

Your contact to master craftsmen, contractors and designers in the building trade in Denmark

MAGAZINE

WEBSITE



- "70% attend alone or with others, in company decisions on the purchase of building materials, tools, etc."

NO. 1 – 16 FEBRUARY WEEK 7

Deadline 1 February

- Doors and windows
- Energy renovation
- Hall construction
- AWARD: Buildings of the year 2016 in Denmark

NO. 2 – 7 MARCH WEEK 10

Deadline 17 February

- Concrete
- Demolition and PCB
- Contractor's equipment
- Sewer

NO. 3 – 3 APRIL WEEK 14

Deadline 15 March

- Indoor buildingmaterials
- Roofing
- Paving stones
- Facades

NO. 4 – 5 MAY WEEK 18

Deadline 19 April

- Scaffolding, lifts and cranes
- Fire and security
- Work clothing and shoes
- Doors and windows

NO. 5 – 6 JUNE WEEK 23

Deadline 17 May

- Trade fair: Rørcenterdagene 14.-15. juni
- Sewer and drainage
- Concrete
- Hall construction
- Green roofs and facades

NO. 6 – 28 AUGUST WEEK 35

Deadline 7 July

- Roofing
- Paving stones and patios
- Contractor's equipment
- Scaffolding, lifts and cranes

NO. 7 – 25 SEPTEMBER WEEK 39

Deadline 8 September

- Doors and windows
- Indoor buildingmaterials
- Scaffolding, lifts, ladders and cranes
- Hall construction and gates
- Trade fair: Dansk Betondag

NO. 8 – 25 OCTOBER WEEK 43

Deadline 6 October

- Facades
- Demolition and PCB
- Sewer and drainage
- Winter building

NO. 9 – 15 NOVEMBER WEEK 46

Deadline 27 October

- Roofing and green roofs
- Scaffolding, lifts and cranes
- Contractor's equipment
- Concrete

NR. 10 – 7 DECEMBER WEEK 49

Deadline 22 November

- Indoor buildingmaterials
- Energy renovation
- Work clothing and shoes etc.
- Fire and security

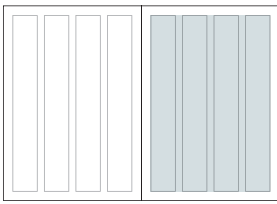
EVERY TIME

Focus on cars

Motor journalist Jørli Petersen puts into every number of BygTek focus on cars for the construction industry.

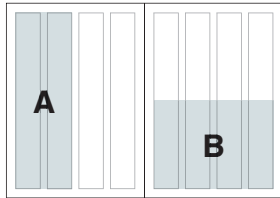


Sizes and prices



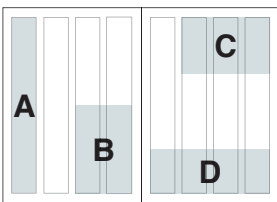
1/1 page
Width x height:
256 x 370 mm

Price b/w
5,225 EUR



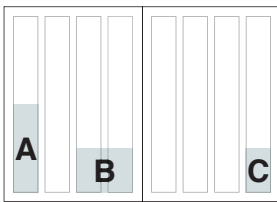
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Width x height:
A: 124 x 356 mm
B: 256 x 176 mm

2,740 EUR



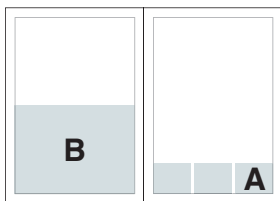
1/4 page
Width x height:
A: 58 x 356 mm
B: 124 x 176 mm
C: 190 x 116 mm
D: 256 x 86 mm

1,465 EUR



1/8 page
820 EUR
Width x height:
A: 58 x 176 mm
B: 124 x 86 mm

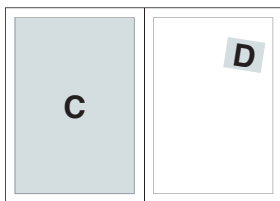
1/16 page
525 EUR
Width x height:
C: 58 x 86 mm



Cover advertising

A: Front page-spot **1,265 EUR**
w: 82 x h: 75 mm

B: 1/2 back page **3,210 EUR**
w: 256 x h: 176 mm



C: 1/1 back page **5,360 EUR**
w: 256 x h: 370 mm

D: Sticker on the frontpage
Call for price

Discount

3 - 4 placements ÷15 %
5 - 7 placements ÷20 %
8 or more placements..... ÷25 %

Cross media discount! We can offer a discount, when advertising in one or more of our magazines: Mester & Svend, Lager & Transport – Logistikmagasinet, PackMarkedet, Byggeri, BygTek, Puff and Telekommunikation.

Ads must be ordered at the same time and published within 12 months.

Colour and placement surcharge

1 colour: 162 EUR
2 colours: 324 EUR All colours must be CMYK-separated.
3 colours: 486 EUR

Placement surcharge: Page 3: +10 %, page 5: +5 %.

Inserts

An insert is an effective Direct Mail, ensuring your message great attention and leaves a positive impression on the readers.

Please ask for special quotation.

General information

All prices are exclusive VAT and possible artwork.

Ads must be delivered as a hi-res CMYK-separated PDF-file by e-mail to ads@odsgard.dk.

Recommended colour profile: ISOnewspaper26v4
Recommended resolution: 200 dpi (79 pixel per cm)
Paper: 49 g
Magazine size: Tabloid (w: 280 mm, h: 395 mm)

'BygTek' undertakes no responsibility for errors in the submitted electronic ad material, for material handed in too late, as well as strikes and other kinds of force majeure cannot lead to 'BygTek' being liable in any damages.

A 5% reimbursement is granted for information/guarantees/completely ready material provided by approved advertising/media agencies. Inserts and colour surcharges are exempt from reimbursement.

Ad material: mail to ads@odsgard.dk

NEW

Get an advertorial in BygTek

With advertorial (text ad) you can bring news about your products and solutions. We stand ready to help you get written your advertorial, so you get the right message out to the readers.

BYG•TEK

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Head on and build...

'BygTek' participates in setting the agenda for construction work.

'BygTek' provides its readership with to the point and valuable information to obtain surplus value in the knowledge to create new possibilities to act in the market. 'BygTek' gives a broader view on new cooperation constellations, implementation and new work methods and with it possibilities to increased turnover.

'BygTek' is a platform for new relations and sharing of knowledge across occupational groups.

'BygTek' writes about, for and to decision-makers in the targetgroup - with no political or organizing bonds.

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'BygTek' - Circulation 2017 - Address	Number	%
Master carpenters and joiners	4,613	24
Contractors (building and facilities)	4,395	22
Architects and structural engineers	2,554	13
Master builders	2,392	12
Housing associations and co-operative housing associations	1,569	8
Circuit installers, large firms	848	4
Plumbing and heating installers, large firms	535	3
Roofers, insulation firms and energy consultants	421	2
Timber and DIY-stores	422	2
Master painters, large firms	419	2
Floorfitters	356	2
Suppliers for the building trade	314	2
Glaziers	233	1
Technical administration, technical schools and public authorities	218	1
Organizations and individuals	102	1
Total	19,391	100.0

'BygTek' is sent with decision-makers name printed on the magazine (or on the foil)

DANSKE MEDIERS OPLAGSKONTROL Latest controlled net distribution according to Danish Media Audit of Circulations: 19,047 copies. Period: 1/7-2015 to 30/6-2016

Odsgard Media publish the trade journals Byggeri, BygTek, Mester & Svend, Puff, Telekommunikation, Lager & Transport – Logistikmagasinet and PackMarkedet and the handbook 'Branchevejviser for Træløst & Byggemarkeder, BTB'.
On the web we stand behind UgensErhverv.dk, Byggeri.dk, BygTek.dk, MesterGuiden.dk, Bygjob.dk, PackM.dk, LTL.dk and Telekommunikation.dk

