

MEDIEINFORMATION 2022

Inspiration and knowledge for the modern contractor and craftsman

Bygge- & Anlægsavisen has for more than 30 years covered the Danish building industry – pinpointing the new trends and where the innovation is happening in the building sector.

We provide new insight

We communicate directly with the Danish contractors and craftsmen, builders and decision makers about the development of the construction industry as a whole, and therefore there is great value in being part of this serious and precise communication.

Bygge- & Anlægsavisen has been pioneers in native advertising or sponsored articles, where we produce articles and videos for our various media platforms. We offer a range of industry-specific marketing products that can be freely combined into powerful campaigns ensuring that your content receives a lot of attention.

ADVERTISING PRINT

FORMATS & PRICES

2/1 pages, 546 x 365 mm. DKK 42,600
1/1 page, 266 x 365 mm. DKK 26,500
1/2 page, 130 x 350 mm. DKK 15,400
1/2 page, 266 x 171 mm. DKK 15,400
1/4 page, 130 x 171 mm. DKK 8,600
1/8 page, 130 x 82 mm. DKK 5,000
Front page ad 1, 175 x 54 mm. DKK 12,500
Front page ad 2, 85 x 54 mm. DKK 8,500

SUPPLEMENTS

2/1 pages, 530 x 375 mm. + 3 mm.
DKK 42,600
1/1 page, 266 x 350 mm. + 3 mm.
DKK 26,500
1/2 page, 130 x 350 mm. DKK 15,400
1/2 page, 266 x 171 mm. DKK 15,400
1/4 page, 130 x 171 mm. DKK 8,600
1/8 page, 130 x 82 mm. DKK 5,000
Front page ad 1, 175 x 54 mm. DKK 12,500
Front page ad 2, 85 x 54 mm. DKK 8,500

ADVERTORIALS

2/1 pages, 5000 – 6000 characters.
DKK 42,600
1/1 page, 3500 – 4000 characters.
DKK 26,500
1/2 page, ca. 2000 characters.
DKK 15,400

Special placement: 25 %
Back page placement: 50 %
Private press releases etc., delivered ready for publication, will receive a discount of 15 %
Advertising campaigns are negotiated individually

ADDS SPECIFICATIONS

Photos: 180 dpi. Ready to print PDF with fonts included. Remember to indicate the media and publication number.
Delivery by mail: materiale@mediapress.dk
By cancellation or exceeding the deadline for submission of material, the company will be post-invoiced the full amount without any discount.

ALL PRINT MAGAZINES CAN BE READ ONLINE

Every print publication is available through the digital publication service Issuu. MediaXpress' Issuu profile has had approximately 172.000 impressions during the last 6 months, and the publications have been read approximately 8,000 times in that period.

ADVERTISING SALES

Sales Director

Usman Malik
Tel.: +45 31 33 18 57
usman@byggeri-arkitektur.dk

Key Account Manager

Steffen Villadsen
Tel.: +45 26 35 02 50
steffen@boaa.dk

Lars Heilmann

Tel.: +45 22 56 78 94
lars@boaa.dk

Joe Tobias Henningsen

Tel.: +45 28 73 12
joe@boaa.dk

Media consultant

Asim Mushtaq
Tel.: +45 31 11 16 79
asim@boaa.dk

"As a manufacturer of high quality tools Bygge- & Anlægsavisen is the perfect media for us to advertise in – their target audience is spot on in relation to the users of Makita's products. Furthermore, it is interesting to see how the editorial team tests our tools, and we experience a very serious and competent approach to everyday life on a construction site."

Marlene Gade, marketing coordinator for Makita Denmark

"For many years CSK Stålinindustri has had a well-functioning professional relationship with Bygge- & Anlægsavisen. Our company has used both ads and advertorials as an overall package, which has generated a lot of positive feedback on the specific articles."

*Peter Andersen, CFO,
CSK Stålinindustri*

DISTRIBUTION

1.924 - Contractors

6,514 – Craftsmen:

- Carpenters and joiners 2.002.
- Bricklayers 832.
- Floor fitters, painters, glaziers and roofing companies 907.
- Plumbers 922
- Electricians 816.
- Other craftsmen 1.037.

1,121 - Architects and Engineers

We cover 100 % of all architectural and engineering companies with more than one employee.

2.619 - Building owners, building financing

– All companies with more than 200 employees. Relevant departments and governance departments, property management and service within the state, regions and municipalities. Banks and financial companies. Property services and administrators. Rental and leasing companies. Utility companies.

748 – Service in the building industry

1,143 – Various. Do-it-yourself markets

Wholesale trades of construction machinery, vans etc.

PRINT CIRCULATION: 13,996

PUBLICATION DATES AND CONTENT 2022

SECTION 1

– The development of the building industry

In this section we focus on trends and innovation in the building sector, and we write about interesting new building projects and interview people with visions for their company and the industry as a whole.

SECTION 2

– Building materials and solutions

Which materials and building systems contributes to the most effective construction process and end results? We focus on the different components in the projects that secure high quality and fulfill all requirements in regard to indoor climate, aesthetics, energy, flexibility, comfort, maintenance etc.

SECTION 3

– The construction site

In this section, we take a look at all the details that every effective construction site consists of. What is important for the modern construction worker and what tools and equipment are essential?

SECTION 4

– Supplements

In this section, we focus on the important topics, that affect everyone in the building industry and changes the way we build, such as sustainability and IT.

BOA#1 14/2

Materials deadline 3/2

- Section 1* – Domicile and office buildings
- Section 2* – Energy-optimization, Facades, Glass, Plastic
- Section 3* – Tools, Safety
- Section 4* – Climate proofing – Coastal protection, rain water and rising groundwater

BOA#2 21/3

Materials deadline 9/3

- Section 1* – Road construction and infrastructure
- Section 2* – Steel, Wood, Safety and Access control, Building technology, Plumbing
- Section 3* – Demolition, Cranes, lifts and working platforms,
- Section 4* – Sustainability

BOA#3 25/4

Materials deadline 13/4

- Section 1* – Modules and temporary buildings,
- Section 2* – Indoor climate, Tile, Sewage systems,
- Section 3* – Construction equipment, Rental and leasing
- Section 4* – Renovation – projects and materials

BOA#4 13/6

Materials deadline 1/6

- Section 1* – Schools and institutions
- Section 2* – Concrete, Roofing, Flooring, Aluminum
- Section 3* – Vans and equipment, Work environment
- Section 4* – IT, robots and new technology

BOA#5 5/9

Materials deadline: 24/8

- Section 1* – Housing
- Section 2* – Energy-optimization, Facades, Glass, Plastic
- Section 3* – Tools, Safety
- Section 4* – Climate proofing – Coastal protection, rain water and rising groundwater

BOA#6 3/10

Materials deadline: 21/9

- Section 1* – Renovation
- Section 2* – Steel, Wood, Safety and Access control, Building technology, Plumbing
- Section 3* – Demolition, Cranes, lifts and working platforms,
- Section 4* – Sustainability

BOA#7 31/10

Materials deadline: 21/10

- Section 1* – Domicile and office buildings
- Section 2* – Indoor climate, Tile, Sewage systems
- Section 3* – Construction equipment, Rental and leasing, Building sites in the winter
- Section 4* – Renovation – projects and materials

BOA#8 5/12

Materials deadline 23/11

- Section 1* – Schools and institutions
- Section 2* – Concrete, Roofing, Flooring, Aluminum
- Section 3* – Vans and equipment, Work environment
- Section 4* – IT, robots and new technology

ONLINE ADVERTISING

CREATE SYNERGY BETWEEN PRINT AND ONLINE ADVERTISING

On bygge-anlaegsavisen.dk we have created thematic unities, that our readers can return to again and again. The website's structure means that new and interesting content will continuously be presented to potential customers.

There are many advantages of combining print marketing and online marketing to get your message through to new customers. Bygge- & Anlaegsavisen offers a variety of marketing products, which can be combined to a powerful advertising package.

CONSTRUCT YOUR OWN TAILOR MADE MARKETING PACKAGE

In collaboration with our media consultants it is possible to construct your own tailor made marketing campaign, where your company's strong points are presented for maximum effect.

Media package example

- ½ page advertisement
- ½ page advertorial
- 1 month article banner
- 1 news banner
- 1 newsletter

PARTICIPATION IN NEWSLETTERS

Every Monday and Wednesday our newsletter is sent out with the most inspiring and interesting articles from the front page of bygge-anlaegsavisen.dk. Furthermore, we publish newsletters on certain topics, where all the relevant content is presented for the reader. By participating in our weekly or special newsletters you get your point of view across to our readers in a clear and precise manner.

- The article is categorized in our article data base
- We proof read, optimize for SEO and adjust your text to the media's article format
- Statistics by request

Article or banner DKK 2,500

BYGGE- & ANLÆGSAVISEN ONLINE

Your online presence in form of banner advertising, texts or videos increases the awareness amongst your current and future customers. Banner-formats and Prices

Skyscraper 160x600 px
DKK 6,500 per. month

Center banner 970x90 px
DKK 6,500 per. month

Article banner 300x250 px
DKK 1,500

CONTENT PRODUCTION

Our staff writers, video journalists and graphic designers have experience communicating directly to the construction industry, which ensures that your message is conveyed in a way that is relatable to your customers.

Text production, video production and graphic assistance:

Per commenced hour DKK 1,200

"We have been very satisfied with the results of our advertising in the media, and over the years we have been able to focus our marketing activities. Their writers have an in depth knowledge of the industry, and they do a good job of telling the story about Isola, our solutions and projects. Bygge- & Anlaegsavisen is a great media to be part of and we have received many inquiries based on our articles."

*Michael Lindberg,
Head of marketing, Isola*

"I can highly recommend Bygge- & Anlaegsavisen. Throughout the years we have had a well-functioning and pleasant professional relationship and our company has used both conventional ads as well as advertorials which has generated a lot of positive attention."

*Niels Arp-Nielsen, Head of marketing,
EXPO-NET Danmark A/S*

ADVERTISING SALES

Sales Director

Usman Malik

Tel.: +45 31 33 18 57

usman@byggeri-arkitektur.dk

Key Account Manager

Steffen Villadsen

Tel.: +45 26 35 02 50

steffen@boaa.dk

Lars Heilmann

Tel.: +45 22 56 78 94

lars@boaa.dk

Joe Tobias Henningsen

Tel.: +45 28 73 12

joe@boaa.dk

Media consultant

Asim Mushtaq

Tel.: +45 31 11 16 79

asim@boaa.dk

DO YOU FEEL STRONGLY ABOUT A CERTAIN TOPIC IN THE BUILDING INDUSTRY?

Bygge- & Anlaegsavisen publish opinion pieces, in which you have the opportunity to address our readers directly. Topics for these pieces could be:

Innovation in the building industry and visions for the future? Indoor climate, sustainability, digitalisation, robotics, urban development etc. Please write to: Editor-in-Chief Chefredaktør Mikkel Weber Sandahl - ms@mediapress.dk