

COPENHAGEN THIS WEEK

Advertisement Rates

CTW Regular monthly edition

March / April / May / June / July / August / September / October

Text pages

| | |
|-----------------------------------------|------------|
| 2 whole pages (folding inner page)..... | DKK 24,750 |
| 1 whole page..... | DKK 14,675 |
| 1/2 page..... | DKK 8.500 |
| 1/4 page..... | DKK 4.875 |
| 1/8 page..... | DKK 2.675 |
| 1/16 page..... | DKK 1.850 |
| Inside cover page..... | DKK 18.345 |

Back pages

| | |
|------------------------|------------|
| Three whole pages..... | DKK 29.750 |
|------------------------|------------|

Logo ads

| | |
|-----------------------------------------------------|------------|
| ^{*)} Logo inserts (for 1 year in all)..... | DKK 12.000 |
| (Payment: DKK 3,000 per quarter) | |
| Rate per insertion per month (one month)... | DKK 2.500 |

Restaurant Listing

(All CTW publications)

| | |
|-------------------------------------------------------------------------------------------------------------------------|---------|
| Per category rate incl. VAT..... | DKK 495 |
| (Min 1/2 year DKK 82.50 per month) For advertisers who have already placed Ads for 4 months or more - no charge. | |

All advertisement rates include translation costs but not VAT charge. **Restaurant insertion** charge includes VAT.
^{*)} A **logo insertion** comprises logo, descriptive text (max 10 lines), web address, telephone number & opening times.

CTW dobbeltudgave

January & February/November & December

(Covered with expanded warehousing and distribution ongoing)

Tekstsider

| | |
|--------------------------------------|------------|
| 2 helsider (folding inner page)..... | DKK 37.125 |
| 1/1 page..... | DKK 21.975 |
| 1/2 page..... | DKK 12.750 |
| 1/4 page..... | DKK 7.350 |
| 1/8 page..... | DKK 4.075 |
| 1/16 page..... | DKK 2.775 |
| Inside cover page..... | DKK 18.345 |

Bagsider

| | |
|------------------------|------------|
| Three whole pages..... | DKK 44.625 |
|------------------------|------------|

Logo ads

| | |
|----------------------------------------------|-----------|
| ^{*)} Logo inserts (two months)..... | DKK 3.750 |
|----------------------------------------------|-----------|

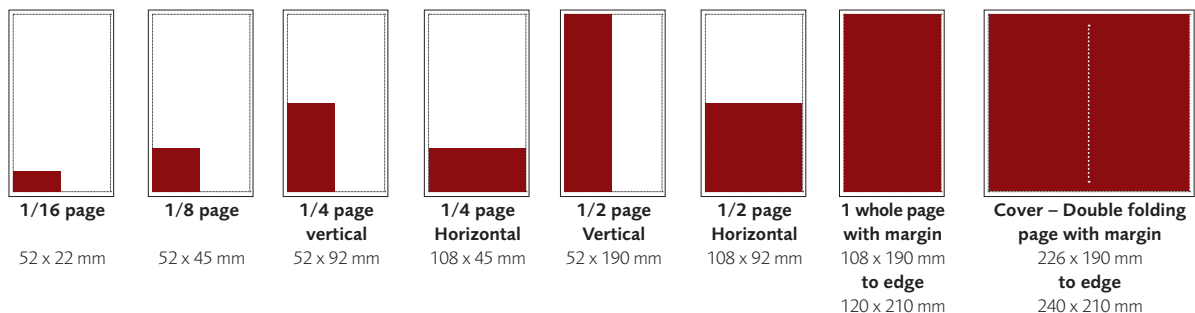
Quantity rebates for display ads

(not applicable for restaurant & logo listings)

| | |
|-----------------------|-----|
| Three insertions..... | 15% |
| Six insertions..... | 25% |
| Nine insertions..... | 35% |

All rebates conditional on ads/inserts ordered at same time with ads to be placed within 12 month period.

Advertisement Formats



All measurements are horizontal X vertical.

On all advertisements running up to the page edge a minimum extra +4 mm must be allowed to take into consideration trimming of the pages of advertisements which run to the outermost edge of the page format.

Text in the advertisement to be cut must be placed at least 7 mm from the cut format's outermost edge.



Technical information

Printing

Offset, rotation, 54 lines, screen definition.

Materials

The safest method to submit advertisement material is in the form of high resolution PDFs (300 dpi) conforming to current trade standards. Otherwise advertisements should be submitted as Adobe, In-design or QuarkXPress documents. All placed elements and employed fonts should be attached to the document for delivery.

Paper

Cover 100 grams - contents 57 grams.

Circulation/print order

45,000 - 85,000 copies.

Average circulation of English language edition



July 1 2007 - June 30 2008: 54,850 copies
(Source: Danish Circulation Control Agency).

Payment conditions

Payment must be in hand 14 days after publication day at the very latest. If payment not received within that period all rebate arrangements will lapse and an extra 1.5% interest charge on overdue payment will be imposed effective from the beginning of every month the sum in question remains outstanding. Should contractual insertion dates be subject to default, we reserve the right to debit rate rebates.

Deadlines

Publication

First working day of every month (Note that Jan-Feb and Nov-December are double editions).

Advertising orders

10th of every month prior to publication.

Advertisement submission

Advertising material should be submitted on the 10th day of the month prior to insertion.

Online Browsing Function

You can flick through the online version of Copenhagen This Week by using the special electronic function accessible on www.ctw.dk.

Copenhagen

2009 38th Year | www.ctw.dk this week

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