

## MEDIA INFORMATION 2021

### Denmark's largest health magazine

- *Helse* was founded in 1955 and is now Denmark's most popular health magazine.
- *Helse* engages its readers, writing in a straightforward manner on health and prevention of illness; articles focus on major lifestyle diseases and provide information on the latest research and treatment methods.
- *Helse* is distributed free of charge to Denmark's pharmacies and to the waiting rooms at GPs, hospitals, dentists, chiropractors, hearing centres, etc.



For you who want clear information on health, based on the harmony of body and soul. ”

**338,000**  
readers

(TNS Gallup,  
first half 2020)

#### **Helse's readers**

- 72 % are women
- 79 % are very interested in health
- 54 % are very interested in gardening
- 73 % are very interested in nutrition, healthy/unhealthy
- 81 % make an effort to look after body and appearance
- 75 % prefer to avoid products with artificial additives

- 78 % purchase environmentally friendly products
- 62 % are very interested in design
- 92 % use either glasses or contact lenses
- Every second doctor and every third nurse read *helse*

Source: Index DK/Gallup

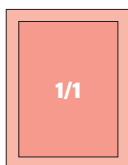


## Publication plan 2021

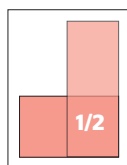
No.	Theme	Deadline	Publish date
1	Pregnancy/Baby Care/Sleep*	02.12.2020	06.01.2021
2	Diabetes/Foot Care/Sleep*	12.01.2021	09.02.2021
3	Obesity/Overweight/Eating Disorders/Sleep*	15.02.2021	09.03.2021
4	Allergy/Indoor Climate / Wound Treatments*	15.03.2021	13.04.2021
5	Cardiovascular Diseases/Male diseases/ Wound Treatments*	15.04.2021	11.05.2021
6/7	Gastrointestinal Issues/Hygiene/Wound Treatments*	20.05.2021	15.06.2021
8	Dementia Diseases/Vision/Hearing/ Healthy Aging*	01.07.2021	03.08.2021
9	Death/Grief/Pain/ Healthy Aging*	19.08.2021	14.09.2021
10	Back Issues/Cancer/ Healthy Aging*	22.09.2021	19.10.2021
11/12	Rheumatological diseases/ Immune System/Healthy Aging*	26.10.2021	22.11.2021

\*Article series

## Formater



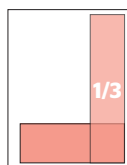
**Full page**  
**DKK 31,800**  
 W: 180 mm x H: 235 mm  
 W: 208 mm x H: 275 mm /  
 + 3 mm bleed



**1/2 side**  
**17.800,-**  
 B: 87 mm x H: 235 mm  
 B: 180 mm x H: 115 mm



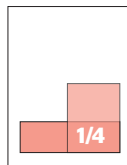
**Back page**  
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 W: 208 mm x H: 275 mm  
 + 3 mm bleed



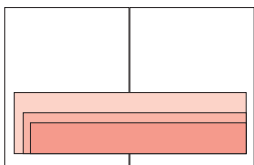
**1/3 page**  
**DKK 14,500**  
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 W: 180 mm x H: 75 mm



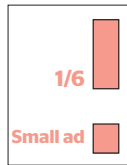
**Double-page spread**  
**54,000,-**  
 W: 416 mm x H: 275 mm  
 + 3 mm extra for  
 cropping



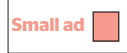
**1/4 page**  
**DKK 11,200**  
 W: 87 mm x H: 115 mm  
 W: 180 mm x H: 55 mm



**Double-page**  
**1/2 page 26.700,-**  
 W: 388 mm x H: 115 mm  
**1/3 page 21.800,-**  
 W: 388 mm x H: 75 mm  
**1/4 page 16.800,-**  
 W: 388 mm x H: 55 mm



**1/6 page: 7,600,-**  
 W: 57 mm x H: 115 mm



**Small ad: 4,500,-**  
 B: 57 mm x H: 44 mm

All prices exclude VAT at 25 % and are valid as of 1 January 2021.

## Test of advertisement:

Now we can offer you a test of your ad in connection with each edition of Helse. The Check Point test is unique of its kind and very comprehensive. The test is performed by the agency, Due & Partners for 5000 DKR. For a minor extra expense you can purchase your own questions to be used in the test, which will be presented for our large panel of readers. Price: 300 DKR for each question. Call us for more options.

**Hire your own journalist:** Let Helse help you writing your advertorial. You can hire one of our competent journalists dedicated to health to tell your story. Call us for further information.

**Inserts:** Helse offers you the following options for insertion: Foliation, map stiches, insufflation, stitching inside and outside of the magazine, inclusion of samples, splitrut, etc. Call for offers.

## Distribution and direct mail to general medical clinics via Helse:

Helse should be happy to bring your brochure - product sample - direct to general medical clinics, and we offer you this service at a very attractive price. Call us for further information.

**Distribution:** Pharmacies, dentists, hospitals, libraries and private subscriptions.

**Agency commission:** We pay 5 % in agency commission as security and information compensation. Commission is only paid to nominated agencies.

**Advertising materials:** All materials must be provided complete as ready-to-print, high-resolution PDF files, CMYK separated, preferably as PDF/X files. Please forward electronically to: helle@mediegruppen.net

## Mediegruppen

- publishes three exciting health magazines which engage their readers with informative articles on health and prevention of illness. The vision is to inspire their readers to make choices that will give them longer and better lives. The message is communicated via design, photographs, illustrations and not least the written word. Our objective is to produce communication that affects both opinions and emotions as well as readers and get them into action.



**Helse**  
 338,000 readers  
 (TNS Gallup,  
 first half of 2020).  
 Published  
 10 times a year



**Naturl!**  
 Published  
 8 times a year



**Krop+fysik**  
 Published  
 6 times a year

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