

## MEDIA INFORMATION 2021

### Natural health and wellbeing

- *Naturli* is Denmark's most topical magazine on health, wellbeing and the path to a better way of life. *Naturli* provides advice but does not suggest alternatives to actual medical treatment.
- The magazine's editorial team includes some of Denmark's most renowned experts within the field, such as the radio doctor Carsten Vagn-Hansen. *Naturli* is distributed via health shops and by subscription.
- In addition, *Naturli* is available on the internet. *Naturli.dk* is one of the most comprehensive websites on health and wellbeing, and the website's database includes more than 6,000 articles and reviews on natural health.



**CIRCULATION:  
30,000**

”

For everyone with an opinion about what to eat and how we live our lives! ”

#### Target group

Women with the interest and energy to spend time on themselves and on their families' health and wellbeing:

- They are interested in healthy lifestyle, diet and exercise.
- They appreciate the potential health benefits in self indulgence.
- Careers and psychological wellbeing are relevant aspects of their lives.
- Bullying, stress and personal development concern them.

## Publication plan 2021

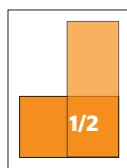
No	Theme	Deadline	På gaden
1	Coronavirus - germaphobia, insomnia, cardiovascular health, housecleaning	26.11.2020	11.01.2021
2	The Gifts of Nature - uneasiness and nerves, garbage and product packaging, bees, detoxing	08.01.2021	16.02.2021
3	Cancer - bodybalance, sleep, stimulating the lymphoid system, deodorants and your way of life	17.02.2021	30.03.2021
4	Fatty acids - Food as a drug, pains / inflammation, skin moisture and skin barrier	19.03.2021	04.05.2021
5	Nutrition - Eco-labels and green stickers, digestion, skin treatment for the whole family	11.05.2021	22.06.2021
6	Bones / skeleton - calcium, arthrosis, menopause, osteoporosis, hormones	29.06.2021	24.08.2021
7	Vitality and energy - the brain, herbal tea, the eyes, homeopathy, vital skin	23.08.2021	05.10.2021
8	Immune system - gut microbiota, lactic acid bacteria, antioxidants, allergies	06.10.2021	16.11.2021

## Formats



**Full page**  
**Back page**  
**Page 2 or 5**  
W: 208 mm x H: 275 mm  
+ 3 mm extra for cropping

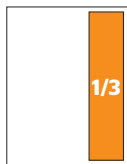
**DKK 23,900**  
**DKK 29,900**  
**DKK 27,500**



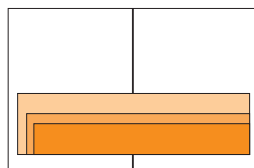
**1/2 page**  
**DKK 15,500**  
W: 87 mm x H: 235 mm  
W: 180 mm x H: 115 mm



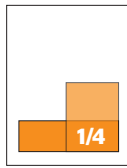
**Double-page spread**  
**DKK 38,240**  
W: 416 mm x H: 275 mm  
+ 3 mm extra for cropping



**1/3 page**  
**DKK 12,900**  
W: 57 mm x H: 235 mm

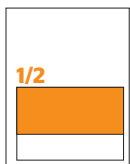


**Double-page spread**  
**1/2 page DKK 23,250,-**  
W: 388 mm x H: 115 mm  
**1/3 page DKK 19,200,-**  
W: 388 mm x H: 75 mm  
**1/4 page DKK 11,900,-**  
W: 388 mm x H: 55 mm

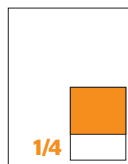


**1/4 page**  
**DKK 9,900**  
W: 87 mm x H: 115 mm  
W: 180 mm x H: 55 mm

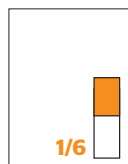
## Guide-annonser



**1/2 page guide**  
**DKK 12.500,-**  
Size of photo only  
W: 180 mm x H: 79 mm  
Text: Max 135 words



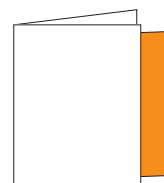
**1/4 page guide**  
**8.200,-**  
Size of photo only  
W: 88 mm x H: 79 mm  
Text: Max 75 words



**1/6 page guide**  
**5.500,-**  
Size of photo only  
W: 57 mm x H: 63 mm  
Text: Max 75 words

## Inserts:

Please contact the sales department for prices.



## Discounts

3 insertions	10 %	8 insertions	25 %
6 insertions	20 %	New business	20 %

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

For advertisements which go right to the edge, an extra 3 mm must be added for cropping

## 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 to: [baastrup@mediegruppen.net](mailto:baastrup@mediegruppen.net)

Mediegruppen is happy to help with your advertisement. Please contact us for further information.

## 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.



**Naturli**  
Published  
8 times a year



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



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

## Advertising consultants



**NATURLI:**  
**Mette Baastrup**  
Phone +45 7640 6411  
[baastrup@mediegruppen.net](mailto:baastrup@mediegruppen.net)



**HELSE & KROP+FYSIK:**  
**Helle Hviid**  
Phone +45 2445 9010  
[helle@mediegruppen.net](mailto:helle@mediegruppen.net)



**KROP+FYSIK:**  
**Lars Burchardt**  
Phone +45 2533 7114  
[lars@mediegruppen.net](mailto:lars@mediegruppen.net)

# ME DIE GRUP PEN

Horsensvej 72A  
DK-7100 Vejle  
T. +45 7089 0022  
[www.mediegruppen.net](http://www.mediegruppen.net)