



Dækmagasinet

Udgivet af Dækbranchen Danmark

Media Information 2025

Published by: **Tyre Business Denmark** - Herstedvang 14, 1., DK-2620 Albertslund

Telephone: +45 3963 9779

E-mail: dbdk@dbdk.dk

Web: www.daekmagasinet.dk



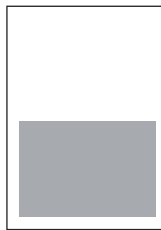
Ad Rates and formats:



Frontpage

(not available for advertising)

-
-
-

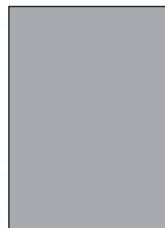


1/2 page

WxH: 180 x 126 mm

Incl. 4-colour

DKK 7,500 / € 1,008.-



Backpage

WxH: 210 x 297 mm

+ 3 mm bleed

Incl. 4-colour

DKK 10,000 / € 1,345.-

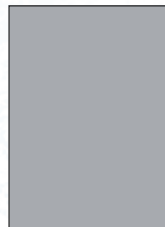


1/3 page (high)

WxH: 56 x 257 mm

Incl. 4-colour

DKK 6,000 / € 807.-



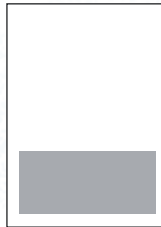
1/1 page to edge

WxH: 210 x 297 mm

+ 3 mm bleed

Incl. 4-colour

DKK 9,800 / € 1,318.-

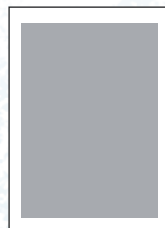


1/3 page (across)

WxH: 180 x 83 mm

Incl. 4-colour

DKK 6,000 / € 807.-

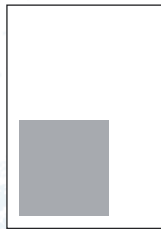


1/1 page

WxH: 180 x 257 mm

Incl. 4-colour

DKK 9,800 / € 1,318.-



1/3 page

WxH: 118 x 126 mm

Incl. 4-colour

DKK 6,000 / € 807.-



2/3 page (high)

WxH: 118 x 257 mm

Incl. 4-colour

DKK 8,500 / € 1,143.-

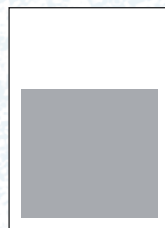


1/6 page (high)

WxH: 56 x 126 mm

Incl. 4-colour

DKK 4,780 / € 643.-



2/3 page (across)

WxH: 180 x 170 mm

Incl. 4-colour

DKK 8,500 / € 1,143.-



1/6 page (across)

WxH: 118 x 61 mm

Incl. 4-colour

DKK 4,780 / € 643.-

Subscription:

Yearly DKK 590.- / €80.-

(10 magazines/year).

Circulation: 1,520 copies.

The Tyre Magazine (Dækmagasinet) is published as shown on page 2, Jan/Feb and Jul/Aug in combined editions.

Readers:

Members, external subscriptions and 2,1 mill. via the project 'Read and Care'*.

* "Read & Care" distributes magazines to public waiting rooms at e.g. doctors, dentists and hairdressers, thus reaching up to 2,1 - 2,5 mill. readers/year (acc. to Gallup). Revenues goes in full and 100% to the Red Cross humanitarian aid.

Advertising material:

Order/delivery of advertising material is due on the 15th prior to month of release.

Additional prices:

Magazine inserts – price according to size and weight.

Discounts:

Black-and-white ads: 66% of 4-colour.

Bureau commissions: 10%.

Advertising discount:

10% for 10 insertions per year

5% for 5 insertions per year.

Technique:

Printing technique: Digital Offset

Screen (lines/cm): 118 (300dpi).

4 colour: CMYK. (D-max: 280%)

Advertising material:

Electronic ad material ready for printing: PDF-file (saved as PressOptimized), vers. 1.3 (Acrobat 4.x), EPS- or InDesign file (please include all fonts and illustrations/photos (links) used).

Please send electronic ads below 10 MB to dbdk@dbdk.dk. Files other than pdf must be compressed via WinZip or Stuffit. Electronic ads above 10 MB must be sent to Tyre Business Denmark by agreement, phone +45 3963 9779.

Other ad sizes must be approved in advance and costs DKK 33.- / € 4.43 pr. mm times 1, 2 or 3 columns. All prices are without 25% VAT.

Member of: BIPAVER, Autobranchens Fællesråd, STRO, The Danish Council for Tyre Safety.



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2025

JANUAR		FEBRUAR		MARTS		APRIL		MAJ		JUNI	
On 1	Nytårsdag	Lø 1		Lø 1		Ti 1	14	To 1		Sø 1	
To 2		Sø 2		Sø 2	Fastelavn	On 2		Fr 2		Ma 2	23
Fr 3		Ma 3	6	Ma 3		To 3		Lø 3		Ti 3	
Lø 4		Ti 4		Ti 4	10	Fr 4		Sø 4		On 4	
Sø 5		On 5	Dronning Mary	On 5		Lø 5		Ma 5	DKs befrielse	To 5	Grundlovsdag
Ma 6	2	To 6		To 6		Sø 6		Ti 6	19	Fr 6	
Ti 7		Fr 7		Fr 7		Ma 7	Dækmagasinet	On 7		Lø 7	
On 8		Lø 8		Lø 8		Ti 8		To 8		Sø 8	Pinsedag
To 9		Sø 9		Sø 9		On 9		Fr 9		Ma 9	2. pinsedag
Fr 10		Ma 10	Dækmagasinet	Ma 10	Dækmagasinet	To 10		Lø 10		Ti 10	Dækmagasinet
Lø 11		Ti 11		Ti 11		Fr 11		Sø 11		On 11	
Sø 12		On 12		On 12		Lø 12		Ma 12	Dækmagasinet	To 12	
Ma 13		To 13		To 13		Sø 13	Palme søndag	Ti 13	20	Fr 13	
Ti 14	3	Fr 14		Fr 14		Ma 14		On 14		Lø 14	
On 15		Lø 15		Lø 15		Ti 15		To 15		Sø 15	
To 16		Sø 16		Sø 16		On 16	Dr. Margrethe 2.	Fr 16		Ma 16	
Fr 17		Ma 17	8	Ma 17	12	To 17	Skærtorsdag	Lø 17		Ti 17	25
Lø 18		Ti 18		Ti 18		Fr 18	Langfredag	Sø 18		On 18	
Sø 19		On 19		On 19		Lø 19		Ma 19		To 19	
Ma 20		To 20		To 20		Sø 20	Påskedag	Ti 20	21	Fr 20	
Ti 21		Fr 21		Fr 21		Ma 21	2. påskedag	On 21		Lø 21	
On 22	4	Lø 22		Lø 22		Ti 22		To 22		Sø 22	
To 23		Sø 23		Sø 23		On 23		Fr 23		Ma 23	Sankthansaften
Fr 24		Ma 24	9	Ma 24	13	To 24		Lø 24		Ti 24	26
Lø 25		Ti 25		Ti 25		Fr 25		Sø 25		On 25	
Sø 26		On 26		On 26		Lø 26		Ma 26	Kong Frederik X	To 26	
Ma 27		To 27		To 27		Sø 27		Ti 27	22	Fr 27	
Ti 28		Fr 28		Fr 28		Ma 28		On 28		Lø 28	
On 29		Lø 29		Lø 29		Ti 29		To 29	Kristi himmelfartsdag	Sø 29	
To 30	5			Sø 30	Sommertid start	On 30		Fr 30		Ma 30	
Fr 31				Ma 31				Lø 31			
JULI		AUGUST		SEPTEMBER		OKTOBER		NOVEMBER		DECEMBER	
Ti 1	27	Fr 1		Ma 1	36	On 1		Lø 1		Ma 1	49
On 2		Lø 2		Ti 2		To 2		Sø 2		Ti 2	
To 3		Sø 3		On 3		Fr 3		Ma 3		On 3	
Fr 4		Ma 4	Dækmagasinet	To 4		Lø 4		Ti 4	45	To 4	
Lø 5		Ti 5		Fr 5		Sø 5		On 5		Fr 5	
Sø 6		On 6		Lø 6		Ma 6	Dækmagasinet	To 6		Lø 6	
Ma 7	28	To 7		Sø 7		Ti 7		Fr 7		Sø 7	2. søndag i advent
Ti 8		Fr 8		Ma 8	Dækmagasinet	On 8		Lø 8		Ma 8	Dækmagasinet
On 9		Lø 9		Ti 9	37	To 9		Sø 9		Ti 9	
To 10		Sø 10		On 10		Fr 10		Ma 10	Dækmagasinet	On 10	
Fr 11		Ma 11	33	To 11		Lø 11		Ti 11	40	To 11	
Lø 12		Ti 12		Fr 12		Sø 12		On 12		Fr 12	
Sø 13		On 13		Ma 13		Ma 13		To 13		Lø 13	
Ma 14	29	To 14		Sø 14		Ti 14	42	Fr 14		Sø 14	3. søndag i advent
Ti 15		Fr 15		Ma 15	38	On 15		Lø 15		Ma 15	
On 16		Lø 16		Ti 16		To 16		Sø 16		Ti 16	51
To 17		Sø 17		On 17		Fr 17		Ma 17	47	On 17	
Fr 18		Ma 18	34	To 18		Lø 18		Ti 18		To 18	
Lø 19		Ti 19		Fr 19		Sø 19		On 19		Fr 19	
Sø 20		On 20		Lø 20		Ma 20		To 20		Lø 20	
Ma 21	30	To 21		Sø 21		Ti 21	43	Fr 21		Sø 21	4. søndag i advent
Ti 22		Fr 22		Ma 22		On 22		Lø 22		Ma 22	
On 23		Lø 23		Ti 23	39	To 23		Sø 23		Ti 23	52
To 24		Sø 24		On 24	Temadag	Fr 24		Ma 24	48	On 24	Juleaften
Fr 25		Ma 25	35	To 25		Lø 25		Ti 25		To 25	Juledag
Lø 26		Ti 26		Fr 26		Sø 26	Sommertid slut	On 26		Fr 26	2. juledag
Sø 27		On 27		Lø 27		Ma 27		To 27		Lø 27	
Ma 28	31	To 28		Sø 28		Ti 28	44	Fr 28		Sø 28	
Ti 29		Fr 29		Ma 29		On 29		Lø 29		Ma 29	
On 30		Lø 30		Ti 30	40	To 30		Sø 30	1. søndag i advent	Ti 30	1
To 31		Sø 31				Fr 31	Halloween			On 31	Nytårsaften