



# MEDIA INFORMATION 2021

NEW KNOWLEDGE  
AND INSPIRATION  
FOR CRAFTSMEN AND  
CONSTRUCTORS



# 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](mailto: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 on the digital publication service Issuu. During the first six months of 2020 MediaXpress' profile has had approximately 78.000 views and the publications have been read approximately 8,000 times.

## ADVERTISING SALES

Sales Director:  
Usman Malik  
Phone: +45 31 33 18 57  
[usman@byggeri-arkitektur.dk](mailto:usman@byggeri-arkitektur.dk)

Key Account Manager:  
Steffen Villadsen  
Phone: +45 26 35 02 50  
[steffen@boaa.dk](mailto:steffen@boaa.dk)

Media Consultant:  
Lars Heilmann  
Phone: +45 22 56 78 94  
[lars@boaa.dk](mailto:lars@boaa.dk)

Media Consultant:  
Joe Tobias Henningsen  
Phone: +45 28 73 33 12  
[joe@boaa.dk](mailto:joe@boaa.dk)

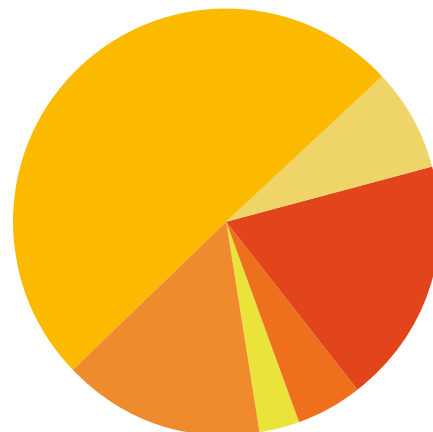
"As a manufacturer of high quality tools Bygge- & Anlægsavisen is the perfect media for us to advertise in – their target audience is spot on in relation to the users of Makita's products. Furthermore, it is interesting to see how the editorial team tests our tools, and we experience a very serious and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

*Marlene Gade, marketing coordinator for Makita Denmark*

"For many years CSK Stålundstri 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 Stålundstri*

## DISTRIBUTION



- 2.025 - Contractors
- 6.700 – Craftsmen:
  - Carpenters and joiners 2.045
  - Bricklayers 869.
  - Floor fitters, painters, glaziers and roofing companies 765.
  - Plumbers 966.
  - Electricians 841.
  - Other craftsmen 1.213.
- 1.027 - Architects and Engineers.  
We cover 100 % of all architectural and engineering companies with more than one employee.
- 2.901 - 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.
- 676 – Service in the building industry
- 755 – Various.  
Do-it-yourself markets. Wholesale trades of construction machinery, vans etc.

**PRINT CIRCULATION: 13.300**



# PUBLICATION DATES AND CONTENT 2021

## 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 - 8/2

MATERIALS DEADLINE 25/1

#### Section 1

Road construction and infrastructure  
Education and recruitment

#### Section 2

Bricks and tiles  
Water and sanitation  
Sewage and plumbing  
Safety and Access control

#### Section 3

Tools  
Construction equipment  
Safety

#### Section 4

Climate proofing  
– Rain, coastline and groundwater

### BOA#2 - 22/3

MATERIALS DEADLINE 8/3

#### Section 1

Schools and institutions  
The effective construction process

#### Section 2

Indoor climate  
Wood  
Energy

#### Section 3

Demolition  
Cranes, lifts and working platforms,

#### Section 4

Sustainability

### BOA#3 - 3/5

MATERIALS DEADLINE: 19/4

#### Section 1

Renovation projects  
Knowledge sharing and digital processes

#### Section 2

Energy supply – water, heating  
and electricity  
Facades  
Steel and Aluminum

#### Section 3

Construction equipment  
Rental and leasing

#### Section 4

Education, recruitment and jobs in the construction industry

### BOA#4 - 14/6

MATERIALS DEADLINE 31/5

#### Section 1

Domicile and office buildings  
CSR and branding in the building industry

#### Section 2

Concrete  
Building technology  
Roofing

#### Section 3

Vans and equipment  
IT and new technology, work environment

#### Section 4

Up-cycling and circular economy

### BOA#5 - 30/8

MATERIALS DEADLINE: 16/8

#### Section 1

Modules and temporary buildings  
Education and recruitment

#### Section 2

Bricks and tiles  
Water and sanitation  
Sewage and plumbing  
Safety and Access control

#### Section 3

Tools  
Construction equipment  
Safety

#### Section 4

Climate proofing -  
Rain, coastline and groundwater

### BOA#6 - 5/10

MATERIALS DEADLINE: 20/9

#### Section 1

Housing  
Knowledge sharing and digital processes

#### Section 2

Indoor climate  
The facade  
Energy

#### Section 3

Demolition  
Cranes, lifts and working platforms

#### Section 4

Sustainability  
Building Green Fair Copenhagen

### BOA#7 - 1/11

MATERIALS DEADLINE: 18/10

#### Section 1

Domicile and office buildings  
The effective construction process

#### Section 2

Energy supply – water, heating  
and electricity  
Facades  
Steel and Aluminum

#### Section 3

Construction equipment  
Rental and leasing  
IT and new technology

#### Section 4

IT and new technology

### BOA#8 - 6/12

MATERIALS DEADLINE: 22/11

#### Section 1

Renovation projects  
CSR and branding in the building industry

#### Section 2

Concrete  
Building technology  
Sewage and plumbing

#### Section 3

Vans  
Construction sites in the winter

#### Section 4

Road work and infrastructure



# ONLINE ADVERTISING

## CREATE SYNERGY BETWEEN PRINT AND ONLINE ADVERTISING

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

Our website has a structure and design that improves the experience of the reader with easy access to relevant content. We have created thematic sections, that our readers can return to again and again. In addition to the visual upgrade and enhanced functionality, the website's structure means that new and interesting content will continuously be presented to our readers.

## 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

## PARTNERPROFILE

– Get your own personal "mini-website" and news archive within Bygge- & Anlægsavisen's universe:

### Silver package

Price for 6 months: DKK 3,000.

Price for 12 months: 5,000

### Gold package

Price for 6 months: DKK 6,500.

Price for 12 months: 10,000

## PARTICIPATION IN NEWSLETTERS

By participating in our weekly newsletter or special newsletters in which we focus on certain topics you get your point of view across to our readers in a clear and precise manner.

### Silver package

Article or banner

DKK 1,500

### Gold package

- 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

We are used to communicating directly to the construction industry, and this industry familiarity 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

"I can highly recommend Bygge- & Anlægsavisen. 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*

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

Bygge- & Anlægsavisen publish opinion pieces, in which you have the opportunity to address our readers directly. Topics for these opinion 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 Mikkel Weber Sandahl - ms@mediapress.dk

"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- & Anlægsavisen is a great media to be part of and we have received many inquiries based on our articles."

*Michael Lindberg,  
Head of marketing, Isola*