

SOUNDVENUE

MUSIC & STYLE



MEDIA PLAN 2012

SOUNDVENUE A/S / STUDIESTÆDE 19, 1, DK-1455 COPENHAGEN
TEL: 7020 0012 / FAX: 7020 1412 / CVR: 30 27 58 37

SOUNDVENUE KEEPS YOU COOL

WHAT IS SOUNDVENUE?

Soundvenue is Denmark's sharpest media dealing with music and fashion. We range from design innovators to the big fashions houses, from the vibrant musical underground to heavy hitters like Radiohead, Jay-Z, Björk and Beyoncé.

We target trendsetting urban Danes, who hunger for the soundtrack of tomorrow and define the style in the streets.

At Soundvenue.com we pick shopping scores and the best new songs on an hourly basis, and Soundvenue Magazine offers international fashion editorials, features, guides, and exclusive interviews with the biggest stars in the music world.



SOUNDVENUE'S READERS

Soundvenue's readers range between the age of 16 and 35 and inhabit one of Denmark's four biggest cities. They are well educated – often within the creative or cultural fields – and very image aware. They are extremely social and love to attend concerts or go shopping. At home they prefer their laptop to their TV –

favoring Mac over PC – and are very active on all social media.

Soundvenue's readers follow the trends and the changing fashion. Their wardrobe is continually renewed, and even though they shop responsibly, they gladly blow out on just the right exclusive items.



READERS' INTERESTS

- MUSIC
- FASHION AND SHOPPING
- SMARTPHONES AND GADGETS
- FILM AND THEATRE
- BOOKS
- TRAVELLING

SEE NEXT
PAGE FOR
PRICES AND
DEADLINES



PRICES & DEADLINES

DEADLINES

Publication	Print-deadline	Release
SVM#59 (Fashion Issue)	13/01/2012	26/01/2012
SVM#60	10/02/2012	23/02/2012
SVM#61	16/03/2012	29/03/2012
SVM#62	13/04/2012	26/04/2012
SVM#63	18/05/2012	31/05/2012
SVM#64	15/06/2012	28/06/2012
SVM#65 (Fashion Issue)	13/07/2012	26/07/2012
SVM#66	17/08/2012	30/08/2012
SVM#67	14/09/2012	27/09/2012
SVM#68	12/10/2012	25/10/2012
SVM#69	16/11/2012	29/11/2012

SPECIFICATIONS AND PRICES

Type	Size	Price
Half page (vertical)	115 x 300 + 3 mm bleed	12.500 DKK
Half page (horizontal)	230 x 150 + 3 mm bleed	12.500 DKK
Full page	230 x 300 + 3 mm bleed	21.500 DKK
Spread	460 x 300 + 3 mm bleed	39.500 DKK
Back	230 x 300 + 3 mm bleed	54.500 DKK

For premium placements an additional 20% will be added to the list price

- First five spreads and back spread
- Full page ads placed before page 13

Please send ads to:
svm@soundvenue.com

Advertisement order:
salg@soundvenue.com

Preparation and delivery

All adds must be delivered in PDF format 300 dpi, high resolution with a 3 mm bleed. All material should be sent to svm@soundvenue.com. Soundvenue's client publishing division, Soundvenue Studio, can handle production or layout of adds for an hourly rate. Contact our sales team for details.



CIRCULATION AND DISTRIBUTION

Soundvenue Magazine is circulated to 68,000 readers each month. 12 times annually via "Bladkompagniet" and own distributors across the country. The magazine is sold at 7-Eleven and all DSB kiosks. The price of the Magazine is 59.95 DKK.

SEE
NEXT PAGE
FOR ONLINE
ADVERTISEMENT



ADVERTISEMENT ON SOUNDVENUE.COM

GEMIUS STATISTICS

- Unique users / month: Approx. 45.000
- Pageviews / month: Approx. 1 million

BANNERTYPES

Type	Format	CPM
Megaboard	930x180px	150
Articlebanner	300x250px	80
Wide Skyskraber	160x600px	85
Skyskraber	140x350px	70

All banners to be delivered in jpg, gif, png or swf (max. 50 kb)

WALLPAPER + TAKEOVER

- Frontpage placement
- Sidehangers Left + Right 180x1136px, jpg, gif or png
- Top: Megaboard 930x180px, jpg, gif, png or swf

Price per day: 15.000 DKK

All prices are excl. VAT.

Additionally, there are opportunities for content sponsorships, creative collaborations, which are priced according to content etc. Contact salesdepartment for ideas, suggestions and prices.

