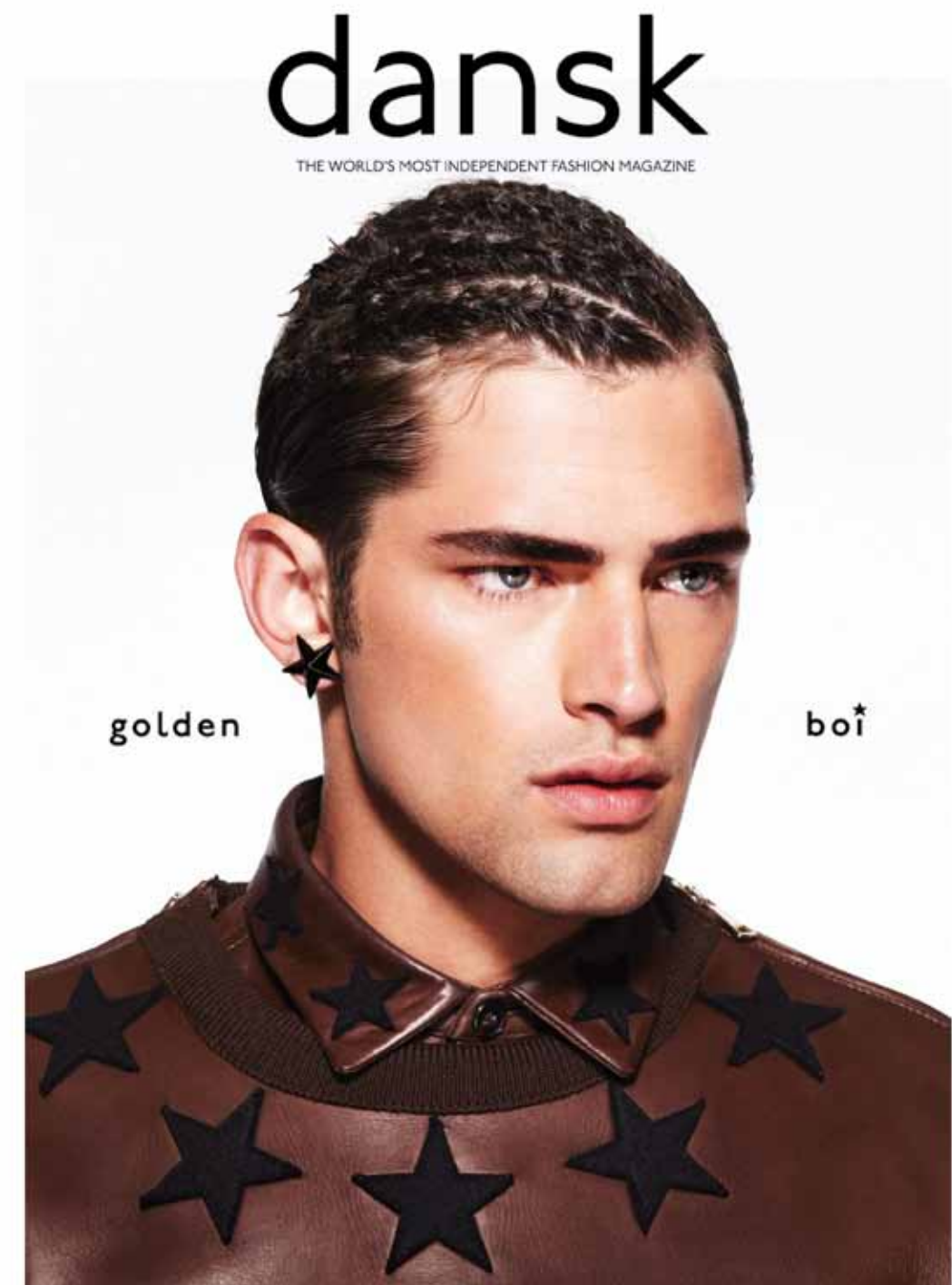


# dansk magazine

media kit



Sean O'Pry wears Givenchy - Photographed by Michael Schwartz  
AUTUMN - WINTER 2012 ISSUE 28 GBP 5.00 DKK 90.00

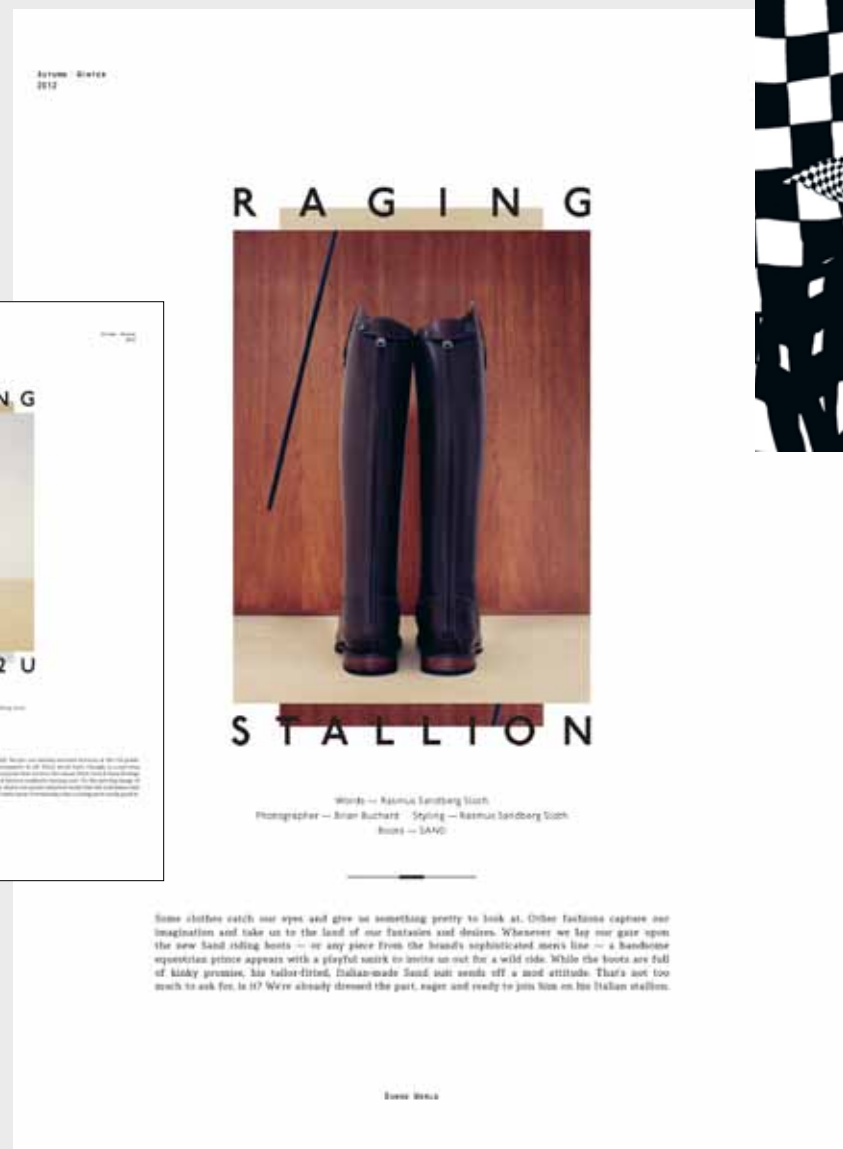
# dansk magazine

DANSK portrays fashion and luxury in ever pioneering ways. Intelligent and slick, it addresses the sophisticated international frontrunners of fashion. Launched in 2002, the unique signature of DANSK continues to break away from ordinary fashion publishing, and remains both original and inventive on the global market. In February 2012 DANSK celebrated 10 years of DANSK.

DANSK features the best of what fashion has to offer – be it the world's leading models, photographers and stylists, or the most desirable topics and characters of the moment – but does so with nordic panache and in ways always uniquely DANSK.

As a manifestation of this heritage, the sleek and strongly identifiable visual trademark of DANSK transcends trends and time in relentlessly ingenious ways. The Nordic design and fashion legacies become effortlessly interlinked in DANSK to elegantly portray the pinnacle of interior design. Through wit and observance, the written language interprets and discusses fashion, and stands out as the most innovative and compelling literature on the market.

## THE WORLD'S MOST INDEPENDENT FASHION MAGAZINE





# advertising

DANSK is aimed at first movers within the fashion and lifestyle segments  
DANSK is one of Scandinavia's most unique branding medias  
DANSK advertisers benefit from the renowned DANSK universe



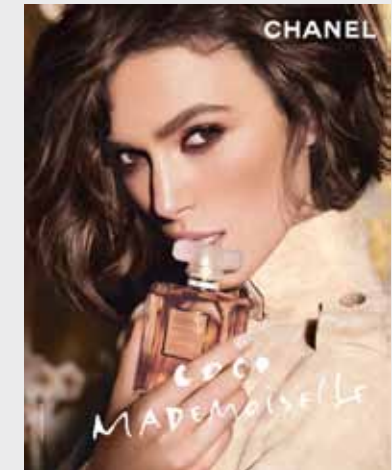
## LIFESTYLE

AUDI  
CARLSBERG  
ECCO  
GEROG JENSEN  
HOLMEGAARD  
LG PRADA  
LINDBERG  
LOUISIANA  
MAX FACTOR  
MINI  
OLE LYNGBAARD  
MOËT & CHANDON  
OLE LYNGBAARD  
PANDORA  
PILGRIM  
ROYAL COPENHAGEN  
SHAMBALLA  
VW  
WELLA  
ØRGREEN



## FASHION

BY MALENE BIRGER  
BOSS ORANGE  
BOTTEGA VENETA  
BRUUNS BAZAAR  
BURBERRY  
CHANEL  
DESIGNERS REMIX  
DOLCE & GABBANA  
EMPORIO ARMANI  
G-STAR  
GUCCI  
H&M  
HUGO  
J. LINDBERG  
LANVIN  
LOUIS VUITTON  
MARC BY MARC JACOBS  
MAX MARA  
MULBERRY  
RALPH LAUREN  
SAND  
SELECTED  
TOMMY HILFGER





# advertorials

An advertorial in DANSK is a way to put a new and/or different light on one of a company's areas  
One of Scandinavia's strongest creative teams, Uffe Buchard and Kim Grenaa tailor a photo series in DANSK for the brand  
The images can afterwards be activated in relation to the press and/or web use



## CASES

BOSS ORANGE  
HUGO  
SAND  
RALPH LAUREN  
GEORG JENSEN  
PANDORA  
KOPENHAGEN FUR  
SAGA FURS  
CARLSBERG  
SAFILO

“OVER THE PAST YEARS, WE’VE ENJOYED A CLOSE WORKING RELATIONSHIP WITH DANSK, WHICH HAS BEEN CONTINUOUSLY INSPIRING AND PROFESSIONAL. THE BEST THING ABOUT DANSK IS THEIR ABILITY TO CONSTANTLY CHALLENGE US TO THINK OUTSIDE THE BOX – AND THEY ALWAYS DO SO WITH AN INTERNATIONAL APPROACH.”

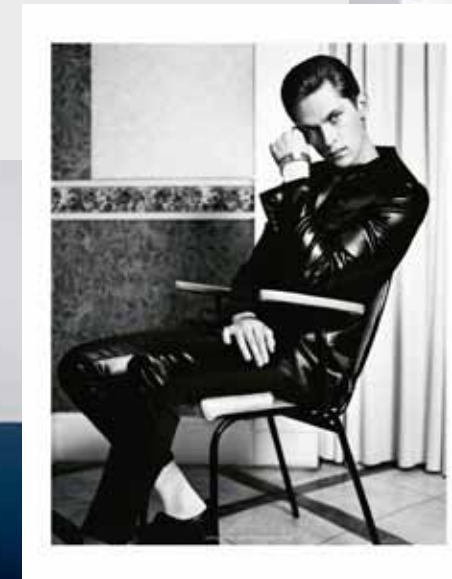
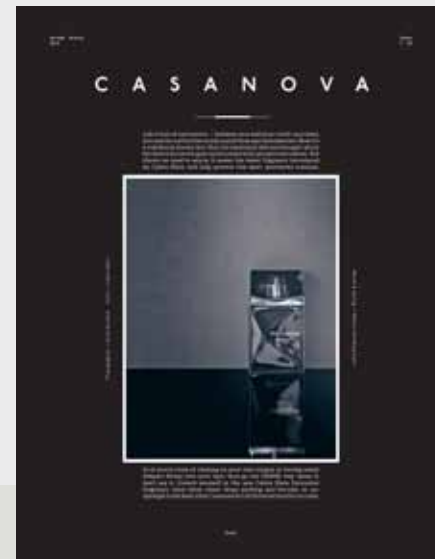
Ulrik Garde Due,  
CEO, Georg Jensen





# gents

DANSK always has a strong focus on a cool mix of masculine and avant-garde fashion  
DANSK always brings an interview with a well-known menswear designer  
DANSK strives to reach men in the first moover segment also in terms of graphics and expression





# scandinavian fashion

DANSK sets Danish fashion into an international context as one of the only medias in Denmark  
DANSK brings fashion series with everything from underground brands  
to the most established of fashion brands  
DANSK is less commercial than other current monthly magazines and can therefore  
show different clothes than what is sold in stores

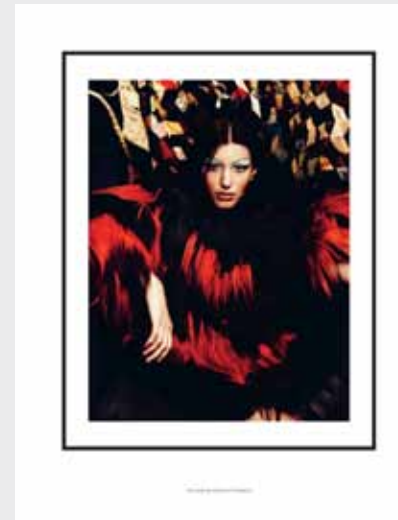
“DANSK HAS CAPTURED  
THE ESSENCE OF  
DANISH FASHION  
AND PROMOTED  
IT IN SUCH A WAY  
THAT THE MAGAZINE  
HASN'T LOST ITS  
INTERNATIONAL  
FOCUS AND EDGE.  
THROUGH DANSK  
BRUUNS BAZAAR  
REACHES SOME OF  
OUR MOST IMPORTANT  
END CONSUMERS.”

Bjørn Bruun,  
Bruuns Bazaar





# international fashion



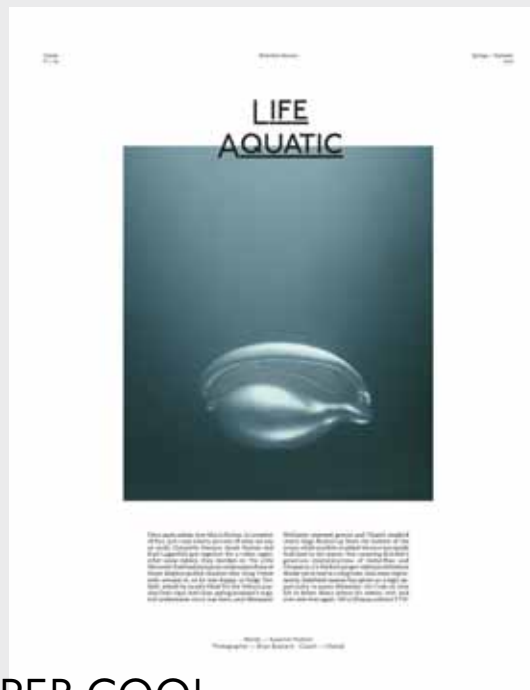
“DANSK IS A PUBLICATION THAT BRINGS INSPIRATION TO ITS READERS AND CHALLENGES THE BOUNDARIES OF FASHION BOTH IN DENMARK AND INTERNATIONALLY. THE CLOSE COOPERATION WITH DANSK ALLOWS US TO EFFECTIVELY CONVEY THE AVANT-GARDE APPROACH TO FASHION OF HUGO TO AN INFORMED AND OPINION FORMING GROUP OF NEW AND EXISTING CONSUMERS”

Gareth Incledon,  
HUGO BOSS Nordic





# accessories



“DANSK IS A SUPER COOL,  
EXCLUSIVE AND INSPIRING MEDIA  
WHERE ONES MEETING WITH  
DESIGN AND LUXURY MEETS THE  
SPIRIT OF SHAMBALLA JEWELS.”

Mads Kornerup,  
Shamballa Jewels





# fragrance

“DANSK IS THE PERFECT MEDIUM FOR ALWAYS OFFERING OUR MANY PRODUCT LAUNCHES AN INNOVATIVE, UNUSUAL AND UNIQUE TREATMENT – A THOUGHT OUT, STATE OF THE ART MAGAZINE WHICH NEVER FAILS TO SURPRISE, CHALLENGE AND ENTERTAIN ITS READERS WITH ITS SERIOUS STYLE AND UNEXPECTED ANGLES. IT’S AN EXCELLENT CHOICE FOR US AND MANY OF OUR SUPPLIERS WITHIN PERFUME AND BEAUTY.”

Mette Machon Hayes,  
Sæther







# design



“IT IS A GREAT PLEASURE TO SEE HOW DANSK MANAGES TO INTERPRET THE UNIQUE AND EXCLUSIVE BRANDS, THROUGH UNDERSTANDING AND EMPATHY FOR THE INDIVIDUAL BRAND.”

Bente Fallinge,  
Rosendahl A/S



# events

DANSK is known for its sought-after events and the DANSK team is always looking for new, exciting locations and collaborative partners within lifestyle and fashion. From Campari's 150th big birthday bash at a 5-star hotel and fashion parties in collaboration with By Malene Birger to the prestigious DANSK Fashion Awards, where 16 awards are given out at a grand gala event attended by key members of the fashion industry, press and celebrities, DANSK continues to be at the forefront of event planning.



## CASES

AUDI  
BIRGER CHRISTENSEN  
BY MALENE BIRGER  
CAMPARI  
CHRISTIAN LOUBOUTIN  
COCA COLA LIGHT  
EVE  
GEORG JENSEN  
HUGO BOSS  
ILLUM  
KRANZ & ZIEGLER  
MAGASIN  
MARC BY MARC JACOBS  
MORROCAINOIL  
PANDORA  
ROYAL COPENHAGEN  
SAGA FURS  
SAND





# dansk facts

## READERSHIP

Readers of DANSK are influent ABCI women and men with a taste for luxury and a buying power vast enough to allow them to purchase exclusive items featured in the magazine. This makes DANSK the ideal conduit for the luxury brands advertised with us.

## CIRCULATION AND DISTRIBUTION

Circulation 20.000

Readership figures 155.000

DANSK is published in English and distributed in 24 countries, including the U.S, Great Britain, France, Italy and Japan. The magazine is distributed in newsagents, department stores, fashion and lifestyle shops and hotels through the biggest magazine house Condénast.

## INSERTIONS/ALTERNATIVE ADVERTISING

DANSK embraces alternative promotion. We are happy to create innovative and clever advertising solutions tailored to the wishes of the client. For more information and with regards to insertions, postcards, lacquering and similar options, please contact DANSK.

## COLLABORATIONS

A wide range of options are available for collaborations with DANSK, be it advertising, advertorials, events, editorials, supplements, exhibitions, magazine themes etc. Please contact DANSK for further information about a possible collaboration.

## ANNUAL AGREEMENTS & SPECIAL PLACEMENTS

DANSK offers price reduction on annual agreements and accommodates special requirements regarding advertisement

### FTP:

login.grenaabuchard.com  
User: dansk@danskmagazine.com  
Password: danskadvertising

### DANSK Magazine

Borgergade 111  
DK – 1300 Copenhagen K  
Phone: +45 3313 0444

## FOR FURTHER INFORMATION, PLEASE CONTACT

Jens Løkke, Sales & Marketing Director: jens@grenaabuchard.com



## FORMAT AND PRICES:

Please send all advertising material as high resolution PDFs.

### DOUBLE PAGE SPREAD

FORMAT: 480 X 315 MM

PRICE: €6.000

### SINGLE PAGE

FORMAT: 240 X 315 MM

PRICE: €4.400

### OUTSIDE BACK COVER

FORMAT: 240 X 315 MM

PRICE: €12.000

Trimming: Please add a minimum of 3 mm for trimming. Please allow an additional 2.5 mm on the inside edge of double page spreads for gluing.

### WEB BANNER:

Top format: 930 x 180 px

Price: €1.000

(3 months)

Left side: 240 x 160 px

Price: €600

(3 months)

## PUBLISHING DATES AND FILING DATES 2013

ISSUE  
29

PUBLISHING DATE  
January 31st 2013

BOOKING DEADLINE  
December 14th 2012

DELIVERY DEADLINE  
January 4th 2013

ISSUE  
30

PUBLISHING DATE  
August 8th 2013

BOOKING DEADLINE  
July 1st 2013

DELIVERY DEADLINE  
July 12th 2013