

# HUNDEN



THE MAGAZINE  
PAGE 1

HUNDEN  
MEDIKIT '18

THE WEBSITE  
PAGE 10



”  
 Du kan på mange måder sammenlignes med vores kyllingepæns eller sølkuik – de behøver ikke at have andet formål end at underholde og udfordre.  
 30  
 HUNDEN 2016



Hundehvalpen, der  
**KÆMPER FOR SIT LIV**  
 Springer spættende på det brændende asfalt. De kan var bare sine småbrøder gemme! Et kæmpesomt løb, som kan holde ham i live. Men han er, Rikke Svane Thomsen, har taget kampen op.  
 PETER BRUG  
 31  
 HUNDEN 2016

**MANJAGT**  
 røve  
 De enkelte løffere og veltroede vinderklasser for røffere, af de skidende hund har bragt dette års prøve klar afslutning.  
 31  
 HUNDEN 2016

**KRØNEN**  
 MUSK  
 50  
 HUNDEN 2016

37  
 HUNDEN 2016

# TARGET YOUR MARKETING

**THE MAGAZINE HUNDEN** is the biggest and oldest dog magazine in Denmark. HUNDEN is the dog magazine for both the average family dog people, breeders and active dog owners, who are interested in different dog sports, shows, hunting etc. – to cut it short; everybody who has a dog as a member of the family. HUNDEN has a broad appeal to about every segment in society.

## OUR READERS

- OWN PROPERTY
- FAMILY WITH KIDS
- FORTUNE ABOVE AVERAGE
- HIGH INCOME

## IN EVERY ISSUE

- BEHAVIOR
- TRAINING
- HEALTH
- SPORT
- DOGS ON THE JOB
- FAMILY DOGS
- BREEDING

## PRINT

CIRCULATION: 30.400

## CONTACT

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 Denmark

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## ADVERTISING:

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 (+45) 20 24 29 24  
 jbr@wiegaarden.dk

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 (+45) 20 24 29 23  
 mpm@wiegaarden.dk

**HUNDEN IS DANSK KENNEL KLUB's (DKK) magazine.** DKK has since 1897 been the leading advocacy organisation for dog owners in Denmark. His Royal Highness, Prince Henrik of Denmark, is the patron of the organisation. DKK is the biggest organisation for dog owners in Denmark. Every kind of dog owner (with both purebred dogs and other dogs) and people just interested in dogs in general can become members of the organisation. Today the organisation has over 30.000 members. DKK was founded in 1897 and is thereby one of Denmark's oldest organisations. DKK is – as the only Danish organisation – acknowledged by the international federation of national breed clubs, Fédération Cynologique Internationale (FCI)

**HUNDEN** Even though HUNDEN regards subject knowledge as a key factor, entertainment is still very present in the magazine. The magazine contains of a mix of articles regarding dog training, behaviour, health, breed knowledge, "dogs on the job", and different dog sports disciplines. Furthermore, the magazine blends in articles with portraits of interesting profiles; it could be dog people who have been renowned for a special effort in the dog community or people who just have a good story to tell. 'HUNDEN' is also the forum, wherein the members of DKK can gather information about what happens in and around the organisation, as it is also here the members will be informed about what happens in the different regions of the organisation.

**TARGET GROUP** The target group is primarily adults at all ages from all segments of society, who handle and own dogs.

**HUNDEN** offers a full 100 pages with a lot of reading, and the magazine sports a very handsome layout containing several pictures in each issue.

**PORTRAITS** Skilled and interesting dog people and dogs who are renowned for a special effort are portrayed in the magazine.

**BREEDERS** Breeders can read articles about reproduction, genetics and socialisation of puppies.

**KNOWLEDGE** In HUNDEN knowledge is focal point in articles about health, welfare, existence comprising for instance behaviour and training.

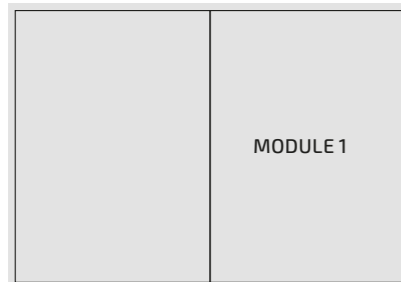
**SPORT** Many and very different dog sport disciplines are covered in HUNDEN.

# PRICES AND SIZES IN THE PRINTED VERSION

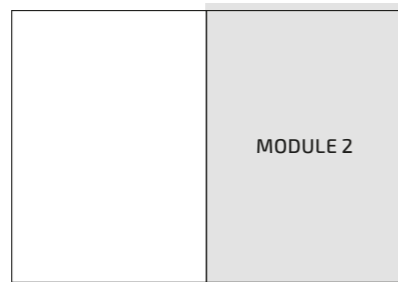
FORMAT	MODULE	PRICE
2/1	1	€ 2.416
1/1	2	€ 1.449
1/2	3/4	€ 739
1/3	5/6	€ 599
1/4	7/8	€ 469

Should you wish different ad sizes, we are pleased to offer you an individual layout at an extra charge in order to meet your specific requirements. Please contact us for further information.

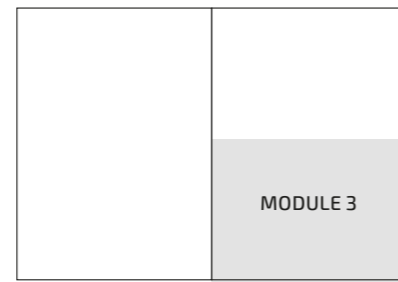
Prices for advertorials are quoted seperately.



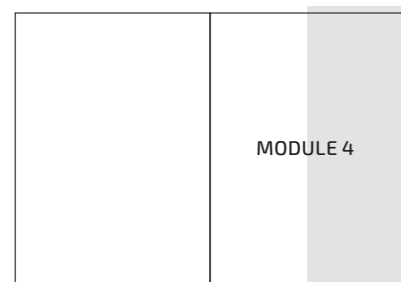
**2/1 page**  
420 x 280 mm  
(+ 4 mm for cropping)



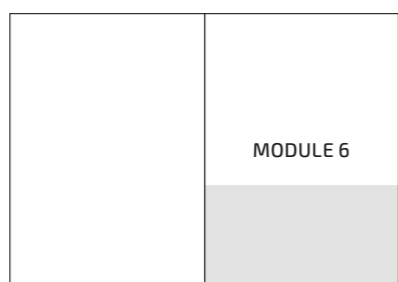
**1/1 page**  
210 x 280 mm  
(+ 4 mm for cropping)



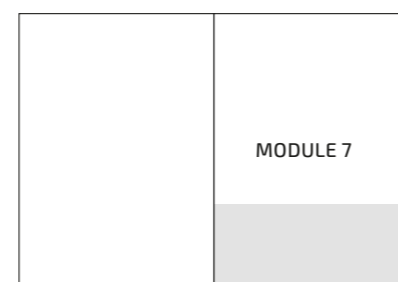
**1/2 page**  
210 x 137 mm  
(+ 4 mm for cropping)



**1/2 page**  
102,5 x 280 mm  
(+ 4 mm for cropping)



**1/3 page**  
210 x 96 mm  
(+ 4 mm for cropping)

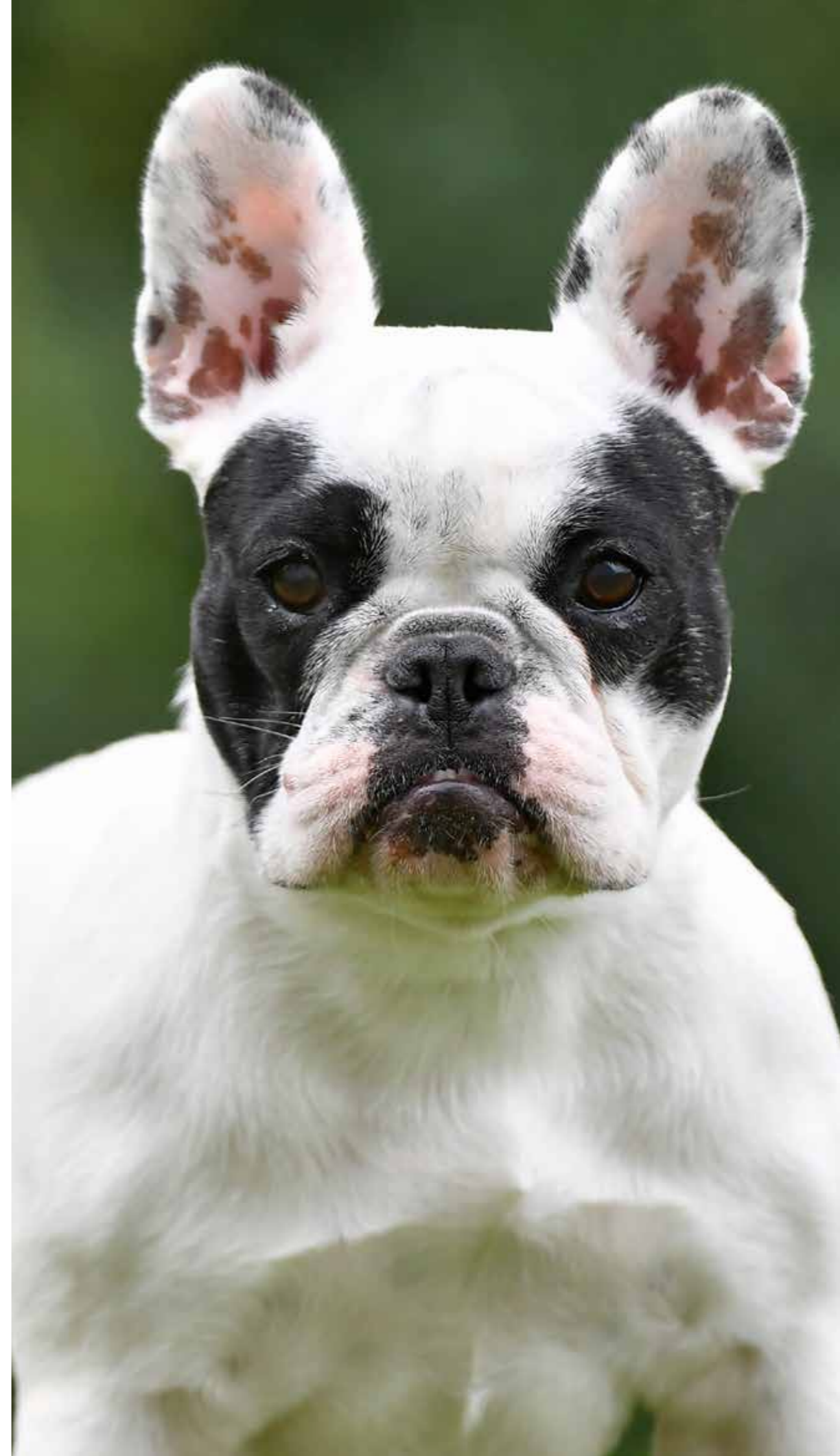


**1/4 page**  
210 x 76 mm  
(+ 4 mm for cropping)

## CLASSIFIED ADS

are being set up on 4-column pages, and the price is calculated from the amount of columns x the height in mm x the price.

1 column	41 mm
2 columns	80 mm
3 columns	133 mm
4 columns	180 mm
Maximum height	240 mm
Price pr. mm	€ 1.15



PICTURE  
FROM THE  
COVER  
OCTOBER  
2017

# PUBLICATIONS AND SPECIFICATIONS

## THE MAGAZINE IS PUBLISHED 10 TIMES A YEAR

### Options

Get your loose leaf, documents or your brochure directly to the desk of the decision-maker. More accurate and much cheaper than by direct mail.

Call Wiegaarden's sales department and ask for price and delivery, as this depends on the size, weight, type, etc. We support all formats, so give us a call to find out which opportunities we can offer you.

### Advertising material

Advertising material will be sent as per agreement with your contact person at Wiegaarden.

### Payment Terms

All advertisements and graphic work will be invoiced according to prices agreed upon with Wiegaarden's sales department. Due date is generally current month + 15 days. Agency commission is included in the contract price.

### Corrections and errors

Any corrections to the original material must be completed by the deadline for the material. The publisher assumes no responsibility for telephoned corrections. There will be no reduction in the advertising rate in cases where the publisher is not responsible for the error, nor for any error in connection to the exchange of advertising material.

By submission of completed material no reduction in the advertising rate in case of errors will be given, if the material does not meet the specifications.

### Complaints

Any claims must be made within 14 days after the advertisement was published. Wiegaarden assumes no responsibility for any small variations of the colour of the original material. We reserve the right to reject ads that may violate any applicable laws or otherwise are undesirable.

### Cancellation

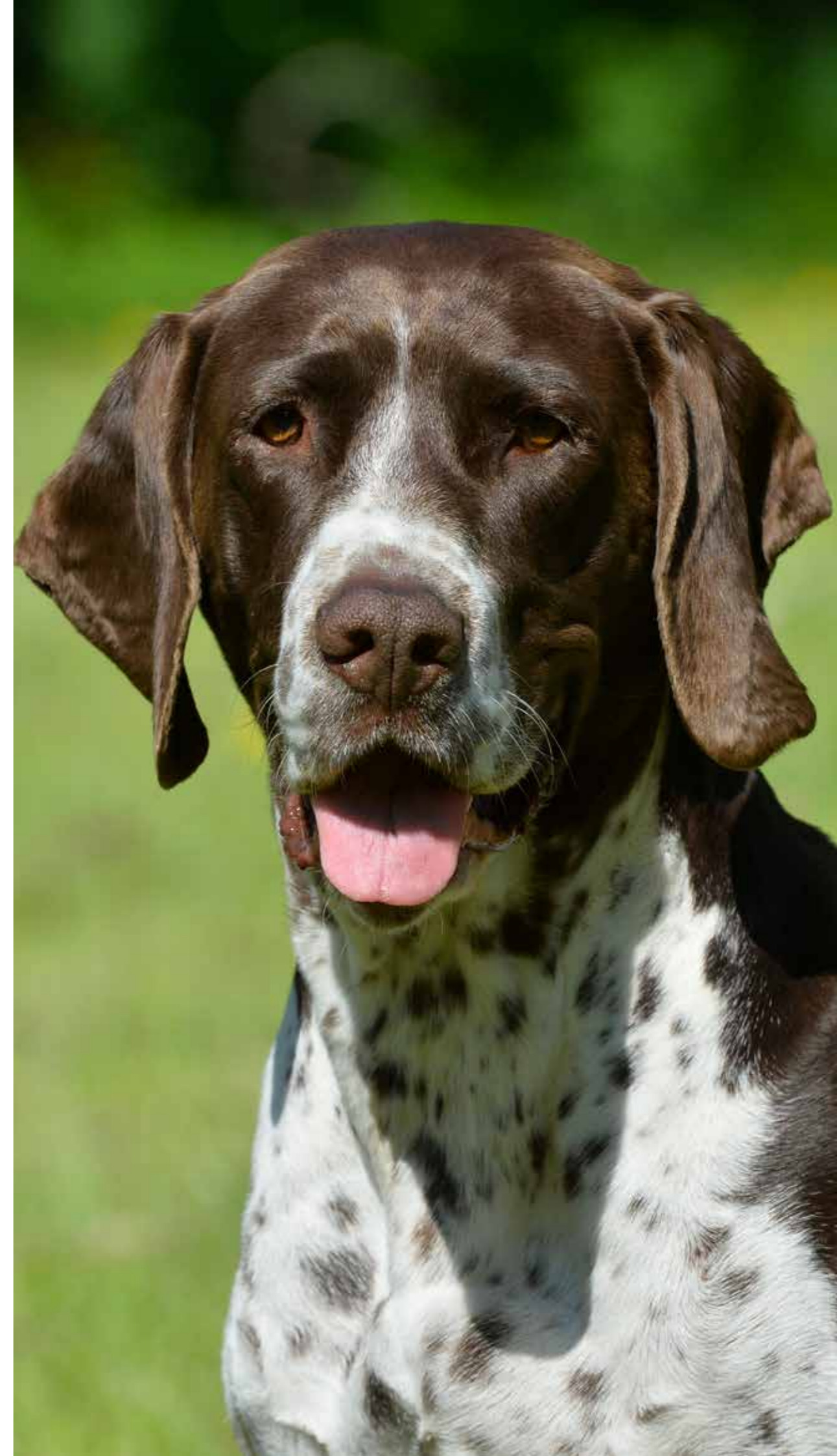
Signed orders that are cancelled one week prior to the deadline for the material, are charged with 50% of the agreed net price.

### Advertisement Control

Ads that according to Wiegaarden's estimates can be mistaken for editorial content, will include the word "advertisement".

### Orders

Orders is send too the contact persen at Wiegaarden via e-mail.



OLD DANISH  
POOINTER LUDA

DOUBLE-PAGE AD



ONEPAGE AD



HALF PAGE AD WIDE



HALF PAGE AD HIGH



ENGLISH SETTER  
NATTASET ANGEL'S  
TOUCH - BLUE

**EXTRA EXPOSURE**

As an advertiser in the magazine Hunden you will get an extra opportunity to expose new products on the pages with "Things for you and your dog". All you have to do is send a picture of the article in a high resolution, along with a text of no more than 80 words describing the article. We will publish it for free in the next edition. It is a good opportunity to give your products some extra exposure towards our readers.





**HUNDEN.DK** was launched in 2010 and is a website for Dansk Kennel Klub's members magazine Hunden. The website is updated daily by the editors, just like it is possible for the users to actively engage. An important channel for the website is hunden.dk's facebook-page, where all the news and competitions can be commented and debated by the group members.

**THE VISITORS** The website is visited almost as often by women as by men. The main part of the visitors visit the website from their cellphone, and they are mainly aged 18-34 years old.

**NYHEDER** We are continuously searching for any dog-related stories and news from all over the world, and we present it to you with a personal touch. This may include special events, sporting achievements, dogs in the society, the dog's health and new products. Users also have the opportunity to tip about a news that they think should be shared with the entire dog market in Denmark.

**COMPETITIONS** Win with hunden.dk! We run lots of competitions where users have the opportunity to win different dog-related prizes, sponsored by HUNDEN's and Hunden.dk's partners.

**FORUM** In hunden.dk's forum, users can express themselves. The forum is divided into different categories: Breeding, Disease & Health, Dog Sports / Training, Tips, and a mixed category called "Something on my mind".

**BUY / SALE** Here private costumors can make ads with their used/mistake bought dog equipment.

**DOG GALLERY** In the dog gallery, users can enjoy sharing information about and pictures of their own dogs with the like-minded.

**PICTURES** We have thousands of dog pictures in our photo database. This is where the dog owners can see and buy pictures of their dogs - for example from the Dansk Kennel Klub's international exhibitions, which we always cover.

**THIS IS HAPPENING** hunden.dk contains a calendar that follows the events of the dog world. The calendar is primarily updated by requests from users who wish to announce a dog event.

**UNIQUE VISITORS**

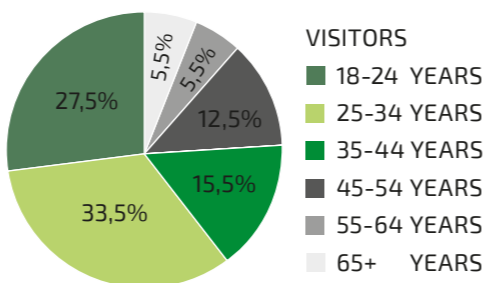
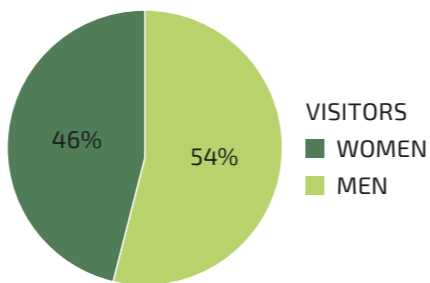
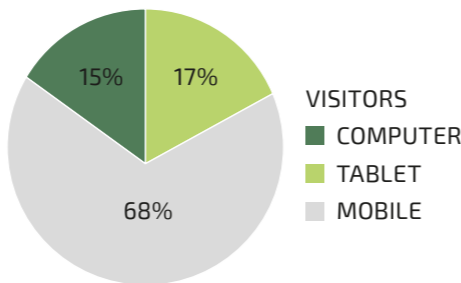
- 306.000 / YEAR
- 30.300 / MONTH
- 7.282 / WEEK

**VISITORS IN TOTAL**

- 507.000 / YEAR
- 42.250 / MONTH
- 9.700 / WEEK

**PAGE VIEWS**

- 654.000 / YEAR
- 54.500 / MONTH
- 12.600 / WEEK



**TOPBANNER** PREMIERE PÅ DEN NYE SUBARU OUTBACK FRA 499.900,- LÆS MERE HER

**BOX 1** Landsholdet til VM i dog dancing er udtaget

**BOX 2** LØRDAG 2. JULI FCI GR. 2,5,9,10 SØNDAG 3. JULI FCI GR. 1,3,4,6,7,8

## PRICES AND FORMATS ONLINE

**TOPBANNER**  
Share the space with up to 7 other banners with a weekly rate of 12.000 views. Size: 930x180 pixels. Price: EUR 199,00/week.

**BOX 1**  
Also a shared banner with up to 7 others and a weekly rate of almost 7.200 views. Size: 300x250 pixels. Price: EUR 129.00/week.

**BOX 2**  
Same size and numbers of views as box 1. The banner is shown a bit further down the page and therefore the price is only EUR 129.00/week.

**OTHER BOX BANNERS**  
Further down the page we also have a total of 7 banners. They have a weekly rate of up to 8.000 views. The size is 300x250 pixels. These banners vary in prices from EUR 69.00/week. Please ask for further details.

**DESIGN SERVICE** At your request we can help you set up your banner. If you want one single picture (in the JPG format) as your banner, or if you want several pictures that changes (GIF animation), the price is EUR 129,-, while a motion banner (HTML 5) costs EUR 169,-.

# HUNDEN



**THE BIGGEST DOG MAGAZINE IN DENMARK**  
**MEMBERS MAGAZINE FOR DANSK KENNEL KLUB**  
**RESOURCEFUL READERS AND ONLINE VISITORS**  
**MORE THAN 30.000 SUBSCRIBERS**



Mediehuset Wiegaarden  
GRAFISK DESIGN | WEB | FOTO | TEKST