

## Price Information 2019

'Mælkeproducenten' is the members magazine of The National Association of Danish Dairy Farmers. The editorial contents include high-quality professional knowledge, knowledge and experience from foreign dairy farmers as well as information about the work and positions of the association.

### Publisher

The National Association of Danish Dairy Farmers  
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**Ad sales:** Søren Ankersen · Tel. 4085 5979

**Layout:** mus og co · Tel. +45 2250 1807  
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### Technical Data

Page size: A4  
Screen content/cover 60 lines  
Electronic materials: PDF (Press Quality)  
Number of columns: 3  
Column width: 56 mm  
Column spacing: 8 mm  
Column height: 265 mm  
Full-page size (no frames): 210 mm wide x 297 mm high + 3 mm for pruning

Ad sizes	Width x height in mm	Price in DKK
Spread	384x265	19,800
Backpage	150x265	15,000
1/1 page	182x265	10,500
2/3		7,500
1/2 page	182x128 / 88x265	6,100
1/3 page	56x265	4,600
1/4 page	88x128	3,500
1/6 page	120x61	2,800
1/8		2,200
1/10		1,875
1/12 page	56x61	1,600

All prices exclude VAT and production costs.  
Exchange rate: 1 Euro = 7.45 DKK.

Discounts	
Quantity discount	10 per cent
Corporate members	40 per cent

No additional discounts.

### General Information

'Mælkeproducenten' is published six times a year, around the 20th of the months: February, April, June, August, October and December.  
Advertising material deadline: The first working day of the publishing month.  
Cancellation deadline: The 20th of the month prior to publication.

### Corporate Membership

The National Association of Danish Dairy Farmers admits companies as members. As a corporate member, you support the work of the National Association of Danish Dairy Farmers to improve the conditions for milk production in Denmark, i.e. you support the cause of the dairy farmers. Additionally, as a corporate member you benefit from a number of advantages:

- An ad with your logo and name in all publications of the members magazine 'Mælkeproducenten'.
- Your company logo on the website of the association with a direct link to your website.
- An optional half-page ad in 'Mælkeproducenten' free of charge.
- A 40 percent discount on additional ads based on the current price list.
- Optional participation in meetings, events and field trips held by the National Association of Danish Dairy Farmers on equal terms as other farming members.
- Ongoing information about work and positions of the association in the form of the members magazine 'Mælkeproducenten' and the e-mail based, weekly briefing, 'LDM-Ugenyt'. It is possible to handle up to five recipients of the various kinds of information per corporate membership without additional costs.

A corporate membership costs 17,500 DKK per year.