

MEDIA INFORMATION 2019

Denmark's largest health magazine

- *Helse* was founded in 1955 and is now Denmark's most popular health magazine.
- *Helse* engages its readers, writing in a straightforward manner on health and prevention of illness; articles focus on major lifestyle diseases and provide information on the latest research and treatment methods.
- *Helse* is distributed free of charge to Denmark's pharmacies and to the waiting rooms at GPs, hospitals, dentists, chiropractors, hearing centres, etc.

”
For you who want clear information on health, based on the harmony of body and soul. ”



330,000
readers

(TNS Gallup,
first half 2018)

Helse's readers

- 72 % are women
- 77 % are very interested in health
- 54 % are very interested in gardening
- 73 % are very interested in nutrition, healthy/unhealthy
- 81 % make an effort to look after body and appearance
- 75 % prefer to avoid products with artificial additives

- 78 % purchase environmentally friendly products
- 62 % are very interested in design
- 76 % use either glasses or contact lenses
- Every second doctor and every third nurse read *helse*

Source: Index DK/Gallup

Publication plan 2019

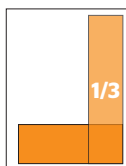
No.	Theme	Deadline	Publish date
1	Male diseases/Overlooked diagnoses/Diabetes*	10.12.2018	07.01.2018
2	Allergy/Head trauma/Diabetes*	17.01.2019	11.02.2019
3	Obesity/ Parkinson/Diabetes*	18.02.2019	18.03.2019
4	Young people´s mental health/ Young people´s dental health/ Pulmonary diseases*	18.03.2019	08.04.2019
5	Women´s diseases/Pregnancy/Fertility/ Pulmonary diseases*	24.04.2019	20.05.2019
6	Gastrointestinal health/Placebo- Nocebo Effect/Pulmonary diseases*	23.05.2019	17.06.2019
7	Childhood diseases/Major eye diseases/Healthy heart*	26.06.2019	29.07.2019
8	Anxiety/Depression/ADHD/ADD/Dermatology/ Healthy heart*	22.08.2019	16.09.2019
9	Immune System/Quit smoking/ Healthy heart*	26.09.2019	21.10.2019
10	Rheumatological diseases/Christmas traditions/Healthy heart*	30.10.2019	25.11.2019

*Article series

Formats



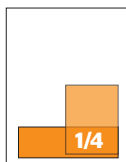
Full page
DKK 31,800
 W: 180 mm x H: 235 mm
 W: 208 mm x H: 275 mm /
 + 3 mm bleed



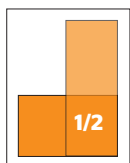
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DKK 13,300
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 W: 180 mm x H: 75 mm



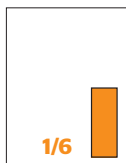
Back page
DKK 32,900
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 + 3 mm bleed



1/4 page
DKK 10,500
 W: 87 mm x H: 115 mm
 W: 180 mm x H: 55 mm



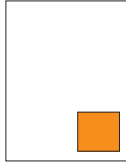
1/2 page
DKK 17,400
 W: 87 mm x H: 235 mm
 W: 180 mm x H: 115 mm



1/6 page GUIDE
DKK 7,300
 W: 57 mm x H: 115 mm



Double-page spread
54,000,-
 W: 416 mm x H: 275 mm
 + 3 mm extra for
 cropping



Small ad
DKK 4,350
 W: 57 mm x H: 44 mm

All prices exclude VAT at 25 % and are valid as of 1 January 2019.

For advertisements which go right to the edge, an extra 3 mm must be added for cropping.

Test of advertisement

Now we can offer you a test of your ad in connection with each edition of Helse. The Check Point test is unique of its kind and very comprehensive. The test is performed by the agency, Due & Partners for 5000 DKR. For a minor extra expense you can purchase your own questions to be used in the test, which will be presented for our large panel of readers. Price: 300 DKR for each question. Call us for more options.

Hire your own journalist

Let Helse help you writing your advertorial. You can hire one of our competent journalists dedicated to health to tell your story. Call us for further information.

Inserts

Helse offers you the following options for insertion: Foliation, map stiches, insufflation, stitching inside and outside of the magazine, inclusion of samples, splitrun, etc. Call for offers.

Distribution

Pharmacies, medical centers, dentists, municipal dental clinics and adjustments, specialists, hospitals, blood banks, chiropractors, hearing/vision clinics, Municipal health centers, libraries and private subscriptions

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The publishing company Mediegruppen

- publishes three exciting health magazines which engage their readers with informative articles on health and prevention of illness. The vision is to inspire their readers to make choices that will give them longer and better lives. The message is communicated via design, photographs, illustrations and not least the written word. Our objective is to produce communication that affects both opinions and emotions as well as readers and get them into action.



Helse
 330,000 readers
 (TNS Gallup,
 first half of 2018).
 Published
 10 times a year



Naturl!
 Published
 8 times a year



Krop+fysik
 Published
 6 times a year

Agency commission

We pay 5 % in agency commission as security and information compensation. Commission is only paid to nominated agencies.

Advertising materials

All materials must be provided complete as ready-to-print, high-resolution PDF files, CMYK separated, preferably as PDF/X files. Please forward electronically to: helle@mediegruppen.net

Advertising consultants



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