

ENTERTAINMENT



7TV DAGE

CONTENTS
ENTERTAINMENT
TV

TARGET GROUP
MEN AND WOMEN,
ALL AGES

KEY FIGURES
READERSHIP: 69,000
CIRCULATION: 42,693



PRINT

Like the name says, the weekly 7TV DAGE is Denmark's prime TV magazine providing an unrivalled, easy-to-grasp guide to the week's television programmes. 7TV DAGE is Denmark's cheapest weekly, and its format makes it practical and easy to hold in one's hand in front of the TV as the user keeps track of the jumble of films, series, news, sports, entertainment, reality shows and documentaries broadcast by television stations every day. In addition to the comprehensive TV guide, making up most of the magazine, 7TV DAGE also presents the week's most important news about celebrities and royal families – to keep you up to date.

BILLED- BLADET

CONTENTS
ENTERTAINMENT
TV

TARGET GROUP
WOMEN 40+

KEY FIGURES

READERSHIP: 513,000
CIRCULATION: 133,334
ONLINE USERS: 129,643
PAGE VIEWS: 4,960,531



PRINT

BILLED-BLADET is Denmark's weekly magazine for the latest news about royal families through thick and thin. BILLED-BLADET is an expert in this area, and covers the topic in texts and photographs with an optimistic, credible, loyal and entertaining approach. Besides articles on the royal family, the magazine covers popular television shows such as Vild med dans (Denmark's Dancing with the Stars) and X-factor (Denmark's Got Talent), and is there on the red carpet when stars attend premieres, cocktail parties and gala banquets – or when romantic celebrity weddings pull out all the stops. One of BILLED-BLADET's trademarks is "Dress of the Week", which we name all year round.

DIGITAL

Like the magazine, billed-bladet.dk provides a unique blend of credible news about celebrities and royal families, where most of the news is about Danish celebrities and Denmark's royal family, which is unique.

KIG IND

CONTENTS
ENTERTAINMENT
TV-GUIDE

TARGET GROUP
WOMEN AGED 15-40

KEY FIGURES
READERSHIP: 151,000
CIRCULATION: 22,599
ONLINE USERS: 27,947
PAGE VIEWS: 513,657



PRINT

Each week, KIG IND publishes the latest Hollywood gossip about stars like Jennifer Aniston, Brad Pitt, Kim Kardashian, Cameron Diaz, Beyonce, and many others. KIG IND is also where you see the latest fashion trends displayed by stars from Denmark and abroad. Based on these stars' fashion choices, KIG IND gives readers good tips on how to get the “look of the stars” at reasonable prices.

DIGITAL

The website covers the lives of Hollywood stars, presents their best beauty tips, sells the same beauty products used by the stars, and gives users an opportunity to win items of their clothing. The site focuses on glamorous gossip and top international names – all targeting the website’s young women users.

PLING.DK

CONTENTS
GAMES

TARGET GROUP
MEN AND WOMEN AGED
15-55

KEY FIGURES
ONLINE USERS: 133
PAGE VIEWS: 4,736



DIGITAL

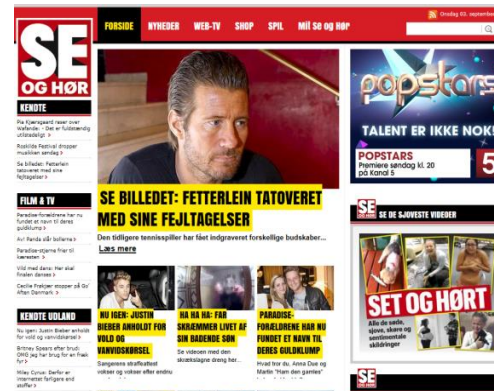
This is your source of selected computer games to make your everyday life a little more fun, including free games, paid games and games for downloading and playing – where you can just jump right in and get started. The editorial staff continuously selects the best games from our many business partners, so you don't need to trawl the internet to find a pastime. We also develop our own games on an ongoing basis, with the contents of Aller's numerous websites as our point of reference.

SE OG HØR

CONTENTS
ENTERTAINMENT
TV-GUIDE

TARGET GROUP
WOMEN AND MEN 30+

KEY FIGURES
READERSHIP: 489,000
CIRCULATION: 98,852
ONLINE USERS: 417,754
PAGE VIEWS: 8,170,241



PRINT

SE og HØR is Denmark's unparalleled gossip magazine and pushes the envelope in its pursuit of revealing news about celebrities and royalty. SE og HØR is the magazine you go to to get the whole story and the best photos. The magazine also includes the best overview of the week's TV programmes. SE og HØR is Denmark's biggest weekly and a powerful entertainment universe.

DIGITAL

seoghoer.dk is Denmark's strong entertainment website and appeals to all Danes who want to get the whole story. On seoghoer.dk, users can keep up with Danish and international celebrities every day, and we go behind the scenes to get the whole story – in articles, galleries and online TV reports.

LIFESTYLE



ELLE DECORATION

CONTENTS
INTERIOR DÉCOR
DESIGN

TARGET GROUP
WOMEN AGED 25-45



PRINT

ELLE Decoration is the world's leading magazine brand in the fields of interior furnishings, design and décor. The magazine is published in 26 countries and has 8.5 million readers round the world. The first Danish edition of ELLE Decoration was published in October 2012 and has been an important player in Denmark's interior design-magazine market ever since. ELLE Decoration Denmark presents a design-led, trend-based world that captures, translates and communicates Danish and international trends, resulting in inspiring, vivid and useful contents. ELLE Decoration is a magazine for style-conscious, fashion-conscious women, fond of interior design, décor and fashions with a passion for giving special treatment to her home.



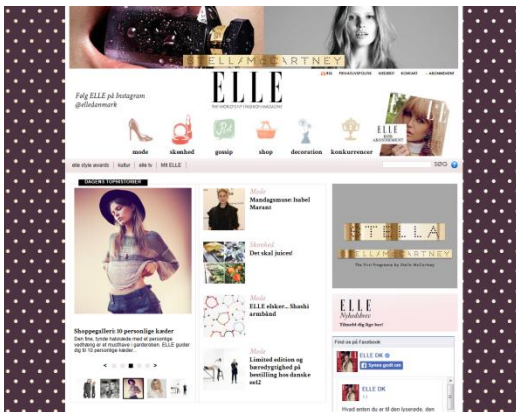
PRINT

ELLE gives readers fashion news from fashion scenes both in Denmark and abroad. You learn everything there is to know about top fashion designers, photographic reportages by some of the top fashion photographers in Scandinavia and plenty of indispensable information on beauty topics. ELLE prioritises fashion from a Danish angle, but supplements this with a comprehensive selection of the best articles available from ELLE International. ELLE also provides inspiring high-quality articles on trends, and interviews with renowned personalities from the worlds of fashion, art and film, which you just have to read.

Readership: 107,000

Circulation: 27,468

Target group: Women 25-45



DIGITAL

ELLE.dk provides your daily fashion fix with a blend of Danish and international fashion, beauty guides and interviews with interesting personalities from Denmark and abroad. Everything is hand-picked especially for the users, and the website is updated many times a day to ensure that ELLE is always the first to present the latest.

Online users: 36,772

Page views: 741,731

Target group: Women 25-45



EVENT

ELLE Style Awards is the name of Denmark's official fashion-awards ceremony where prizes like Model of the Year, Designer of the Year, Style Icon of the Year and Man of the Year are awarded. The guest list includes the fashion industry, stylish VIPs and fashion enthusiasts – totalling 1,400 visitors, 350 of whom are VIPs.

Participants: 1,400

Target group: Women 25-45

FAMILIE JOURNAL

CONTENTS
FOOD
HEALTH
FAMILY LIFE
NEEDLEWORK

TARGET GROUP
WOMEN 40+

KEY FIGURES

READERSHIP: 474,000
CIRCULATION: 160,398
USERS: 72,579
PAGE VIEWS: 1,475,317
NEWSLETTER SUBSCRIBERS: 18,772



PRINT

The weekly magazine Familie Journal covers a wide range of topics, from good recipes, consumer information, relevant everyday stories about Danish families, high-quality novels and short stories to correspondence columns dealing with health and wellbeing, needlework and gardening – not to mention crossword puzzles and a detailed television schedule. Familie Journal has something for every member of the family. Everything is written with credibility and optimism. Reading Familie Journal should be pleasant and entertaining.

DIGITAL

familiejournal.dk is our cosy digital nook where users can settle down to spend pleasant moments and learn something in the process. We provide more than 2,000 recipes for everything from a wide variety of quick everyday meals (including the good old standbys) to festive meals – and everything is created and illustrated by professional cookery columnists and food photographers. There are a host of new competitions every week, and users benefit from and enjoy one another's participation in the user-to-user community.



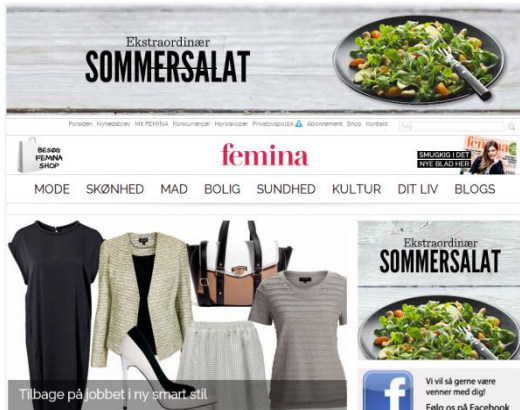
PRINT

FEMINA is an indispensable classic in the lives of Danish women and, with the catchword “For all the women you are”, FEMINA covers the entire scope of what it means to be a modern woman. This women’s universe keeps its women readers up to date on the latest fashion trends, inspires them to create a beautiful, useable home, provides heaps of delicious recipes (both for daily and festive meals alike), guides them to a beautiful appearance and a healthy body and mind, and entertains them with a wide variety of interesting articles and interviews – with room for reflection and thought.

Readership: 252,000

Circulation: 43,955

Target group: Women aged 25-49



DIGITAL

femina.dk is a big, useful and modern website for women, covering a wide spectrum from fashion and beauty, home and food to exercise and culture. On femina.dk, you will find inspiration for your next party dress, step-by-step guides for this season’s make-up trends, recipes for easy and nutritious daily meals, tips for your next run in the park, and good advice on how to manage your career, your women friends and your love life.

Online users: 127,326

Page views: 2,500,405

Target group: Women aged 25-49



EVENT

FEMINA Kvindeløb (women’s run) is the running event of the year and combines a splendid mixture of cosy togetherness, and beautiful running routes through scenic areas with delicious goodie bags, brilliant prizes and good shopping opportunities. In 2014, the event had 16,000 runners, dispersed over seven running events in six towns, with three different routes for each event. We give women a holistic experience where we focus on pre-event activities, the running event itself and post-event activities. At the event’s staging area there are plenty of exposure opportunities for sponsors to engage in dialogue with the runners.

Participants: 16,000

Target group: Women aged 25-49



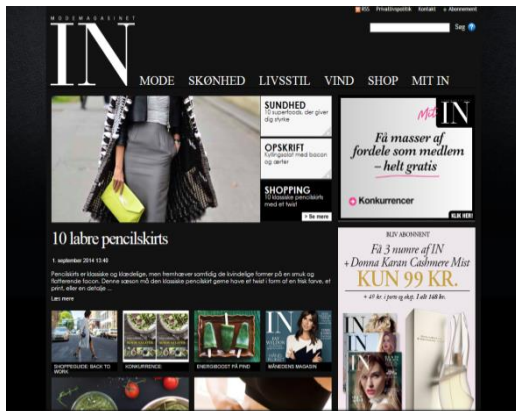
PRINT

IN focuses on the latest fashion and beauty trends and presents a comprehensive range of new products from Danish designers and international catwalks. The IN fashion magazine also provides in-depth articles on a variety of topics, from career, culture, travel and relationships to in-depth profile interviews, not to mention the latest trends in the areas of interior design and food.

Readership: 126,000

Circulation: 28,639

Target group: Women 30+



DIGITAL

Like the magazine, IN.dk presents the latest catwalk trends, the latest trends in the areas of interior design and food, and useful beauty tips. IN.dk also features interesting articles about careers, culture, travel and relationships.

Online users: 6,944

Page views: 115,101

Target group: Women 30+



EVENT

The IN Live event is an exclusive day of pampering, attended by the reader with a woman friend, sister or similar. At the event, readers are inspired and brought up to date on the latest trends in the areas of fashion, beauty, health, gastronomy and interior design in small groups of 30–40 participants, hosted by the IN editorial staff. There are also plenty of opportunities to make good buys and receive guidance in our shopping area, featuring some 10 exhibitors. Finally, the participants are pampered with delicious food, coffee/tea and snacks all day long. The first IN Live event will be held in March 2015.

Expected participants: 500

Target group: Women 30+



PRINT

ISABELLAS deals with living the good life, focused on home, food and garden. ISABELLAS' style is rustic, inspired by country living, and the articles give priority to interior beauty and aesthetics. ISABELLAS presents fabulous homes and inspiring trends with guides on how the reader can make use of the interior design presented and tells where the various products can be purchased. In addition, ISABELLAS suggests dinner menus, recommends wines and features recipes for sweet delicacies and wholesome everyday meals. Besides the magazine, ISABELLAS publishes books about gardening and dinner-party menus and has launched its own series of kitchen and bathroom products.

Readership: 175,000

Circulation: 34,607

Target group: Women 30+



DIGITAL

The website isabellas.dk is a source of news and inspiration for users' homes and gardens, and provides plenty of good recipes for daily use and festive events, as well as for pastries and other sweets. The website features many photo galleries where users get ideas for furnishing various rooms of the home, interior design guides, and much more besides.

Online users: 30,423

Page views: 367,413

Target group: Women 30+



COUNTRYLIV

Countryliv is ISABELLAS' little sister magazine, enclosed in the same package as ISABELLAS four times a year. The style is urbane and modern, while maintaining an affection for country living at the same time.

Target group: Women 30+

MAD & BOLIG

CONTENTS

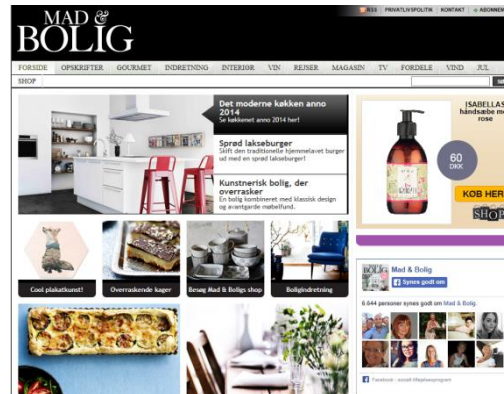
INTERIOR DECOR
FOOD
TRAVEL
WINE

TARGET GROUP

WOMEN AND MEN 30+

KEY FIGURES

READERSHIP: 177,000
CIRCULATION: 28,293
ONLINE USERS: 36,783
PAGE VIEWS: 268,617



PRINT

Mad & Bolig is a magazine for fun-loving readers with an avid interest in food, interior décor and travel. Mad & Bolig is modern, charming, warm and personal and its sources of inspiration are both Danish and international in terms of style, design, produce and cuisine. Mad & Bolig focuses on quality, reflection and gourmet experiences, is brimming with articles about new products, trends and tendencies and provides inspiration for shopping. Each issue has more than 50 pages about interior design.

DIGITAL

Like the magazine, the madogbolig.dk website provides information about interior décor, food and travel. Users get delicious recipes, interior-design inspiration and guides to exotic destinations, both new and classic. Everything is provided through lots of articles, galleries and online television.

MAGASINET MAD!

CONTENTS

FOOD
KITCHEN UTENSILS

TARGET GROUP

WOMEN AGED 25-50

KEY FIGURES

READERSHIP: 99,000
CIRCULATION: 11,440
ONLINE USERS: 12,229
PAGE VIEWS: 68,596



PRINT

Magasinet Mad! is the only Danish food magazine focused on fast and easy cooking for a busy everyday life. The recipes use easily-available quality produce, and the recipes are varied and tasty. The reader receives a selection of easy solutions that help to make everyday life flow smoothly, without compromising on taste or quality. The readers greatly appreciate the recipes in Mad!, which is also why they save each issue, just as they would a cookery book. The magazine is taken out again and again for inspiration, which explains its long lifetime with readers.



DIGITAL

Besides the magazine, readers can find inspiration for everyday meals, dinner parties and whole-week menus in the large recipe database on magasinetmad.dk, with 700 well-tested recipes to choose from.

Q

CONTENTS

FASHION
BEAUTY
PERSONAL DEVELOPMENT
FOOD

TARGET GROUP

WOMEN 25-45

KEY FIGURES

READERSHIP: 87,000
CIRCULATION: 18,192
ONLINE USERS: 79,683
PAGE VIEWS: 864,197



PRINT

Q guides women to become the best version of themselves – women with shapes, colours, courage and opinions. Q presents the whole truth: the magazine discusses topics that others only dare to whisper about. Dispelling taboos and letting every woman express her opinion, Q goes against the “who-do-you-think-you-are” attitude and features gripping documentaries, useful fashion, lots of tips and tricks, inspiring women, beauty-product tests and treatments, descriptive travel articles and interesting articles on health.



DIGITAL

Q.dk is a guide preferred by women seeking the body and mind of their dreams, who want to network, dispel taboos and candidly tell their life stories. Q.dk communicates with a straightforward, open-minded profile as it guides women to achieve their goals relating to their body, self-development, beauty and health.



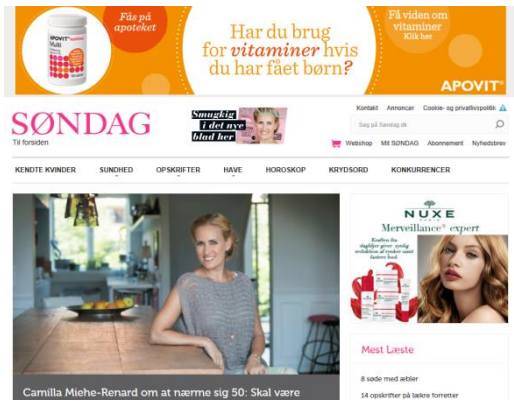
PRINT

The weekly magazine SØNDAG is for fun-loving women, i.e. active, outgoing women in the “middle of life”. The editorial strategy reflects this by giving high priority to topics such as fashion, beauty and interior design. SØNDAG’s readers attach great importance to the luxurious features of their daily lives; they are major consumers of all cultural options, which is why SØNDAG contains a proportionately greater amount of reading material than all other weeklies relating to exotic new travel destinations, new books, new films and new plays.

Readership: 306,000

Circulation: 63,452

Target group: Women 40-60+



DIGITAL

søndag.dk is a source of inspiration for personal development, beauty, career, exercise and diet. It also provides articles relating to travel, famous women and lots of recipes.

Online users: 249,000

Page views: 49,536

Target group: Women 40-60+



EVENT

As the name implies, the event “SØNDAG – Forkæl dig selv” (pamper yourself) means spending a day where pampering is the order of the day – tailor-made for SØNDAG’s readers. We have compiled a programme where readers are inspired and pampered and, not least, have an opportunity to relax with their women friends. The participants are divided into groups of 30–40 women each, and they take part in themed workshops on skincare, hair, make-up, fashion, jewellery, the home and food, all of which are conducted by our business partners. In this same time frame, there are also plenty of opportunities to shop at our business partners’ booths. Finally, the participants are pampered with a delicious lunch, dinner, coffee/tea and snacks all day long.

Participants: 700

Target group: Women 40-60+



THE NORDIC COURIER

DESIGN
INTERIOR
ARCHITECTURE
FOOD
TRAVEL
CULTURE

—

THE NORDIC COURIER
is a bi-monthly tablet magazine in Japanese
featuring a Nordic lifestyle. It offers both
editorial and commercial content in an
engaging and interactive digital format
directly to the Japanese consumer.



THE NORDIC
COURIER is an insider's
guide to NEW and INSPIRING
TRENDS from the Nordic
countries to keep you IN THE
KNOW. All unique and
contemporary.

—

Targeting the Japanese
+30 audience with a substantial annual
income, THE NORDIC COURIER reader
is an e-commerce positive urbanite with a
keen interest in Nordic design
and lifestyle.

Aller

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UDE OG HJEMME

CONTENTS
FOOD
HEALTH
FAMILY LIFE

TARGET GROUP
WOMEN 30+

KEY FIGURES
READERSHIP: 386,000
CIRCULATION: 103,924
ONLINE USERS: 109,993
PAGE VIEWS: 1,527,096



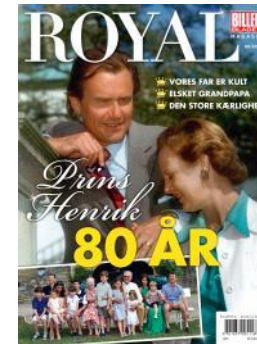
PRINT

Ude og Hjemme is a weekly magazine for modern families. The readership age-distribution shows that Ude og Hjemme is the preferred weekly magazine of families with children, i.e. young women. Ude og Hjemme's readers are attractive big spenders on everything from fashion-wear to this week's bargains. Ude og Hjemme publishes appealing articles on events big and small in other families to provide food for thought, and has many correspondence columns dealing with children's well-being, cohabitation problems and health. Recipes for delicious, easy and nutritious food, as well as tips and ideas do their best to inspire and ease readers' busy daily lives. Ude og Hjemme's readers appreciate traditional family values but combine them with a young modern family's way of life at the same time.

DIGITAL

The udeoghjemme.dk website focuses on everyday life and "real people" for better or worse. The website is an independent extension of the magazine's universe and combines articles, recipes, competitions and correspondence columns from the magazine and unique topical stories.

NICHE



ANTIK & AUKTION

CONTENTS

ART
DESIGN
ANTIQUES

TARGET GROUP

WOMEN 40+

KEY FIGURES

READERSHIP: 99,000
CIRCULATION: 14,837
ONLINE USERS: 4,182
PAGE VIEWS: 32, 711



PRINT

Antik & Auktion is a lifestyle magazine for everyone with a particular interest in art, design and antiques. This is the preferred medium of collectors, and an indispensable – and the only – sector magazine for antique dealers. Antik & Auktion provides reliable information about prices, is a serious reference work and leading magazine for the latest trends, and is a source of inspiration – and not least entertainment – for all readers. The magazine Antik & Auktion presents serious background articles about artists and styles, but also provides tips on flea markets, retro style and online shopping.

DIGITAL

The antikogauktion.dk website supplements the magazine with contents on antiques, auctions, retro and vintage finds, furniture classics and art. The antikogauktion.dk website is also the go-to source of tips about flea markets throughout Denmark, galleries featuring design and art, and venues where it is possible to have one's own antiques assessed by experts in the field.

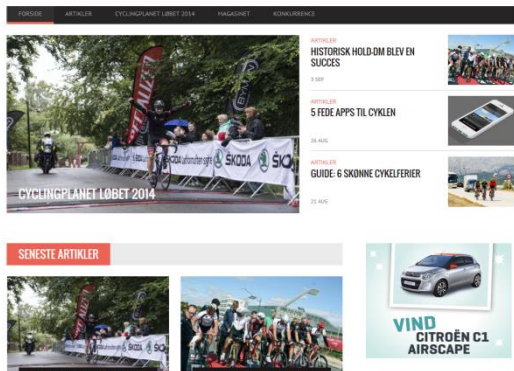


PRINT

The CyclingPlanet magazine provides novices and avid cyclists with captivating contents about everything from equipment, gadgets, clothing, training guides, event stories to profiles and news from the world of cycling. There are 52–68 pages brimming with inspiring articles, captivating interviews, training tips, gear and equipment.

Target group: Men and women 18+

CyclingPlanet



DIGITAL

The cyclingplanet.dk website provides an online meeting place for cycling enthusiasts, triathletes, businesses and suppliers and gives cycling advertisers the opportunity to communicate directly with Danish cycling enthusiasts.

Target group: Men and women 18+



EVENT

In collaboration with the Danish Cycling Federation, CyclingPlanet is organising a cycling race on 31 August 2014, which starts and finishes in Dyrehaven (deer park) in Klampenborg north of Copenhagen. Participants can choose from an 85-km route and a 20-km family route through North Zealand. The unique feature of the CyclingPlanet event will be a staging area for cyclists and spectators and having an opportunity to spend time with the family at the Bakken amusement park.

Participants: 550

Target group: Men and women, all ages

MARIES IDEEER

CONTENTS
NEEDLEWORK

TARGET GROUP
WOMEN ALL AGES



PRINT

Maries ideer is a magazine devoted solely to needlework. The magazine gives readers more than 70 pages of inspiring reading for knitting, crocheting, sewing, interior décor and other DIY material. Everything is presented in a modern, feminine style with recipes and patterns for novices and experts alike. Maries ideer is the readers' go-to source of patterns for everything from a cute knitted cardigan for infants and toddlers, glass decorated with paper, and patchwork pillows – to guides to creative sites in Denmark and the rest of Europe.

MOVE

CONTENTS
EXERCISE
GEAR
FOOD

TARGET GROUP
WOMEN 25-45



PRINT

MOVE by FEMINA is FEMINA's sister magazine. The magazine MOVE contains 100 pages about exercising, beauty, nutritious food, fashion and accessories, travel features, interviews and celebrity updates – and everything revolves around exercise regimens tailored to our readers. The contents are adapted to the season with particular focus on guiding, advising and motivating our readers to lead a healthy lifestyle in a healthy body. MOVE by FEMINA is published eight times a year together with FEMINA.

PSYKOLOGI

CONTENTS
PERSONAL DEVELOPMENT

TARGET GROUP
WOMEN 25+

KEY FIGURES
READERSHIP: 113,000
CIRCULATION: 12,111
ONLINE USERS: 926
PAGE VIEWS: 4,427



PRINT

The magazine *Psykologi* provides knowledge, inspiration and specific tools for personal insight, development and mental well-being that make a difference in readers' daily lives. Our themes, articles and in-depth interviews cover topics like love, family and working life, the psychological aspects of life, alternative therapies, effective mental techniques, and physical and mental health.

DIGITAL

Like the magazine, *psykologimagasinet.dk* is a source of inspiration and points the way to personal development, mental well-being and reflection. Every aspect of life is covered here: spirituality, self-realisation, and everyday psychology as they relate to relationships, sexuality, family life, working life and leisure time.

ROYAL

CONTENTS

ROYAL FAMILIES

TARGET GROUP

WOMEN ALL AGES

KEY FIGURES

READERSHIP: 110,000



PRINT

ROYAL contains a splendid mixture of interesting articles about all the secrets and love stories from Europe's royal families – and all the best news about royal style and beauty. We focus on beautiful gala gowns, exquisite shoes and handbags, jewellery, diadems, everyday clothing, hairstyles and trends as they appear in royal circles right now. ROYAL means plenty of reading material and elegant exclusive photos – for reflection and enjoyment!

TIDENS KVINDER

CONTENTS
EROTICS

TARGET GROUP
WOMEN ALL AGES

KEY FIGURES
ONLINE USERS: 19,228
PAGE VIEWS: 256,243

TIDENS KVINDER TIDENS KVINDERS SHOP SEX GUIDES EROTISKE NOVELLER EROTIK DARK ROOM

Hvem vil du være?
Velkommen til vores chat-tjeneste, hvor du sender stemmebeskeder til dem du chatter med, eller snakker live. Der er masser af sjov og spænding. Din identitet er skjult. Hvem vil du være i aften?
Ring 9620 0066

EROTIK
Mændene svarer: Sådan har vi det med sex

EROTIK
Mænd på indersiden

EROTIK
Husk at fejre fissen
Stot brysterne og fejr din fisse. Det er sådan ca. de to

ANBEFALING AF SEXLEGETØJ
Oralsex simulatoren der er DIN nye bedste ven!

Køb Fifty Shades sexlegetøj

DIGITAL

tidenskvinder.dk is a source of inspiration for the latest sex toys, better orgasms and sexy lingerie and points the way to sex guides and erotic short stories. All topics are covered here and provided with an air of exclusiveness and seriousness. In addition, women can buy the latest sex toys from Tidens Kvinders online shop and do their shopping in secure surroundings.



PRINT

Vi Unge is the biggest magazine for young people in Denmark. Vi Unge is the reader's best girlfriend, because Vi Unge writes about things of interest to girls right now: fashion, shopping, beauty, emotions, stars, girlfriends, experiences and test-your-self. Each edition features 10 pages of fashion articles focused on shopping, carefully selected on the basis of what the target group thinks is cool right now. Beauty articles take up 8 pages, guide readers and focus on eye make-up, step-by-step guides and personal answers to reader questions. The Vi Unge universe also includes Vi Unge posters, providing new posters of the biggest idols six times a year.

Readership: 121,000

Circulation: 24,517

Target group: Girls 12-18



DIGITAL

Things go faster online, and every day we have many short updates with articles about sweethearts, feelings, stars, girlfriends and shopping, with space to write comments and interact. The online users are very active, watch online television, comment, debate and use viunge.dk to communicate with the editorial staff and one another.

Online users: 150,850

Page views: 8,286,203

Target group: Girls 12-18



EVENT

Vi Unge Covergirl is a competition and series of events celebrating beauty and friendship. Casting for the competition takes place in shopping malls all over Denmark, where participants can be styled and meet the editorial staff. Around 6,000 girls upload photos for the competition via the viunge.dk website, and five finalists are selected from them. The winner is awarded at the Covergirl finale party. Our business partners are involved throughout this process – from casting all over Denmark to the big finale party.

Participants: 1,000

Target group: Girls 12-18