

MEDIA INFORMATION 2023

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. ”

250,000 readers
(TNS Gallup, 2022)

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

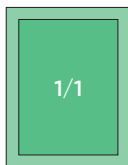


Publication plan 2023

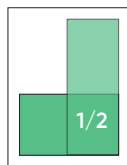
Udgave	Theme	Deadline	Publish date
Nr. 1	Osteoporosis/Arthritis/Alcohol habits*	01.12.2022	03.01.2023
Nr. 2	Obesity/Diabetes/Alcohol habits*	26.01.2023	21.02.2023
Nr. 3	Gastrointestinal illness/Neurological diseases, Alcohol habits*	13.03.2023	04.04.2023
Nr. 4	Cardiovascular diseases/Urinary Incontinence/Headaches*	21.04.2023	23.05.2023
Nr. 5	Dementia/Brain Fitness/Headaches*	08.06.2023	04.07.2023
Nr. 6	Death/Grief/Cancer/Headaches*	23.06.2023	22.08.2023
Nr. 7	Dental Health/Immune System/Allergy*	14.09.2023	10.10.2023
Nr. 8	Ear & Vision Health/Allergy*	26.10.2023	21.11.2023

*Article series

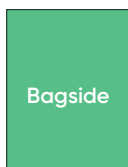
Formater



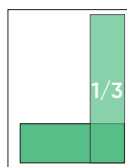
Full page
DKK 32,800
W: 180 mm x H: 235 mm
W: 208 mm x H: 275 mm /
+ 3 mm bleed



1/2 side
18,500,-
B: 87 mm x H: 235 mm
B: 180 mm x H: 115 mm



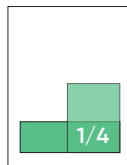
Back page
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+ 3 mm bleed



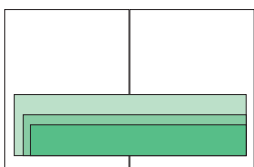
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W: 180 mm x H: 75 mm



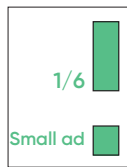
Double-page spread
55,600,-
W: 416 mm x H: 275 mm
+ 3 mm extra for
cropping



1/4 page
DKK 11,500
W: 87 mm x H: 115 mm
W: 180 mm x H: 55 mm



Double-page
1/2 page 27,500,-
W: 388 mm x H: 115 mm
1/3 page 22,500,-
W: 388 mm x H: 75 mm
1/4 page 17,500,-
W: 388 mm x H: 55 mm



1/6 page: 7,800,-
W: 57 mm x H: 115 mm



Small ad: 4,600,-
B: 57 mm x H: 44 mm

All prices exclude VAT at 25 % and are valid as of 1 January 2023.

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, splitrøn, 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: helse@frontmedia.dk

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
250,000 readers
(TNS Gallup, 2022).
Published
8 times a year



Naturli
Published
8 times a year



Krop+fysik
Published
4 times a year

Advertising consultants



HELSE / KROP+FYSIK:
Kristina Langberg
Phone +45 2597 4450
kristina@frontmedia.dk



HELSE / KROP+FYSIK:
Lone Gurlev
Phone +45 2179 7440
lone@frontmedia.dk



NATURLI:
Mette Bastrup
Phone +45 7640 6411
bastrup@mediegruppen.net

**ME
DIE
GRUP
PEN**

AI Innovation House
Innovations Allé 3
DK-7100 Vejle
T. +45 7089 0022
www.mediegruppen.net