

Your contact to housing associations and caretakers

NETVÆRK | VIDEN | NYE MULIGHEDER

BOLIGFORENINGER

Bestyrelser i Andels- og Ejerboligforeninger | Boligselskaber | Viceværter | Varmemestre | Ejendomsinspektører

Boligforening betaler 17,5 millioner kroner for at skifte entreprenør

En voldgiftsret har pålagt Boligorganisationen Tårnbyhuse at betale 17,5 millioner kroner til entreprenøren Vida, efter et stort renoverings- og nybyggeri blev voldsomt forsinket. Alternativet havde været endnu dyrere, mener foreningen

Læs side 6

NETWORKING EVENT



Get your customers'
ATTENTION

Vil invitere naturen
ind hos beboerne



Læs side 2

Høje klimaambitioner i
beboerdrevet landsby



Læs side 8

100 år gammel forening
renoveres i klassisk stil



Læs side 10

Beboere må
at flytte



Læs side 14

Get a share of the billions of Danish kroner that the city's housing companies and housing associations spend on tasks and materials every year

With Byens Boligforeninger, you can get in touch with the industry's decision makers. Present your products and solutions in the magazine or on one of our Networking Days.

We have actually called thousand of chairmen in cooperative housing and owner-occupied housing associations, which today makes up the readers of the newspaper, Byens Boligforeninger. The newspaper is distributed to more than 5,500 housing companies, cooperative housing associations and owner-occupied housing associations primarily in the area of Copenhagen/Koege/Roskilde/Hilleroed.

The newspaper is also published digitally.

If you would like to join us as exhibitor or co-host for the Networking Days and meet your customers 'face to face', you are welcome to contact us.

Sales department:
Sales Manager
Anne-Mette Brødsgaard,
ab@odsgard.dk
Tel. +45 46 93 66 07

Editorial team:
redaktion@odsgard.dk

	Distributed	Themes
No. 1	10 APRIL – week 15 Deadline: 18 March	<ul style="list-style-type: none"> • Networking Event, 23 and 24 April
No. 2	12 JUNE – week 24 Deadline: 23 May	<ul style="list-style-type: none"> • Outdoor areas (playgrounds, machinery, landscaping, lighting, waste management) • Consultancy (banks, lawyers, architects, board work) • Renovation/maintenance (sewerage, roof, windows, balcony)
No. 3	11 SEPTEMBER – week 37 Deadline: 21 August	<ul style="list-style-type: none"> • Administration/Digitalization • Interior maintenance (stairs, painting, flooring, kitchen, bathroom), heating, energy, fiber
No. 4	6 NOVEMBER – week 45 Deadline: 17 October	<ul style="list-style-type: none"> • Networking Event, 19 and 20 November

Target group

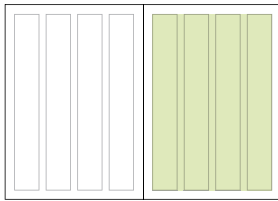
The newspaper Byens Boligforeninger is published in the Copenhagen/Koege/Roskilde/Hilleroed area. The reader base consists of:

- 2,500** chairmen of cooperative housing associations
 - 750** chairmen in owner-occupied housing associations
 - 350** caretakers and decision-makers within property service
 - 200** contacts in housing companies
- e.g., KAB, Lejerbo, Bo-vest, AAB
 - 200** contacts in companies with property management
- e.g., Deas, Cej, Lea
 - 1,000** receivers of the online magazine
- In the rest of Denmark, the magazine is sent to:**
- 500** contacts in housing companies, large housing associations and property managers

Advertorial

Ad

Sizes and prices – 4 colours



1/1 page per insert
4 inserts

Width x height:
256 x 370 mm

Price

1,755 EUR
5,270 EUR

Quantity discount

2 - 3 placements..... ±15%
4 placements..... ±25%

Placement surcharge

Page 3, 5, 7: +10 %

Inserts

An insert is an effective marketing tool, 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 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)

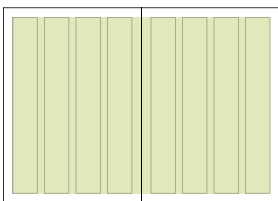
Byens Boligforeninger undertakes no responsibility for errors in the submitted electronic ad material, for material handed in too late, as well as strikes and other kinds of force major do not entail liability for damages for Byens Boligforeninger.

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

Subject to change without prior notice.

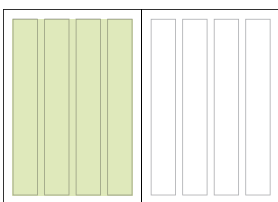
Ad material: mail to ads@odsgard.dk

Advertorial



2/1 page per insert **2,565 EUR**

- Please send text and photos.
We'll do the layout.



1/1 page per insert **1,755 EUR**

- Please send text and photos.
We'll do the layout.

With an advertorial you can bring information about your products and solutions. Our journalists are happy to write your advertorial, so you get the right message to the readers. Prices start from 535 EUR.

Networking Event – Exhibition stands

Solution A: **2,295 EUR**

- Exhibition stand 2x2m
- Networking Evening and Networking Day
- Catering for you and your guests
- ½ page in the newspaper Byens Boligforeninger

Solution B: **2,565 EUR**

- Exhibition stand 2x2m
- Networking Evening and Networking Day
- Catering for you and your guests
- ¼ page in the newspaper Byens Boligforeninger

Solution C: **3,650 EUR**

- Exhibition stand 2x2m
- Networking Evening and Networking Day
- Catering for you and your guests
- ¼ page in the newspaper Byens Boligforeninger
- ¼ page in an other edition (before or after the Networking Event)

BYENS
BOLIGFORENINGER BYG-TEL

Odsgard A/S · Naverland 8 · DK-2600 Glostrup · www.odsgard.dk
Tel. +45 43 43 29 00 · info@odsgard.dk



Meet the city's housing associations and housing companies for networking

Networking Event consisting of a Networking Evening and a Networking Day and will be held twice in 2024:

Tuesday, 23 April at 17:30-21:00, and Wednesday, 24 April at 7:30-13:30

Tuesday, 19 November at 17:30-21:00, and Wednesday, 20 November at 7:30-13:30

Byens Boligforeninger are once again gathering a range of companies for a Networking Event targeting board members of housing associations and decision-makers in housing companies (property managers, operations manager, caretakers, janitors, etc.).

As a participating company, you will have the opportunity to meet new customers and establish new relationships that are expected to last long into the future.

The Networking Event has two parts:

Networking Evening (17:30-21:00)

As a new initiative, we will be meeting on Tuesday for a festive evening with board members from the homeowner- and cooperative housing associations. Throughout the evening, you will have plenty of opportunity to talk to the guests, both at the dinner table and at your stand in the exhibitor hall. We have room for 100 people in the restaurant. Attendance is free of charge for guests.

Networking Day (7:30-13:30)

Here, you primarily meet decision-makers from housing companies – operations managers, property managers, caretakers, janitors etc., as well as board members from housing associations. Throughout the day, there will be networking meetings, presentations from experts, breakfast, and lunch.

It is free for guests to attend and we have room for 200 people during the day.

For both events, you have the opportunity to invite your customers as guests. After all, you are not just an exhibitors – you are also a co-hosts.



Contact us today to learn more about participating as a co-host/exhibitor:

Anne-Mette Brødsgaard, Sales Manager
Tel. +45 46 93 66 07
ab@odsgard.dk



Book your exhibition stand now!

For further information, please contact

Anne-Mette Brødsgaard, tel. +45 46 93 66 07, ab@odsgard.dk

Solution A:

- Exhibition stand 2x2m
- Networking Evening and Networking Day
- Catering for you and your guests
- ½ page in the newspaper Byens Boligforeninger

Total: 2,295 EUR

Solution B:

- Exhibition stand 2x2m
- Networking Evening and Networking Day
- Catering for you and your guests
- ¼ page in the newspaper Byens Boligforeninger

Total: 2,565 EUR

Solution C:

- Exhibition stand 2x2m
- Networking Evening and Networking Day
- Catering for you and your guests
- ¼ page in the newspaper Byens Boligforeninger
- ¼ page in an other edition (before or after the Networking Event)

Total: 3,650 EUR

Marketing Channels

All co-hosts/exhibitors are expected to invite their own guests to the event. In addition, we send invitations to 4,500 housing associations etc. through the newspaper Byens Boligforeninger. The newspaper will contain everything about the Networking Evening and Day, expert presentations, a list of co-hosts, advertisements, and a lot more.

Furthermore, personal invitations are sent out by email to more than 1,200 visitors.

Both on Facebook and LinkedIn, we also use our network and company pages to spread the word about the event.

Communication and your Marketing

All co-hosts will receive regular updates via email in the period leading up to the event. There will be ready-made templates for invitations, content for social media, etc. And if you need any further assistance with your marketing, feel free to contact us.

Ad in the newspaper Byens Boligforeninger

Your ½ or ¼ page in the newspaper can be used for an ad or an advertorial. Our graphic designers are happy to help you with the layout.



Being part of the Network Day for Byens Boligforeninger is incredibly interesting for us. The event attracts the right customer segment for us. We always engage in discussions and share proposals and solutions with the attendees, resulting in new contacts and subsequent orders every time.

Kenny Nielsen, Elsec A/S



At the Network Day, we encounter relevant, decision-making visitors, which has consistently led to contacts and, subsequently, concrete orders. It is the combination of professional presentations and networking in the exhibitor hall that makes the day a success for us. We establish valuable connections and showcase our expertise. The Network Day ensures that we reach potential new customers and, thereby, drive growth for Aquatex.

**Kim Jessen, Project Manager,
Aquatex Water Management ApS**