

Dækmagasinet

Media Information 2027

Published by: **Tyre Business Denmark** - Herstedvang 14, 1., DK-2620 Albertslund
Telephone: +45 3963 9779
E-mail: dbdk@dbdk.dk
Web: www.daekmagasinet.dk

Dækmagasinet – The Tyremagazine – the industry's leading 360-degree media channel

Published by Dækbranchen Danmark.

Dækmagasinet is published 10 times a year as a specialized, print magazine, with minimum 24 pages per issue. The magazine offers a unique combination of in-depth B2B industry information and extensive B2C consumer exposure, ensuring advertisers maximum visibility.

Why advertise in Dækmagasinet?

- **Targeted B2B distribution:**
  The magazine is sent directly to 500 regular trade subscribers, including tyre and car repair workshops across the country, and is actively read by the industry's mechanics, buyers and workshop owners.
- **Massive B2C reach via Read & Care:**
  Each issue is distributed in 1,000 additional printed copies to waiting areas at doctors' surgeries, dentists' surgeries, hairdressers' and other venues. This unique setup ensures between 2.1 and 2.5 million annual readers (according to Gallup).
- **High visibility in waiting rooms:**
  In the waiting room, readers have little else to do for entertainment and immerse themselves undisturbed in the magazine's 24 pages. This gives your advert an exceptionally high 'Share of Voice' and eliminates digital ad blockers.
- **360-degree digital integration:**
  In addition to the printed edition, the e-magazine is distributed to approx. 500 unique digital recipients. In the online version, your advert is made 100% clickable with direct links to your B2B portal, online shop or website.
- **Strong CSR profile:**
  The proceeds from the Read & Care package go entirely and 100 per cent to the Red Cross's humanitarian aid work.

Release dates and advertising deadlines:

Dækmagasinet nr.	Udgivelsesdato	Annoncedeadline
1/2027	8/2	**20. Jan.**
2/2027	8/3	**17. Feb.**
3/2027	12/4	**19. Mar**
4/2027	10/5	**21. Apr.**
5/2027	7/6	**19. Maj**
6/2027	9/8	**21. Jul.**
7/2027	6/9	**18. Aug.**
8/2027	11/10	**22. Sep.**
9/2027	8/11	**21. Oct.**
10/2027	6/12	**17. Nov.**



Dækmagasinet

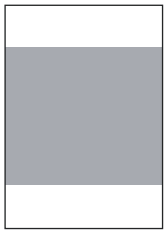
Udgivet af Dækbranchen Danmark

Media Information 2027

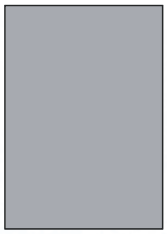
Published by: **Tyre Business Denmark** - Herstedvang 14, 1., DK-2620 Albertslund
Telephone: +45 3963 9779
E-mail: dbdk@dbdk.dk
Web: www.daekmagasinet.dk

FMK DS
SPECIALMEDIERNES OPLAGSKONTROL

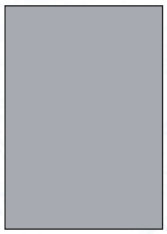
Ad Rates and formats:



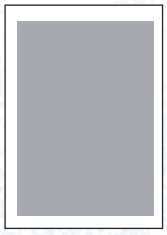
Frontpage
(not available for advertising)
-
-
-



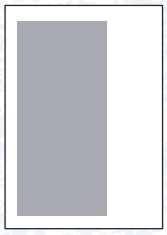
Backpage
WxH: 210 x 297 mm
+ 3 mm bleed
Incl. 4-colour
DKK 10,000 / € 1,345.-



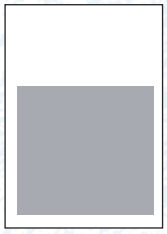
1/1 page to edge
WxH: 210 x 297 mm
+ 3 mm bleed
Incl. 4-colour
DKK 9,800 / € 1,318.-



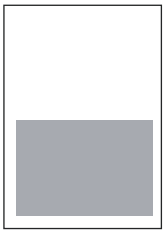
1/1 page
WxH: 180 x 257 mm
Incl. 4-colour
DKK 9,800 / € 1,318.-



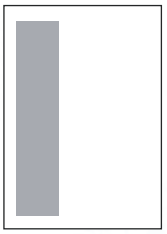
2/3 page (high)
WxH: 118 x 257 mm
Incl. 4-colour
DKK 8,500 / € 1,143.-



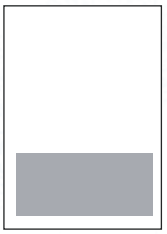
2/3 page (across)
WxH: 180 x 170 mm
Incl. 4-colour
DKK 8,500 / € 1,143.-



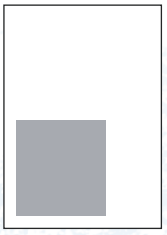
1/2 page
WxH: 180 x 126 mm
Incl. 4-colour
DKK 7,500 / € 1,008.-



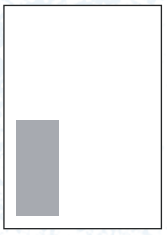
1/3 page (high)
WxH: 56 x 257 mm
Incl. 4-colour
DKK 6,000 / € 807.-



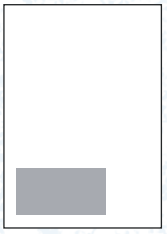
1/3 page (across)
WxH: 180 x 83 mm
Incl. 4-colour
DKK 6,000 / € 807.-



1/3 page
WxH: 118 x 126 mm
Incl. 4-colour
DKK 6,000 / € 807.-



1/6 page (high)
WxH: 56 x 126 mm
Incl. 4-colour
DKK 4,780 / € 643.-



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.
Tyre-Magazine (Dækmagasinet) is published on the 10th each month, 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 watings 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 STRO, The Danish Council for Tyre Safety.