



General Information

Published

6 times a year

Deadline

The first day in the month of publication
(check the Publication Schedule however)

Subscription

540.00 DKK VAT not included

Circulation among Subject Areas

	Number	%
Other	417	50,85
Bicycle dealers	403	49,15
In all	820	100

Controlled Print Run

Checked by FMK

- Fagpressens Medie Kontrol.

Period of control 01/07/2008 - 30/06/2009

Subscription for associations	403
Free copies distributed	384
Distributed number in Denmark	787
Distributed number outside	33
Distributed number in total	820

Editorial Objective

To inform practioners within the bicycle and moped business about news and tendencies of technical and design related character plus to contribute to debate on the future for - and conditions within the business.

Equally, Cykelbranchen provides information about societal developments and international conditions that affect the business.

Fixed advertisement formats and prices. Objections, corrections and cessations must be submitted in writing. The right to complain does not apply if the deadline is missed..

Formats



Back page
210 x 230 mm



1/1 page
185 x 260 mm
210 x 297 mm



2/3 page
121,25 x 260 mm
185 x 173 mm



1/2 page
92,25 x 260 mm
185 x 129,5 mm



1/3 page
57,5 x 260 mm
185 x 86 mm



1/6 page
57,5 x 130 mm
185 x 42,9 mm



1/4 page
185 x 64,6 mm

Prices, Formats and Discounts

Order your ad directly on

www.danskeykelhandlere.dk

Discounts

6 insertions	10%
More than 15.000	5%
More than 25.000	7%
More than 50.000	10%
Special placing	+ 10%

Inserts

4.025 DKK
not including extra
postage and envelope

Prices and Formats

Size of ad	Height format w x h	Width format w x h	4 color	2 color	1 color	black/white
Back page	210 x 230		8.200	7.100	5.775	4.350
2nd cover page	185 x 260		7.875	6.775	5.450	4.025
3rd cover page	185 x 260		7.875	6.775	5.450	4.025
1/1 page	185 x 260		7.675	6.575	5.250	3.825
2/3 page	121,25 x 260	185 x 173	6.850	5.750	4.425	3.000
1/2 page	92,25 x 260	185 x 129,50	6.000	4.900	3.575	2.150
1/3 page	57,50 x 260	185 x 86,00	5.550	4.450	3.125	1.700
1/4 page		185 x 64,60	5.200	4.100	2.775	1.350
1/6 page	57,50 x 130	185 x 42,90	4.850	3.750	2.425	1.000

No.	Date of publishing	Deadline for material
1	Week 9	February 2nd
2	Week 18	April 6th
3	Week 26	June 2nd
4	Week 35	August 3rd
5	Week 44	October 1st
6	Week 51	November 16th

Technical Informations

Media

We accept electronic ads through the following media:

Via email, ftp (contact GPO for further information) and CD (preferably PDF)

Data can be packed as Zip/Sit (Mac)

Please, always notify what programs and platform (PC/Mac) have been used and enclose a survey of the disc content. Also, remember to enclose a print-out of the ad black and white or colour respectively. In the case of transmission over the internet, an electronic print of the ad must be attached as a PDF-file. Material that does not meet the listed requirements will be invoiced separately according to the hourly wage now in force.

Conditions

Objections, corrections and cessations must be submitted in writing. The right to complain does not apply if the deadline is missed.

Cykelbranchen has the right to reject ads that go against the interests of the magazine.

Electronic Material

All ads should be delivered electronically

Below is a list of information about requirements for electronic material.

Format	A4
Printing technique	Offset
Paper cover	200 g cyklus print
Paper content	115 g cyklus print
Column measures	185 x 260 mm
Number of columns	3
Column height in mm	260
Column width in mm	57.50
Column space in mm	6.25
To edge format	297 mm high x 210 mm wide + 3 mm for cutting

Program

The ad must be done on Mac or PC in one of the following programs:

- QuarkXPress 6.5
- Adobe Illustrator CS2, CS3 or CS4
- Photoshop CS2, CS3 or CS4
- InDesign CS2, CS3 or CS4

+ colour print or specimen proof

If the ad is done in other programs than the ones listed above, it must be delivered as an **EPS-file** (Encapsulated PostScript) or **PDF-document** in high resolution (min 300 dpi resolution) where both illustrations and fonts are included.

Illustrations

All illustrations must be delivered together with the ad. If the ad is 4-colour all must be CMYK separated. Greyscale/4-colour pictures are accepted in **min 300 dpi resolution**.

Line drawings are accepted in **min. 1200 dpi resolution**.

Scans must be produced without press scale (dot gain).

A picture must be in the actual size, since it can only be scaled +/- 10% (90%-110%) Picture material for print must be in **Tiff or Eps formats** (this also applies to PDF). If GPO is doing the ad, **PSD and JPEG pictures are also accepted**.

Fonts

All fonts employed must be delivered with the ad. On Mac there are both font folder (suitcase) and PostScript fonts. Electronic styles (bold, italic etc.) may not be used if they do not exist as PostScript fonts.

If an ad, done on a PC, should be possible to open on a Mac, one of the following fonts must be used: **Arial, Helvetica, Verdana or Times**.

If the ad is done in i.e. Adobe Illustrator or a similar graphic program it is recommended that the text is converted to outline in order to avoid that the text is displaced, and the demand for enclosure of fonts does not apply.

Contact

Editorial Office

Editor

Erik Oddershede

Editorial secretary

Grethe Fabrin

Advertisement

Grethe Fabrin

gf@danskecykelhandlere.dk

Publisher

Danske Cykelhandlere
Middelfartvej 123, 1.sal
5200 Odense V

Telefon: +45 65 92 33 00

Telefax: +45 65 92 35 00

info@danskecykelhandlere.dk

www.danskecykelhandlere.dk

Layout and production

Grafisk Produktion Odense ApS
Næsbyvej 20, Bygn. U3
5000 Odense C

Telefon: +45 66 14 08 52

Telefax: +45 66 14 85 52

post@gpo.dk

www.gpo.dk