

AN ATTITUDE TO LIFE

naturli

MEDIA INFORMATION 2018

Natural health and wellbeing

- *Naturli* is Denmark's most topical magazine on health, wellbeing and the path to a better way of life. *Naturli* provides advice but does not suggest alternatives to actual medical treatment.
- The magazine's editorial team includes some of Denmark's most renowned experts within the field, such as the radio doctor Carsten Vagn-Hansen. *Naturli* is distributed via health shops, the health and beauty product retailer Matas and by subscription.
- In addition, *Naturli* is available on the Internet. *Naturli.dk* is one of the most comprehensive websites on health and wellbeing, and the website's database includes more than 4,000 articles and reviews on natural health.

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For everyone with an opinion about what we eat and the way in which we live! ”



CIRCULATION:
32,000

Target group

Women with the interest and energy to spend time on themselves and on their families' health and wellbeing:

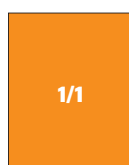
- They are interested in healthy lifestyle, diet and exercise.
- They appreciate the potential health benefits in self indulgence.
- Careers and psychological wellbeing are relevant aspects of their lives.
- Bullying, stress and personal development concern them.

FORLAGET: **MEDIEGRUPPEN**

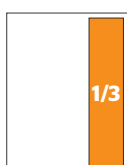
Publication plan 2018

Issue	Theme	Deadline	Publish date
Nr. 1	Detox, energy and motivation	04.12.2017	09.01.2018
Nr. 2	Biodynamics, skin and allergies	09.01.2018	12.02.2018
Nr. 3	Bacteria, cholesterol and anxiety	15.02.2018	03.04.2018
Nr. 4	Digestion, stress and nutrients	22.03.2018	01.05.2018
Nr. 5	Research, Economy and Pollution	09.05.2018	18.06.2018
Nr. 6	Cancer, arthritis and shame	05.07.2018	21.08.2018
Nr. 7	Circuits, bones and love	21.08.2018	24.09.2018
Nr. 8	Hormones, sleep and qualities of life	08.10.2018	12.11.2018

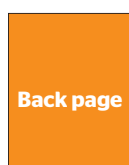
Formats



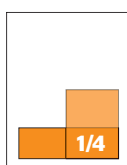
Full page
DKK 23,900
 B: 208 mm x H: 275 mm
 + 3 mm extra for cropping
Page 2 or 5
DKK 28,100



1/3 page
DKK 12,900
 B: 57 mm x H: 235 mm



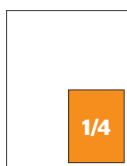
Back page
DKK 29,900
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 + 3 mm extra for cropping



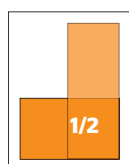
1/4 page
DKK 9,900
 B: 87 mm x H: 115 mm
 B: 180 mm x H: 55 mm



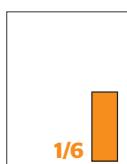
Double-page spread
DKK 38.240
 B: 416 mm x H: 275 mm
 + 3 mm extra for cropping



1/4 page guide
DKK 7,900
 Size of photo only
 B: 88 mm x H: 79 mm
 Text: max 75 words



1/2 page
DKK 16,400
 B: 87 mm x H: 235 mm
 B: 180 mm x H: 115 mm



1/6 page guide
DKK 5,100
 Size of photo only
 B: 57 mm x H: 63 mm
 Text: max 75 words

Discounts

3 insertions	10 %	8 insertions	25 %
6 insertions	20 %	New business	20 %

All prices exclude VAT at 25 % and are valid as of 1 January 2018.

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

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: baastrup@mediegruppen.net

Inserts

Please contact the sales department for prices. Mediegruppen is happy to help with your advertisement. Please contact us for further information.

FORLAGET: MEDIEGRUPPEN

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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.



Naturli
 35,000 readers
 (TNS Gallup, second half of 2016)



Krop+fysik
 63,000 readers
 (TSN Gallup second half of 2016)



Helse
 360,000 readers
 (TNS Gallup, first half of 2017)

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