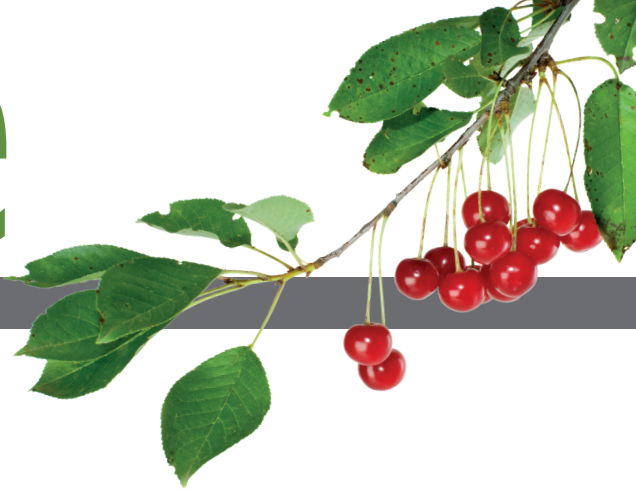


# Danske Havecentre

Mediainformation 2023



## Publisher

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**DanskeHavecentre** is a magazine for the members of the association Danske Havecentre. The magazine is published in an edition of 600 six times a year. The magazine **DanskeHavecentre** is also sent to subscribers and journalists with an interest in gardens.

marketing and help develop the industry to modern retailing.

**DanskeHavecentre** is an inspiring magazine for the green industry. The magazine is published 6 times a year with inspiring and informative articles on trends at home and abroad, reports from exhibitions and themed articles that focus on topics that are relevant and generate debate in the industry.

## Danske Havecentre

Danske Havecentre was founded in 1947 as 'Landsforeningen af Danske Plantehandlere (LDP)' - a trade and interest organization for garden centers and production nurseries in Denmark. The association aims to promote the industry's interests through trade shows, training,

## Viewing Profile

- Members of Danske Havecentre
- Employees in production nurseries and garden centers
- Others interested in the industry

## Advertisement material

All ads must be submitted electronically. We accept ads through email and ftp (contact the advertising department for further information) and CD. Please supply the material in PDF format.

tely 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. Danske Havecentre has the right to reject ads that go against the interests of the magazine.

The PDF file must observe the following: Photo resolution min. 300 dpi. Use only CMYK colours. All fonts must be included in the PDF file.

Member of



Material that does not meet the listed requirements will be invoiced separa-

Format	width x height	4 colours
Backpage	(150 x 297 mm)	7.855 kr.
1/1 page bleed	(210 x 297 mm)	6.835 kr.
1/1 page	(187 x 256 mm)	6.835 kr.
Double page spread	(420 x 297 mm)	12.240 kr.
3/4 page	(139 x 256 mm)	5.815 kr.
3/4 page	(187 x 192 mm)	5.815 kr.
2/3 page	(187 x 169 mm)	5.205 kr.
1/2 page	(91 x 256 mm)	4.745 kr.
1/2 page	(187 x 125 mm)	4.745 kr.
1/3 page	(187 x 83 mm)	3.980 kr.
1/4 page	(43 x 256 mm)	3.725 kr.
1/4 page	(91 x 125 mm)	3.725 kr.
1/4 page	(187 x 61 mm)	3.725 kr.
1/8 spage	(91 x 60 mm)	2.960 kr.
Small ad	(43 x 41 mm)	565 kr.
Small ad	(43 x 86 mm)	765 kr.
Small ad	(91 x 41 mm)	765 kr.

To edge format: +3 mm bleed

## Discount

2 insertions	10%
4 insertions	15%
6 insertions	20%

All prices are excl. VAT and for material delivered electronically.

## Dates of publications 2023 and technical specifications

No.	Dates of publication	Deadlines for material deliveries
1	3 February	19 January
2	3 April	16 March
3	2 June	18 May
4	4 August	19 June
5	2 October	15 September
6	8 December	23 November

## Formater



**1/1 page**  
210 x 297 mm  
187 x 256 mm



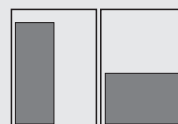
**Double page spread**  
420 x 297 mm



**2/3 page**  
187 x 169 mm



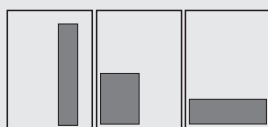
**3/4 page**  
139 x 256 mm  
187 x 192 mm



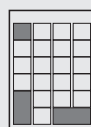
**1/2 page**  
91 x 256 mm  
187 x 125 mm



**1/3 page**  
187 x 83 mm



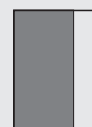
**1/4 page**  
43 x 256 mm  
91 x 125 mm  
187 x 61 mm



**Small ads**  
43 x 41 mm  
43 x 86 mm  
91 x 41 mm



**1/8 page**  
91 x 60 mm



**Backpage**  
150 x 297 mm

To edge format: +3 mm bleed