

# DBI

## BRAND OG SIKRING



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# Editorial Calendar 2022

No.	Publication Date	Week No.	Closing Date for ads
1	March 15	11	February 21
2	June 16	24	May 20
3	September 13	37	August 22
4	December 6	49	November 14

Subject to alterations without notice. This list will be updated on a regular basis.  
Newest version on [www.techmedia.dk](http://www.techmedia.dk).

## Advertisement Formats and Prices

Format	W × H (mm)	4 colours
1/1 page	185 × 264	4088
1/2 page V	85 × 264	2801
1/2 page H	185 × 130	2801
1/4 page V	157 × 61	1555
Back cover*	210 × 237	4504

All prices in €. \*Borderless. 3 mm extra for cutting on all 4 sides  
Valid to December 31st, 2021.

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

### Other Prices:

**Inserts:** Please obtain quotation

### Online possibilities:

We offer a wide range of online solutions e.g.:

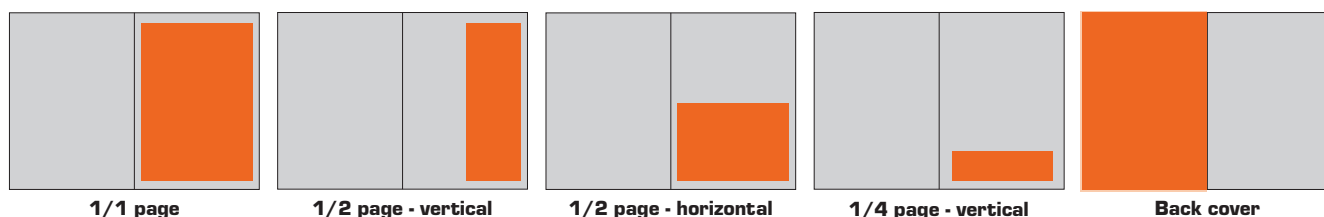
Add link € 67

### Advertisement Cancellation Deadline:

30 days prior to advertisement deadline - with the exception of first edition in August, which is 60 days prior to advertisement deadline.

### Contact Information:

<b>Advertisement Bookings:</b>	Tanja Wulff Dühning Tel: +45 43 24 26 06 e-mail: <a href="mailto:twd@techmedia.dk">twd@techmedia.dk</a>
<b>Advertisement Material:</b>	Marianne Dieckmann Tel: +45 43 24 26 82 e-mail: <a href="mailto:md@techmedia.dk">md@techmedia.dk</a>



# 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

## Advertisement Material

### General:

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

Data quantities >10 MB must be submitted via [www.wetransfer.com](http://www.wetransfer.com)

We work in the PC environment using Adobe Creative Cloud.

### 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.

### 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.

### Using web and email addresses in advertisements:

It is possible to have clickable web and email addresses in the ads in the digital issues of Brand & Sikring.

#### How to do it:

- Web and email addresses must be text only
- Space must be added between web and email addresses and other text
- Email addresses are to be written in full and include @
- Web addresses are to be written in full and include www.

TechMedia A/S cannot be held responsible for web-links not working correctly.

### 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](mailto:md@techmedia.dk)

# General Information

## Editorial Objective:

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

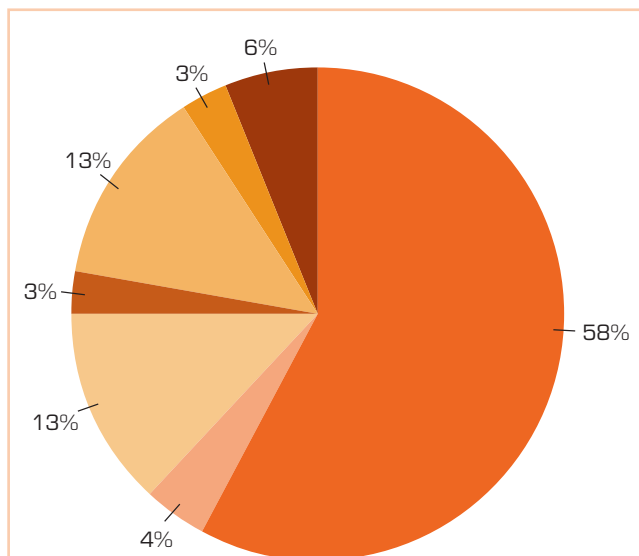
The magazine deals with topics within building installations, fire protection systems, security and alarms, fire inspection, maintenance and education. The publication frequently publishes news about related laws and standardization as well as publishing opinions from relevant unions and organizations.

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 3600 copies, and DBI is responsible for the editorial contents of the publication.

## Publisher Information:

<b>Production/ Print</b>	KLS PurePrint A/S Jernholmen 42A DK-2650 Hvidovre Tel: +45 36 34 29 00
<b>Editorial</b>	Ib Bertelsen (editor-in-chief) Jernholmen 12 DK-2650 Hvidovre Tel.: +45 20 10 90 44 E-mail: ibe@brandogsikring.dk
<b>Advertisements</b>	TechMedia A/S Tanja Wulff Dühring Tel:+45 43 24 26 06 e-mail: twd@techmedia.dk
<b>Advertisement Material</b>	TechMedia A/S Marianne Dieckmann Tel: +45 43 24 26 82 e-mail: md@techmedia.dk



## Readership break-down of Brand & Sikring:

### 58% - 2075

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

### 4% - 163

Local government and public office authorities

### 13% - 464

Building- and construction consultants

### 3% - 99

Insurance brokers

### 13% - 469

Suppliers and contractors of fire-protection and security-systems

### 3% - 114

Manufacturers of building materials and -components

### 6% - 206

Others

**Printed circulation per issue: 3590**

**Monthly readers of the digital version: 3017**