

MEDIA INFORMATION
2012

DANSK ENERGI
NEWS MAGAZINE 2012

IN DIALOGUE WITH THE ENERGY SECTOR



smart grid lightning
electric vehicles wind turbines
cable laying energy saving
global energy optical fibre network
electricity & technology
climate heat pumps



TRENDS 2012:

MORE MARKETS MORE INNOVATION GREEN TRANSFORMATION

The energy sector's investments in renewable energy will increase explosively in the coming years, when Denmark will seriously begin to move away from fossil fuels. Power stations will convert from coal to biomass, wind farms and onshore wind turbines will be established, new cables will be laid across the country, and the distribution grid will be made more intelligent, right out to and into people's homes. In addition, large areas of the transport sector will convert from oil to electricity.

Dansk Energi brings together the people who will make sure that Parliament's political goals are realised through green transformation, new workplaces, new market opportunities, as well as growth, innovation and export.

Dansk Energi News Magazine is an important focal point for this debate: The magazine's ambition is to be the leading Danish media in the dialogue on the future of the energy sector.

Each issue presents news and background stories via interviews with some of the key players in energy companies and energy supplier, not forgetting scientific experts and politicians. The Dansk Energi News Magazine also seeks to set a new standard for how to produce a sector-driven publication. Based on a strong and loyal readership the target group will from time to time be expanded through alliances with other media.

READ MORE AT WWW.DANSKENERGI.DK AND WWW.NYHEDSBLADET.DANSKENERGI.DK

15 TARGETED PUBLICATIONS IN 2012

A wide coverage in 2012 with targeted themes will give you the possibility of reaching your target groups. By online marketing and newsletters you will be able to reach the energy sector all year round. You may choose from the topical theme issues and our large energy supplement distributed in Børsen Business Daily.

The Danish Energi News Magazine aims at co-distribution with other media to ensure a wider readership and greater impact on advertisers. As soon as agreements are established they will be announced.

ISSUES, DEADLINES AND THEMES

<p>01</p> <p>Monday 16 January: deadline 5 January Energy efficiency in buildings</p>	<p>02</p> <p>Monday 6 February: deadline 23 January Transport – electricity or biofuels?</p>	<p>03</p> <p>Monday 5 March: deadline 20 February Smart Grid and Fibre network – synergy and consumers!</p>	<p>04</p> <p>Monday 26 March: deadline 12 March Wind energy (the run-up to EWEA 2012)</p>	<p>05</p> <p>Monday 23 April: deadline 10 April Published with EL&TEKNIK fair catalogue</p>
<p>06</p> <p>Monday 14 May: deadline 30 April Research, Development & Demonstration</p>	<p>07*</p> <p>BØRSEN.</p> <p>Wednesday 6 June: deadline 7 May Dansk Energi's Energy Summit / Big image issue</p>	<p>08</p> <p>Monday 25 June: deadline 11 June Electricity transmission: Denmark: a perfect place!</p>	<p>09</p> <p>Monday 13 August: deadline 3 August CSR – certainly the thing for the energy sector</p>	<p>10</p> <p>Monday 3 September: deadline 20 August Energy technology exports</p>
<p>11</p> <p>Monday 24 September: deadline 10 August Heating season is just around the corner</p>	<p>12</p> <p>Monday 15 October: deadline 1 October Smart Grid and Fibre network – synergy and consumers!</p>	<p>13</p> <p>Monday 5 November: deadline 22 October Climate / CO2 emission trading</p>	<p>14*</p> <p>BØRSEN.</p> <p>Tuesday 27 November: deadline 6 November Network + Energy = Green Growth</p>	<p>15</p> <p>Monday 17 December: deadline 3 December Lightning – indoor and outdoor</p>

* Issues numbers 7 and 14 will be published in more than 80,000 copies and distributed with Børsen Business Daily thus these issues are available at special prices. Please request special prices from Angels Media.

TECHNOLOGY

Format: Tabloid

Printing: Offset sheet printing, 60 lines

Paper: Cyclus Print, 60 gram. Swan Label, CO2-neutral

MATERIAL

File format: PDF

Colour separation: CMYK

Photos: 300 dpi

Remember that fonts and typefaces must be "embedded" in the PDF.

REPEAT ADVERTISEMENTS

For repeat advertisement orders the last inserted material held by Dansk Energi News Magazine is repeated, unless new material is sent in before deadline. This means that it is the advertiser's responsibility to ensure that material is correct.

CANCELLATION

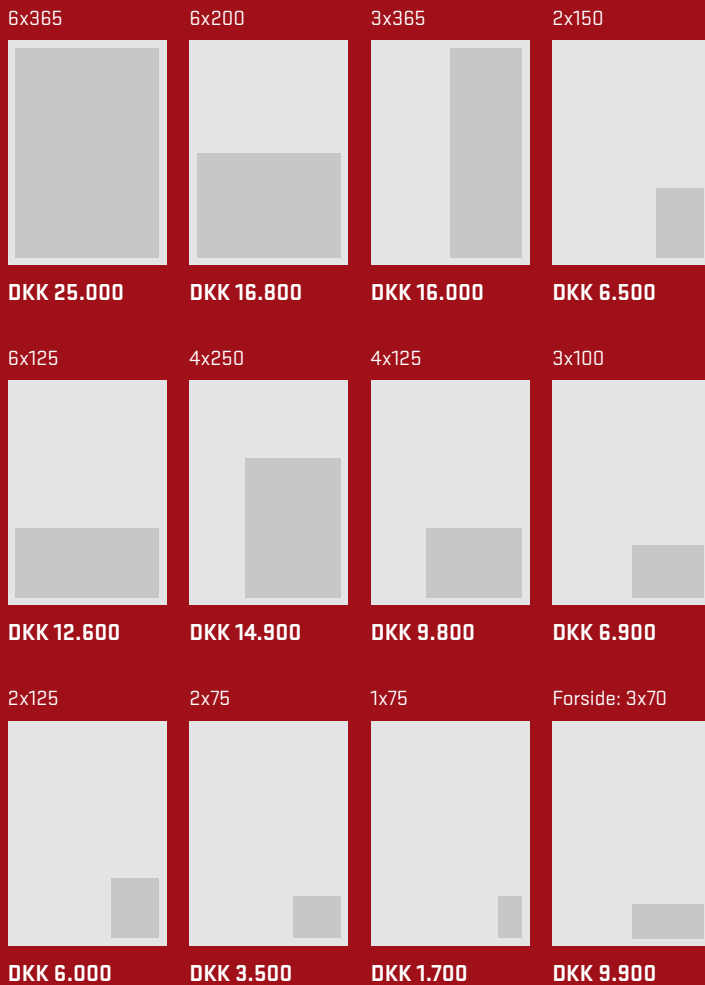
Cancellation or change of an inserted advertisement must be notified by e-mail at the latest one week before deadline.

SAMPLE MAGAZINE

One copy of the magazine is sent to all advertisers.

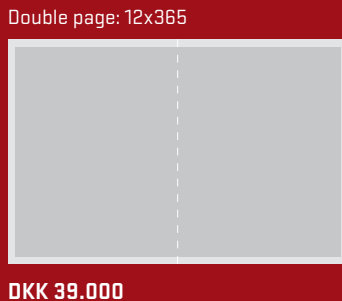
ETHICAL GUIDELINES

All advertisements must comply with Danish law. The editors reserve the right to refuse advertisements that may be in conflict with the publisher's principles.



COLUMN BREADTHS

12 COLUMNS	=	548 MM
6 COLUMNS	=	266 MM
4 COLUMNS	=	176 MM
3 COLUMNS	=	131 MM
2 COLUMNS	=	86 MM
1 COLUMN	=	41 MM



PRICES & DISCOUNTS

FRONT-PAGE ADS

3 x 70 mm = 210 mm DKK 9,900
Sold only in packs of five insertions.

DISCOUNT SCHEMES

3 inserts 5%
6 inserts 10%
10 inserts 15%
15 inserts 20%
Special placement supplement
Pages 3, 5, 7 + 20%

MATERIAL REIMBURSEMENT

5% on delivery of ready-to-print material
(see data under "Technology").

RUN

Typical edition of 4,000.
Some issues are increased to 7,000.

FULL-PAGE ADDS

FULL-PAGE ADS ARE AVAILABLE IN THE FOLLOWING FORMATS:

Double page	584 b x 398 h	DKK 43,000
1/1 page	292 b x 398 h	DKK 27,500
1/2 page width	292 b x 200 h	DKK 18,500
1/2 page height	149 b x 398 h	DKK 17,500

Remember 3mm for cropping on all sides.

JOB ADS

ONLINE JOB ADS VIA DANSK ENERGI'S WEBSITE

When you book your printed job ad for the magazine you also have the option to boost your campaign with online advertising via the home page of www.danskenergi.dk.

The job exchange is at www.nyhedsbladet.danskenergi.dk

JOB AD PRICES

Online job ads cost DKK 3,500 for 14 days and can only be ordered in connection with a printed job ad.

DELIVERY OF MATERIAL

When you deliver the ready-to-print PDF with the job ad you can also deliver the ad text in Word for the Internet version, together with your logo as a JPG, BMP or GIF.

JOB ADS IN YOUR TRADE MAGAZINE

GIVE THE BEST RESPONSE

"Active job-seekers – both those between jobs, and those who would like to move on to a new one – make intensive use of the many job sites on the Internet. However, in view of the shortage of qualified manpower this segment is declining, and companies need to reach out to those who are not planning to change jobs: the passive job-seekers."

Quote: Danske Specialmedier

WE BRING TOGETHER THE ENERGY SECTOR

Dansk Energi News Magazine brings together the energy sector in one media with several points of access. Today the Dansk Energi News Magazine has a circulation of more than 3,000 copies, distributed to the most influential people, companies and organisations in the energy sector.

Dansk Energi is one of the leading organisations in the Energy sector. Each year the sector gathers for the annual conference to set guidelines, discuss trends and development of the market.

Photos: Joachim Rode



Senior executives in energy companies middle managers in energy companies journalists researchers suppliers to energy companies politicians and opinion makers knowledge institutions students decision makers in government agencies and departments

E-NEWSLETTER: DAILY NEWS FROM THE ENERGY SECTOR

The daily Danish and Nordic energy news is expertly handled via Dansk Energi's electronic newsletter Energi.dk. This service is free of charge (registration via www.danskenergi.dk). Every business day the newsletter lands directly in the inboxes of more than 3,000 readers who are involved in the energy sector. Advertise in this lucrative newsletter to make sure your customers know exactly who you are.

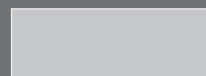
PRICE DKK 10,000 / MONTH



BANNER ADVERTISING

The News Magazine's website offers a unique opportunity to advertise directly to your target group on relevant topics, with a direct reference to relevant content on your own website. All banner ads run for a minimum of one month at www.nyhedsbladet.danskenergi.dk.

TOP BANNER



DKK 2,000 / month
Breadth: 930 pixels
Height: 180 pixels

ARTICLE BANNER



DKK 1,500 / month
Breadth: 300 pixels
Height: 250 pixels

TOWER BANNER



DKK 1,500 / month
Breadth: 160 pixels
Height: 600 pixels

FROM ADVISORY SERVICES TO MEASURABLE RESULTS

The Dansk Energi News magazine is your opportunity to establish dialogue with decision makers and opinion formers in the energy sector. Angels Media has 15 years' experience in the energy sector and knows what challenges advertisers face. We advise on choice of platforms and design of campaigns.

Talk to us about everything from advertising strategy to design and segmentation. Learn more about your opportunities to advertise in our various media book your ads right away.

Margrethe Angel

Angels Media

Telephone +45 70 22 84 84

Fax: +45 87 73 60 19

E-mail: ma@angelsmedia.dk



MARKETING:

Margrethe Angel

Telephone +45 70 228 484



EDITOR:

Jesper Tornbjerg

Telephone +45 35 300 470



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Dansk Energi News Magazine

Rosenørns Allé 9

DK-1970 Frederiksberg C

Telephone +45 300 400

Fax +45 95 300 401

www.nyhedsbladet.danskeenergi.dk

Editors:

Jesper Tornbjerg (Editor-in-Chief)

Telephone +45 35 300 470

E-mail: jto@danskeenergi.dk

Layout and composition:

MONTAGE Bureauet ApS

Telephone +45 33 91 27 76

www.montagebureauet.dk

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Senior citizens: DKK 539 including VAT

New subscriptions:

www.nyhedsbladet.danskeenergi.dk

Lotte Bøknæs, MailMak

Fabriksvej 6, 9490 Pandrup

Telephone: +45 96 44 45 05

Fax: +45 96 44 45 01

E-mail: danskeenergi@mailmak.com

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Dansk Energi's views are presented in the editorial. The magazine's articles do not necessarily reflect the association's opinions. Dansk Energi encourages lively debate in the magazine, but the editors reserve the right to refuse comment articles that are defamatory and do not adhere to a sober tone without personal attacks. The editors publish contributions based on their relevance and topicality. The editors reserve the right to shorten and edit unsolicited contributions. Articles may be cited with clear acknowledgement of source.