

MEDIA INFORMATION 2022

Landscape, Buildings and Interior design

A MEDIA WITH VISUAL FLAIR

For more than 20 years Byggeri + Arkitektur has written about spectacular architecture in Denmark, that has attracted international attention and awards. Danish architects continue a proud tradition of creating well designed and user-friendly buildings. New projects serve as great inspiration for other architects, and we strive to convey all the aesthetic qualities of a project both on print and on our website.

We engage in the public discourse about the development of architecture – what values are worth fighting for or perhaps should give way to newer and better solutions? When should we look ahead and when should we look back to find the right architectural solutions?

IN DIALOGUE WITH THE ARCHITECTS AND ENGINEERS

As a media, we communicate directly to and at eye level with the Danish architects and engineers, and therefore, there is great value in being a part of this serious and precise communication. Our readers also have a clear interest in keeping up in relevant marketing and commercial news from construction companies.

Byggeri+Arkitektur tell the story behind the unique projects

BYGGERI + arkitektur

ADVERTISING PRINT

FORMATS AND PRICES

2/1 pages, 460 x 297 mm.	DKK 42,600
1/1 page, 230 x 297 mm.	DKK 26,500
1/2 page, 98 x 268 mm.	DKK 15,400
1/2 page, 203 x 125 mm.	DKK 15,400
1/4 page, 46 x 268 mm.	DKK 8,600

Special placement: 25%
Back page placement: 50%
Material fees: 2%

Advertising campaigns are negotiated individually

DELIVERY OF ADVERTISEMENTS

Advertisements are supplied in 300 dpi. · Ready to print PDF with fonts included. · Advertisements to edge + 5 mm for cropping marks. · Remember to indicate the media and publication number. · Delivery by mail: materiale@mediapress.dk

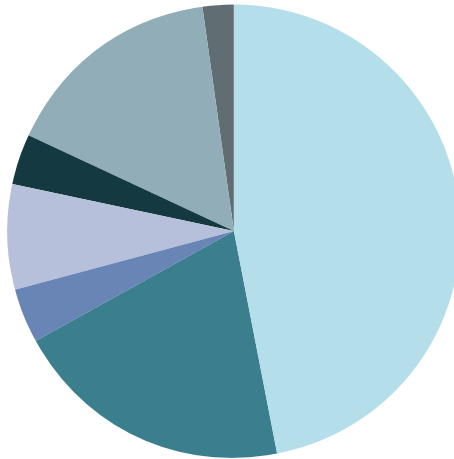
By cancellation or exceeding deadline for submission of material the company will be post-invoiced the full amount.

PAPER:

Cover 300 g Galerie Silk.
Contents 100 g Arctic matt

USE BYGGERI+ARKITEKTUR'S DISTRIBUTION FOR YOUR COMPANY'S SALES MATERIAL

We can produce your brochures and other printed material from A to Z, which can be distributed alongside our publications as inserts. Prices from DKK 25.000.



BYGGERI+ARKITEKTUR'S DISTRIBUTION

- 4716 Architects to their private addresses
- 985 Architectural studios
- 382 Interior designers
- 1756 Consulting engineers
- 384 Contractors and construction companies with more than 20 employees
- 1761 Developers, building owners and administrator, building- and housing associations. Companies with more than 200 employees.
- 199 Various

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“Jackson Danmark has contributed to the magazine Byggeri+Arkitektur with both advertorials and advertisements, and the effect has been very positive.”

Janni Hjort,
ackson Danmark A/S

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ALL PRINT MAGAZINES CAN BE READ ONLINE

Every print publication is available through the digital publication service Issuu. MediaXpress' Issuu profile has had approximately 290.100 impressions during the last 6 months, and the publications have been read approximately 10,900 times in that period.

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“Byggeri+Arkitektur is an aesthetically pleasing and stylish magazine in a layout, that signals professionalism. It is obvious why Byggeri+ Arkitektur is one of the Danish architects preferred trade magazines.”

Rikke Kragelund,
Rumas A/S

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ADVERTISING ONLINE

CREATE SYNERGY BETWEEN PRINT AND ONLINE ADVERTISING

On byggeri-arkitektur.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 and online marketing to get your message through to new customers. Byggeri+Arkitektur 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 Tuesday and Thursday our newsletter is sent out with the most inspiring and interesting articles from the front page of byggeri-arkitektur.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.

Article or banner DKK 2,500

BYGGERI+ARKITEKTUR 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 in communicating directly to the construction industry, which ensures that your messages are conveyed in a way that is relatable to your customers.

Text production, video production and graphic assistance:

Per commenced hour DKK 1,200

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“The Danish market is becoming more and more important for us. In Byggeri+Arkitektur we have found a competent and committed partner who offers us the appropriate environment on relevant channels for the authentic presentation of Brunner contract furniture and the associated values: clever functionality, long-lasting quality and an exceptionally aesthetic ergonomic design. Byggeri+Arkitektur has been supporting us for years to continuously increase our level of awareness in the Danish market. “

Olivia Harders, Brunner GmbH

“

ADVERTISING SALES

Key Account Managers

Joe Tobias Henningsen
Tel.: +45 28 73 33 12
joe@boaa.dk

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

Media Consultants

Uffe Keller-Eriksen
Tel.: +45 31 49 41 38
uffe@byggeri-arkitektur.dk

Annette Sindal
Tel.: +45 31 21 26 28
annette@byggeri-arkitektur.dk

PUBLICATION DATES

No. 116

– Renovation and restoration

Publication date February 7th. Materials deadline January 24th.

TOPICS:

Indoor climate – Ventilation, Lighting and Acoustics, The facade, Roofs, Upcycling and circular economy, energy optimization, Interior design

No. 117

– Landscape and urban development

Publication date March 14th.
Materials deadline February 31th.

TOPICS:

Infrastructure, Climate proofing, Concrete as building material, Outdoor furniture, Architectural lighting, Surfaces, Interior design

No. 118

– Healthcare, Education and institutions

Publication date May 2nd.
Materials deadline April 20th.

TOPICS:

IT and digitization, Glass as building material, Modular architecture and prefab, Access control, Security and Wayfinding, Steel as building material, Interior design

No. 119

– Housing

Publication date June 13th.
Materials deadline May 30th.

TOPICS:

Sustainability, Wood as building material, Tile as building material, Interior design

No. 120

– Domicile buildings and offices

Publication date September 12th.
Materials deadline August 31th.

TOPICS:

The facade, Concrete as building material, IT and digitization, Steel as building material, Interior design

No. 121

– Interior design

Publication date October 10th.
Materials deadline September 28th.

TOPICS:

Lighting, Acoustics, Office furniture, Glass as building material, Interior design, Special designed furniture, Access control, Security and Wayfinding

No. 122

– Renovation and restoration

Publication date November 7th.
Materials deadline October 26th.

TOPICS:

Indoor climate – Ventilation, Lighting and Acoustics, Roofs, Upcycling and circular economy, Interior design

No. 123

– Public buildings

Publication date December 12th.
Materials deadline November 30th.

TOPICS:

Sustainability, Wood as building material, Modular architecture and prefab, Climate proofing, Tile as building material, IT and digitization, Interior design

FAIRS

Stockholm Furniture & Light Fair
Light + Building
Building Green
ARCHITECT@WORK Copenhagen
S:E Snedkernes Efterårsudstilling
Danish Security Fair

SHOW YOUR PROJECT TO OUR READERS

The editorial team welcomes feedback about Danish and international buildings. We aim to present projects where special consideration has been made with regards to aesthetics, functionality and choice of material.

Please send information to the editor-in-chief of Byggeri+Arkitektur:
Mikkel Weber Sandahl
ms@mediapress.dk