

## MEDIA INFORMATION 2019

### 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 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.



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.

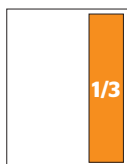
## Publication plan 2019

Issue	Theme	Deadline	Publish date
1	Pain, Functional disorders, ADHD/Learning, Scars/Acne	03.12.2018	07.01.2019
2	Energy, Calming, Relaxation/Wellness, Wrinkles	09.01.2019	11.02.2019
3	Sun, Exposure/Mobile/Wifi, Depression/Anxiety, Organic/Vegan/Ions	14.02.2019	01.04.2019
4	Detox, Cleaning, Hemp plant, Fertility, Feet	22.03.2019	29.04.2019
5	Heart issues, Vegetarian/Vegan, Hormonal disorders, Summertan	08.05.2019	17.06.2019
6	Superfoods compressed, The brain, Dementia, Hair care	26.06.2019	19.08.2019
7	Immune defenses, Reflux/Gastrointestinal system, Autoimmune, Delicious skincare.	19.08.2019	23.09.2019
8	Sleep, Joints/muscles, Diabetes, Bathing wellness	03.10.2019	11.11.2019

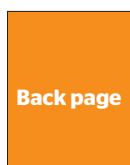
## Formats



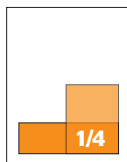
**Full page**  
**DKK 23,900**  
 B: 208 mm x H: 275 mm  
 + 3 mm extra for cropping  
**Page 2 or 5**  
**DKK 28,100**



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



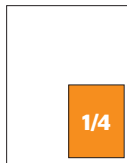
**Back page**  
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 + 3 mm extra for cropping



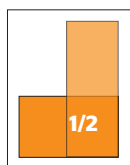
**1/4 page**  
**DKK 9,900**  
 B: 87 mm x H: 115 mm  
 B: 180 mm x H: 55 mm



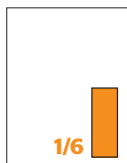
**Double-page spread**  
**DKK 38.240**  
 B: 416 mm x H: 275 mm  
 + 3 mm extra for cropping



**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 2019.

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](mailto: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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 DK-7100 Vejle www.forlagetmediegruppen.dk

## 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**  
 Published  
 8 times a year



**Krop+fysik**  
 Published  
 6 times a year



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

## Advertising consultants



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