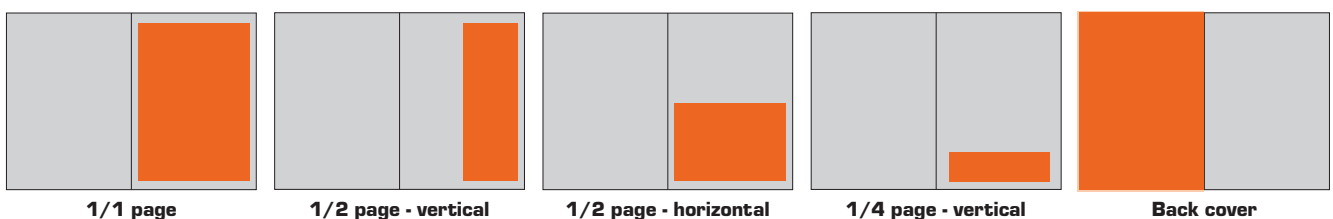
30 days prior to the Advertisement deadline.

All prices in €. *Borderless. 3 mm extra for cutting on all 4 sides
Valid to December 31st, 2017.

Advertisement prices are exclusive of VAT and any expense related to completing the advertisement material. Reservations are made for misprints, price or expense changes.

Contact Information:

Advertisement Bookings:	Jesper Høngaard Tel: +45 43 24 26 66 · e-mail: jh@techmedia.dk
Advertisement Material:	Marianne Dieckmann Tel: +45 43 24 26 82 · e-mail: md@techmedia.dk



Technical Information

Magazine Specifications:

Format	A4
Colour	CMYK
No. of columns	3
Column height	264 mm
Column width	48 mm
Column spacing	6 mm
Print to edge (borderless)	W 210 × H 297 mm + 3 mm trimming

Print Specifications:

Print Technique	Offset, European scale
Paper	Profi mat 90 g

Electronic Advertisement Material

General:

Data quantities <10 MB can be emailed to the recipient.

Data quantities >10 MB must be submitted via www.wetransfer.com

We work in the PC environment using the following tools: InDesign, Illustrator and Photoshop.

Fonts:

As a starting point, the used fonts are to be submitted; they can be included in a PDF or vectored before submission.

PDF:

PDF's are to be submitted in print quality 300 dpi.

TechMedia A/S is not liable for errors in the submitted PDF material.

Advertisement Text:

Text for advertisements can be submitted in a Word document or written in an email.

Photos:

Photos are to be submitted in print quality 300 dpi in TIFF format (file name.tif) or J-PEG format (file name.jpg). Photos submitted in lower than the requested quality can be used, however TechMedia A/S cannot be held responsible for the quality.

Photos from the internet are usually not of print quality.

Graphics and Logos:

As a starting point, graphics and logos are to be submitted in Illustrator-EPS format (file name.eps) or –AI (file name.ai). Alternatively, material can be submitted in PDF format (file name.pdf), TIFF format (file name.tif) or J-PEG format (file name.jpg).

Logos from the internet are usually not of print quality.

Contact:

We value good customer communications and are willing to mentor and offer advice within our areas of expertise. Should we on receipt of advertisement material have any doubts or questions regarding the material or quality, we always contact the customer.

For questions regarding advertising in Brand & Sikring, please contact Marianne Dieckmann, tel: +45 43 24 26 82 or via e-mail: md@techmedia.dk

General Information

Editorial Objective:

Brand & Sikring is a technical publication focussing on fire protection and security issues.

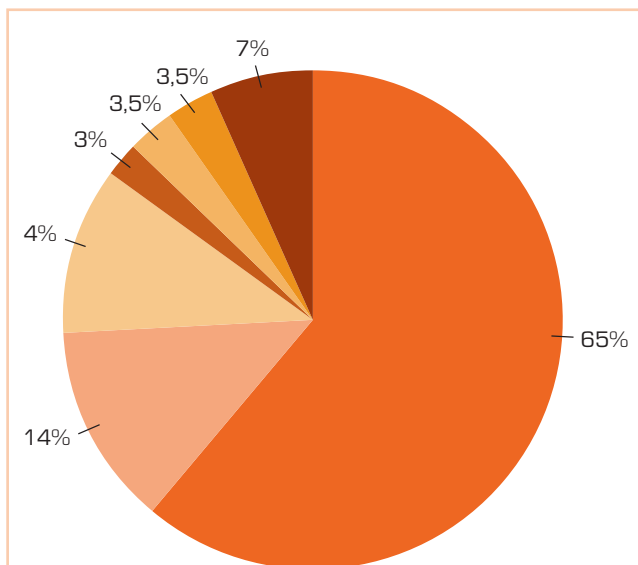
The magazine deals with topics within building installations, fire protection systems, security and alarms, fire inspection, maintenance and education. The publication frequently publishes news about related laws and standardization as well as publishing opinions from relevant unions and organizations.

Brand & Sikring is issued to the business professionals and technicians within the segment mentioned above. The magazine is distributed to key-people with the responsibility for security-systems in a wide array of companies, construction authorities, civil protection organizations, the police force and fire brigade as well as suppliers and contractors of fire protection- and security-systems.

The publications is fully owned by DBI and is issued quarterly in joint cooperation with TechMedia A/S and MONTAGEbureauet aps. Each issue is printed in 4000 copies, and DBI is responsible for the editorial contents of the publication.

Publisher Information:

Publisher	MONTAGEbureauet aps Vimmelskaftet 41A, 1. sal DK-1161 København K Tel: +45 33 91 27 76 www.montagebureauet.dk
Editorial	Sanne Alexandra Amtoft (editor-in-chief) Jernholmen 12 DK-2650 Hvidovre Tel.: +45 29 45 85 41 E-mail: sam@dbi-net.dk
Advertisements	TechMedia A/S Jesper Høngaard Tel:+45 43 24 26 66 Fax: +45 43 24 26 26 e-mail: jh@techmedia.dk
Advertisement Material	TechMedia A/S Marianne Dieckmann Tel: +45 43 24 26 82 Fax: +45 43 24 26 26 e-mail: md@techmedia.dk
Print	Kailow Graphic A/S Fjeldhammervej 5-9 DK-2610 Rødovre



Readership break-down of Brand & Sikring:

65% - 2600

People in charge of fire-protection and security in private and public companies

14% - 560

Local government and public office authorities

4% - 160

Building- and construction consultants

3% - 120

Insurance brokers

3,5% - 140

Suppliers and contractors of fire-protection and security-systems

3,5% - 140

Manufacturers of building materials and components

7% - 280

Others

Printed circulation per issue: 4000