

MEDIAKIT 2017



LUKSUS MEDIA

MEDIA & EVENTS FOR ACTIVE PEOPLE

LøbeMagasinet

LUKSUS.LAND

SKIMAGASINET

LØBERNE.DK
INSPIRATION OG VIDEN OM Løb

N.A.F.F.
Nordic Adventure Film Festival

GRAN
FONDO
FILM FESTIVAL

OUTDOOR MOMENTS
PRODUCED BY CHAMPION ADVENTURE FILM FESTIVAL

CPHRUNFEST
COPENHAGEN RUNNING FESTIVAL

KOM GODT I GANG
DIN WEBSHOP TIL ET AKTIVT LIV

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LUKSUS MEDIA

PHONE: +45 20 77 01 44

INFO@MEDIEHUSETLUKSUS.DK

WWW.LUKSUSMEDIA.DK

WELCOME TO LUKSUS MEDIA

- MEDIA & EVENTS FOR ACTIVE PEOPLE -

Welcome to LUKSUS MEDIA (Mediehuset Luksus in Danish) an independent Danish publishing company that specialises in magazines, online media, events and services aimed at an audience with an active lifestyle such as running, outdoor, skiing, training and travelling.

The name “Luksus” dates back to the early days of our media house when the founders were resting on a remote mountaintop in Kirgizstan talking about how luxurious it is to have an active lifestyle and live your dream. And we still believe that!

MEET LUKSUS.LAND

Our portfolio for 2017 includes the print magazines LøbeMagasinet and Skimagasinet Pist 'n Powder – plus a brand new outdoor and adventure universe called LUKSUS.LAND (both print and online), which will be presented in spring 2017 for outdoor and adventure enthusiasts in Denmark.

We will also continue the events we have organised since 1996, which have made us a leading media house for events for outdoor and adventure enthusiasts. Nordic Adventure Film Festival (formerly Danish Adventure Film Festival), Outdoor Moments, Copenhagen Running Festival and Gran Fondo Film Festival are some of the established events that bring the Danish outdoor, running and biking scene together. More exciting new events are on the way.

OVER 20 YEARS OF EXPERIENCE

All our media and events are made under the motto: We won't just describe a scene - we are an active part of it to have an equal relationship with our readers, understand their needs and write the most relevant articles. With more than 20 years of experience with events and 15 years of experience in the magazine industry we are proud to have the best experts on our team. Our editors, journalists and writers have extensive knowledge in the subjects they write about.

THE DISTRIBUTION RETHOUGHT

Our magazines are distributed in newsagents and in a unique cooperation with Danish sports retailers so they are available all over Denmark. We constantly work to find new ways to reach our readers wherever they may be and on all platforms, which naturally includes online.

We look forward to inspiring outdoor and adventure enthusiasts - with you on our side!

Best regards



Bugge Holm Hansen
Co-owner & Partner



Sofie Hvitved
Co-owner & Partner



LØBEMAGASINET

- THE MAGAZINE FOR DEDICATED RUNNERS

LøbeMagasinet (which means The Running Magazine in Danish) has been the leading magazine for runners in Denmark since 2008. At LøbeMagasinet our ambition is to help our readers be the best version of themselves as runners as they can be.

THE CONTENT

The idea is to motivate our readers by constantly inspiring and challenging them to take the next step in their lives as a runner. The goal for LøbeMagasinet is to provide inspiring content that motivates readers on how to train, and train more efficiently, and learn more about the latest running trends. In short we want to help our readers become the best runners they can be.

“

THE GOAL OF LØBEMAGASINET IS CLEAR: WE WANT TO HELP OUR READERS BECOME THE BEST RUNNERS THEY CAN BE!

We aim to be visible to all runners in Denmark and provide stories from other runners, both in Denmark and the rest of the world. The magazine is written by runners for runners, presented in an inspirational and easy manner, together with a stylish layout and beautiful pictures.

The magazine also includes a large number of tests of running gear. Together with the best testers in Denmark we provide our readers with inspiration on what gear to buy and the right information on how to choose the best gear for them.

READER PROFILE

The latest report from The Danish Institute for Sports Studies (Ildrættens Analyseinstitut/IDAN) shows that 29 per cent of all adult Danes run on a regular basis, which is about 1.6 million people. LøbeMagasinet targets all men and women who run – from part-time runners who run once or twice a month to the more dedicated runners who run on a daily basis and take their running more seriously. The target group is 25 to 50 years old with most readers from 25 to 40 years old.

The readers are active runners and spend around 5,000 DKK a year on running gear, travel, and fees for races and organisations etc.

The readers spend a lot of time seeking information on new equipment, training techniques, races etc. and are happy to discuss their views with their peers.

DISTRIBUTION

LøbeMagasinet is distributed nationwide monthly (15,000 copies per month) through newsstands, subscriptions (64.50 DKK) and leading running retailers.

ONLINE

Featured articles from LøbeMagasinet are also online at the site løberne.dk so our content reaches as many as possible.

**FOR MORE INFORMATION PLEASE VISIT
WWW.LOBEMAGASINET.DK**



Double-fold to edge



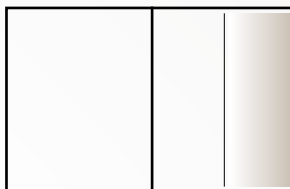
Format: 430 x 285 mm
(+ 5 mm for trimming and bleed)
Cost: 4.700 euro

1/1 single-fold to paper's edge



Format: 215 x 285 mm
(+ 5 mm for trimming and bleed)
Cost: 2.680 euro

1/2 page tall to edge



Format: 99,5 x 285 mm
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Cost: 1.600 euro

1/2 page width (not to edge)



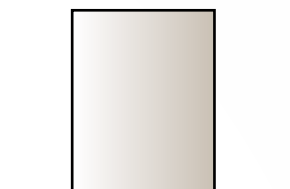
Format: 201 x 132,5 mm
Cost: 1.600 euro

Page 2 + 3 – two-sided to edge



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DISCOUNT

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Right page + 10%
Right page centre + 15%
Insertion in the body of the page, gatefold etc
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Discounts applicable for advertisements all
ordered and printed within the same year.



BIG
ANNIVERSARY
ISSUE #100
IN NOVEMBER
2017!

ISSUES 2017

#	Period	Published	Content deadline
90 (01 2017)	January	2. January (week 01)	5. December
91 (02 2017)	February	1. February (week 05)	4. January
92 (03 2017)	March	1. March (week 9)	1. February
93 (04 2017)	April	3. April (week 14)	1. March
94 (05 2017)	May	1. May (week 18)	3. April
95 (06 2017)	June	1. June (week 23)	1. May
96 (07 2017)	July	3. July (week 27)	1. June
97 (08 2017)	August	1. August (week 31)	3. July
98 (09 2017)	September	1. September (week 36)	1. August
99 (10 2017)	October	2. October (week 40)	1. September
100 (11 2017)	November	1. November (week 44)	2. October
101 (12 2017)	December	1. December (week 49)	1. November

INFO & CONTACT

Advertising and marketing:
advertising@mediehusetluksus.dk

Editorial:
Editor in Chief, Sofie Hvitved
sofie@lobemagasinet.dk
Direct: +45 20 77 01 44

General inquiries:
info@lobemagasinet.dk

Online:
lobemagasinet.dk
loeberne.dk
facebook.com/lobemagasinet
Instagram: LøbeMagasinet

FACTS ABOUT THE MAGAZINE

Distribution: LøbeMagasinet is distributed through Denmark's leading running stores, at newsstands and per subscription. The magazine costs 64,50 DKK.

Format: b 215 x h 285 mm printed to paper's edge

Paper: 90 g MWC (glossy). Cover 150 g (glossy). Gallerie One.

Colour: 4+4 CMYK

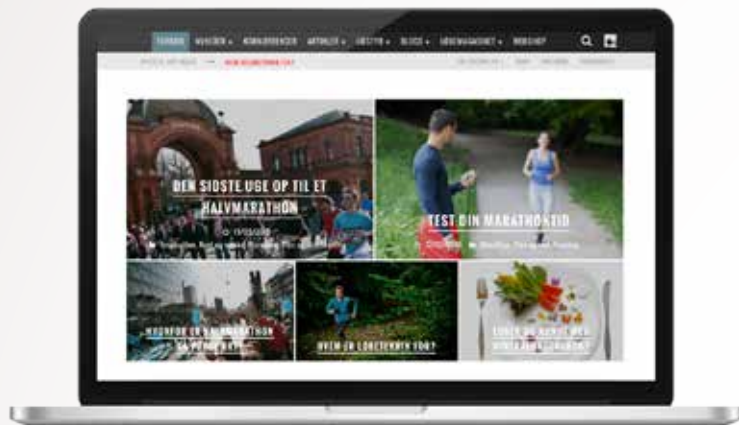
Production: Paper, Ctp, Heatset printing, glue-binding. Raster #54

Ad-Info: Advertisements must be delivered electronically as PDF in CMYK, 300 dpi and outlined (or alternatively with all fonts included). Where the advertisement is to be printed "to the paper's edge" (not possible for 1/2 width and 1/2 page formats) an allowance of 5 mm should be made all the way around for trimming (bleed). Remember to also leave 5 mm from the paper's edge (offset).

Material should be sent to
advertising@mediehusetluksus.dk

LØBERNE.DK

- THE BEST DANISH PLATFORM FOR RUNNERS



Løberne.dk is the leading online website for articles, news and inspiration for Danish runners. The goal is to keep our readers updated on all new trends, knowledge and events regarding running.

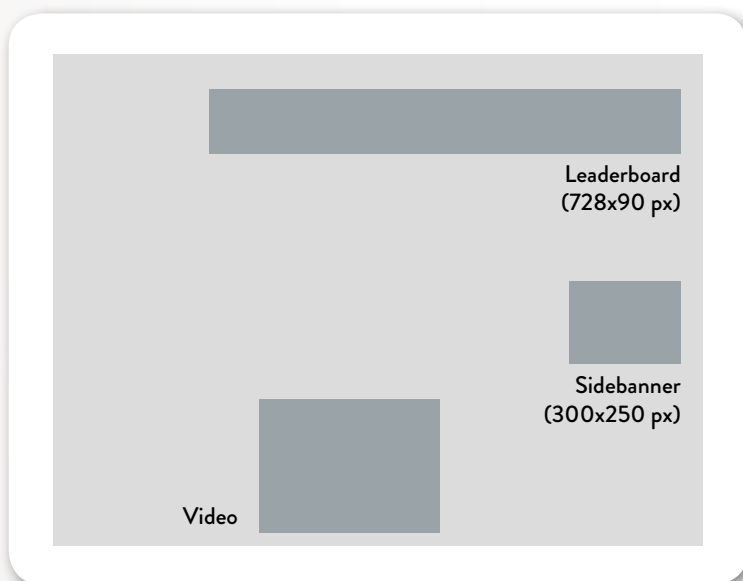
The content on the site is based on collaboration with LøbeMagasinet and the large archive that the magazine has build over the years.

Løberne.dk is the place to go to find inspiring and in depth articles about subjects such as tips for training, advice on injuries, nutrition and gear - but also to get new inspiration from videos, training plans and much more in the future.

The site is growing quickly and we look forward to adding new features on the site in the near future!

**FOR MORE INFORMATION PLEASE VISIT
WWW.LØBERNE.DK**

BANNER ADS



PRICES AND FACTS*

BANNER	1 WEEK
Leaderboard (728x90 pixels)	2.400,-
Sidebar (300x250 pixels)	1.200,-
Newsletter (560X70 pixels)	1.000,-
Video, advertorial & NTA	Subject to quotation

SPECIFICATIONS

Resolution:	72 dpi
Formats:	gif, jpg, png or html

NEWSLETTER



“ THE BEST ONLINE PORTAL FOR DANISH RUNNERS WHO WANT TO STAY UP TO DATE WITH THE TRENDS OF RUNNING!



INFO & CONTACT

Advertising and marketing:
advertising@mediehusetlaksus.dk

Editorial:
Editor in Chief, Sofie Hvitved
sofie@lobemagasinet.dk
Direct: +45 20 77 01 44

General inquiries:
info@lobemagasinet.dk

Online:
lobemagasinet.dk
loeberne.dk
facebook.com/lobemagasinet

COPENHAGEN RUNNING FESTIVAL

- A TRIBUTE TO RUNNING

A TOUR-DE-FORCE FOR RUNNERS IN COPENHAGEN

On 4 August 2016 the new running festival Copenhagen Running Festival was held for the first time and it was a huge success.

The idea behind the festival is to allow the participants to experience a true tour-de-force around Copenhagen as a city for running during the festival. With the purchase of a partout ticket the participant can dive into a true cacophony of different types of runs, organised by people and organisations with varied backgrounds and motivations, but with one thing in common, that they are created with a passion for running.

At the festival you can participate in runs put together by associations like Sparta but the festival also offers self-organised runs for the more niche minded participants. This allows you to test your running shoes in environments as different as the forest, the harbour, around the Zoo and in city parks. And what this palette of runs shows is just how varied running in the city can be.

The vision for the festival is clear. Through workshops, events and recognition of the work of passionate people and great ideas, we want to create a reoccurring running event in the heart of the city of Copenhagen. Simply because running truly is something special, and because running does something special to people. The festival celebrates running as a way of exercising, as a reason to get together, as a generator of ideas, and as the centre of an urban community.

Simply put, we are creating a new tradition – a tradition of putting the spotlight on running and on the many great initiatives that are taking place in cities around the country.

DANISH RUNNING AWARD

One of the new initiatives during the first Copenhagen Running Festival was the Danish Running Award. Sixteen prizes were given out to, among others, Brand of the Year, Running Community of the Year, Marathon Runner of the Year, Innovator of the Year, and Runner of the Year.

SPONSORSHIP

Copenhagen Running Festival is a unique opportunity to expose your brand to a target group of very dedicated runners that have a keen interest in new inspiration and quality gear. As well as visual exposure at the festival (logo on all material etc.) you will also receive a number of benefits such as access to the many associated events.

**FOR MORE INFORMATION PLEASE VISIT
WWW.CPHRUNFEST.DK**



4 QUICK FACTS ABOUT RUNNING IN DENMARK

29 percent of the Danish population use running as a form of exercise, which means that there are over 1.6 million Danish runners in total.

More than 1.300 races are organized each year across the country, which amounts into 3 races pr. day. Each race has an average of 90 participants.

Around 650,000 Danes can be found at the start line for a race last year.

The most popular types of races are still the traditional runs, but Trail Running, Obstacle Races and Fun Runs are also gaining popularity among the Danes.





INFO & CONTACT

Sponsorships & events:

If you wish to sponsor the festival please contact us on advertising@mediehusetluksus.dk.

Program & film:

Bugge Holm Hansen (Director of the Festival)
bugge@cphrunfest.dk
 Direct: +45 30 23 01 70

General inquiries:

info@cphrunfest.dk
cphrunfest.dk
facebook.com/cphrunfest





LUKSUS.LAND THE MAGAZINE

- OUTDOOR PASSION & IN DEPTH ARTICLES

Since 2001 Luksus has been the essence of the activities of Luksus Media. The name "Luksus" comes from the beginning when the founders Bugge Holm Hansen, Peter Monrad and Peter Tranevig quite simply believed that it is a luxury to live an active life. And we continue to believe that!

**“FOR DANES WHO LOVE NATURE,
ADVENTURE, TRAVEL AND AN ACTIVE
LIFESTYLE.**

The Luksus concept has its own editorial universe called LUKSUS.LAND, conceived as a melting pot of the dedicated outdoor passion that has been part of Luksus Media since the beginning and will be available on a wide range of media platforms. The idea behind Luksus.land is to unite the history, present and future of the Danish outdoor scene.

The heart of Luksus.land is the magazine LUKSUS.LAND that will be published twice a year. The magazine will showcase the Danish outdoor scene and follow the people and initiatives that dare to live the adventure both in everyday life and out travelling and exploring the world.

LUKSUS.LAND magazine is about outdoor life, travel, adventure, exercise and an active lifestyle – and identifying trends within the Danish and international outdoor life. To keep it short its goal is to provide inspiration for all dedicated Danish outdoor and adventure enthusiasts.

READER PROFILE

LUKSUS.LAND targets the growing number of Danes who love to use nature actively in their everyday life. Both the large group of Danish outdoor enthusiasts with a penchant for

adventure and outdoor activities, but also the large group of Danes that use nature as a free space in their busy modern life.

LUKSUS.LAND is aimed at both men and women who love adventure, travel and an active lifestyle. The target group is from the 25 to 50 year old with most readers from 30 to 45 years old.

DISTRIBUTION

LUKSUS.LAND is distributed twice a year (12,000 copies) nationwide from newsstands and per subscription. Furthermore the magazine is sold in leading outdoor retailers.

**FOR MORE INFORMATION PLEASE VISIT
WWW.LUKSUS.LAND**



Double-fold to edge



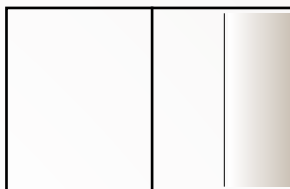
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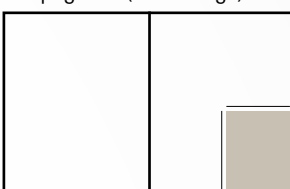
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ISSUES 2017



#	Period	Published	Content deadline
01 (01 2017)	May-Sep	1. May (week 18)	3. April
02 (10 2017)	Oct-April	2. October (week 40)	1. September

INFO & CONTACT

Advertising and marketing:
advertising@mediehusetluksus.dk

Editorial:
Editor in Chief Bugge Holm Hansen
bugge@mediehusetluksus.dk
Direct: +45 30 23 01 70

General inquiries:
info@luksus.land

Online:
www.luksus.land
Facebook: Luksus.land
Instagram: Luksus.land

FACTS ABOUT THE MAGAZINE

Distribution: LUKSUS.LAND
is distributed at newsstands and
per subscription. The magazine
costs 64,50 DKK.

Format: b 215 x h 285 mm
printed to paper's edge

Paper: 90 g MWC (glossy).
Cover 150 g (glossy). Gallerie
One.

Colour: 4+4 CMYK

Production: Paper, Ctp, Heatset
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advertising@mediehusetluksus.dk

LUKSUS.LAND PODCAST

- PODCAST AND DEDICATED GEAR SITE



LUKSUS.LAND PODCAST

Luksus.land online is the new site for Danish outdoor and adventure enthusiasts. The goal for the site is to inspire people to dare to think big and live their dreams.

What will Luksus.land offer in the future? The ambition is to make a difference and it will not be boring! The online universe will be based on a huge archive of former articles from Luksus Media plus new inspirational podcasts.

The podcasts will be the driver and together with the articles you will get plenty of inspiration for outdoor, adventure, travel and the good life with outdoor luxury – with the main focus on podcasts and good stories!

Do you have a product or a brand that we should focus on? Contact us about the possibilities for native advertising.

FOR MORE INFORMATION PLEASE VISIT WWW.LUKSUS.LAND

LAUNCH IN
SPRING
2017



“

LUKSUS.LAND IS ALL ABOUT THINKING OUTSIDE THE BOX AND COMMUNICATE IN A NEW WAY FOR DANISH OUTDOOR AND ADVENTURE ENTHUSIASTS.

LUKSUS.LAND GEAR

At Lüksus.land we love good gear. But how do Danish outdoor and adventure enthusiasts filter good from bad? We want to help communicate about the gear that is born from passion and good quality in order to provide inspiration and help the users choose the best gear possible. Our goal is to challenge the way Danes receive information about our gear and brands.

As well as the hunt for the best gear we will dig deeper into the understanding of its function, materials and the ideas behind its creation. In short we will dig deep into the history of the particular apparel and equipment.

The new Lüksus.land gear site will be launched at the beginning of 2017.

Do you have a product or a brand that we should focus on? Contact us about the possibilities for native advertising.



**RESPONSIVE
DESIGN**
(incl. tablets & smartphones)

INFO & CONTACT

Advertising and marketing:
annoncer@mediehusetlüksus.dk

Editorial:
Bugge Holm Hansen
bugge@mediehusetlüksus.dk
Direct: +45 30 23 01 70

General inquiries:
info@lüksus.land

Online:
www.lüksus.land
Facebook: Lüksus.land
Instagram: Lüksus.land



NORDIC ADVENTURE FILM FESTIVAL

- D.A.F.F. BECOMES N.A.F.F.

THE LARGEST ADVENTURE FILM FESTIVAL IN SCANDINAVIA

Nordic Adventure Film Festival – formerly Danish Adventure Film Festival – is the largest and oldest adventure film festival in Scandinavia with more than 20 years of presenting movies on the big screen for outdoor and adventure enthusiasts.

The festival was founded as a collaboration between a number of filmmakers and the Danish Film Institute to show today's best adventure movies in full cinematic quality – a rallying point for the Nordic adventure film scene.

The festival has grown substantially in the last couple of years and is now in the largest cities in Denmark. The festival consists of more than 35 adventure films from around the world – films that capture both the classical pioneers on the big expeditions, the current adrenalin-pumping action sport and the more experimental movies. We are proud to present the biggest and most ambitious adventure film festival in Scandinavia.

THE FESTIVAL EXPERIENCE

The festival is built around different genres that explore the active outdoor and adventure lifestyle from around the world. We want it to be an extraordinary and inspirational experience to visit the festival, and we aim for the audience to walk out of the cinema feeling motivated and with a renewed appetite for great experiences.

The broad selection of very different movies at N.A.F.F. makes it a festival both for the enthusiast, the film nerd, the parent and the teenager alike. N.A.F.F. is for everyone who loves and is fascinated by the connection between humans and nature.

N.A.F.F. AWARDS

Selected movies will compete for N.A.F.F. Awards such as:

- Best movie of the Year (presented by the main sponsor)
- Best Danish Movie of the Year
- Action Sport Movie of the Year
- The Special Award of the Jury
- The Filmic Award

The winners will be announced at a celebratory event during the festival.

SPONSORSHIP

N.A.F.F. is an interesting and alternative platform for exposing a brand. During the festival more than 5,000 visitors will attend from the Nordic countries. Additionally, N.A.F.F. is exposed in nationwide media – newspapers, radio, TV, web portals and magazines.

As a sponsor of N.A.F.F., there are many opportunities for exposure to a very attractive target audience that has a keen interest in new inspiration and quality gear. As well as visual exposure at the festival (logo in all material, sponsor trailer before the movies etc.) you also receive a number of benefits such as access to all film screenings and the many associated events.

**FOR MORE INFORMATION PLEASE VISIT
WWW.ADVENTUREFILMFEST.DK**



EXAMPLES OF CATEGORIES ON N.A.F.F.



Climbing //



MTB //



Running //



Skiing & Snowboarding //



Adventure //



Kayak & Surf //



Urban //



Mountaineering //

INFO & CONTACT

Sponsorships & events:

If you wish to sponsor the festival please contact us on advertising@mediehusetluksus.dk.

Program:

Bugge Holm Hansen
bugge@adventurefilmfest.dk
 Direct: +45 30 23 01 70

General inquiries:

info@adventurefilmfest.dk

Online:

adventurefilmfest.dk
facebook.com/danishadventurefilmfestival
 Instagram: DanishAdventureFilmFestival

N.A.F.F.
 Nordic Adventure Film Festival

OUTDOOR MOMENTS

- 1 EVENING, 10 SHORT FILMS, 100% ADVENTURE

A FILM NIGHT FILLED WITH BURSTS OF ADVENTURE

Outdoor Moments is a one night movie experience dedicated to a series of short films with adventure and action sports presented by the directors and inspiring Danish outdoor personalities.

The event started in 2014 with the ambition of presenting a number of inspiring short films on the program - everything from trail running, climbing, ice climbing, kayaking and mountain biking.

Outdoor Moments is an event aimed at all who want to be inspired by a broad range of films, as the audience is presented with a number of films in a wide range of outdoor and adventure genres. The majority of the films are Danish and many premiere at this event so you will therefore have the opportunity to meet many of the people involved in making the movies.

Outdoor Moments is organised in cooperation with the Nordic Adventure Film Festival and all the movies that appear at Outdoor Moment are nominated for the yearly N.A.F.F Awards.

We look forward to opening the doors again in 2017 and giving the audience an extraordinary outdoor adventure experience.

SPONSORSHIP

Outdoor Moments is a unique opportunity to expose your brand to a very dedicated target audience on a spectacular evening.

**FOR MORE INFORMATION PLEASE VISIT
WWW.OUTDOORMOMENTS.DK**





INFO & CONTACT

Sponsorships & events:

If you wish to sponsor the festival please contact us on advertising@mediehusetluksus.dk.

Program:

Bugge Holm Hansen
bugge@outdoormoments.dk
 Direct: +45 30 23 01 70

General inquiries:

info@outdoormoments.dk

Online:

outdoormoments.dk
facebook.com/outdoormoments

SKIMAGASINET

- THE MAGAZINE FOR ALL DANISH SKIERS

SKIMAGASINET Pist n' Powder is the number one media for Danish skiers to access information about their passion. The magazine provides relevant and inspiring articles written by skiers with a Danish focus, stunning pictures and a stylish layout and is the perfect media to find inspiration and new ideas on skiing.

“ SKIMAGASINET PIST N' POWDER PROVIDES RELEVANT AND INSPIRING ARTICLES ABOUT SKIING FOR THE MANY DANISH SKIERS.

The goal is to provide information and inspire the over 500,000 Danes who go skiing every winter. Denmark does not have any ski resorts but the interest in skiing is growing every year in Denmark.

The editors of SKIMAGASINET Pist n' Powder are leading ski experts and dedicated, experienced journalists who are all active skiers. The editor-in-chief is ski expert Bugge Holm Hansen and the editorial staff ensures the experiences and impressions of skiing are always told through inspiring and thought-provoking stories, rooted in the Danish ski tradition. The editorial team is the reader's guarantee for stories of high quality, big visual experiences and reportages.

THE CONTENT

SKIMAGASINET Pist n' Powder wants to stimulate the reader to go even further in exploring the many sides of skiing. The magazine offers the most important news, gear tests, Danish and international skiing profiles, good ideas for new equipment and ideas for interesting travel destinations, all spiced up with fantastic pictures to inspire the reader.

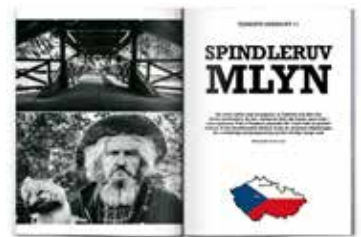
READER PROFILE

The readers of the ski magazine are mostly in the 20 to 50 year age group with a predominance of male readers. The target group is the dedicated skiers in Denmark who spend time and money on skiing, travelling and to buy alpine ski equipment.

DISTRIBUTION

SKIMAGASINET Pist n' Powder is published twice a year and distributed through a wide range of ski shops, as well as copies sold nationally through Bladkompagniet.

**FOR MORE INFORMATION PLEASE VISIT
WWW.PISTNPOWDER.DK**



Double-fold to edge



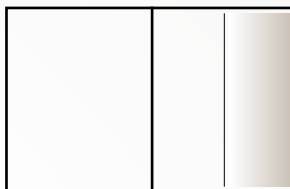
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(+ 5 mm for trimming and bleed)
Cost: 2.680 euro

1/2 page tall to edge



Format: 99,5 x 285 mm
(+ 5 mm for trimming and bleed)
Cost: 1.600 euro

1/2 page width (not to edge)



Format: 201 x 132,5 mm
Cost: 1.600 euro

Page 2 + 3 – two-sided to edge



Format: 430 x 285 mm
(+ 5 mm for trimming and bleed)
Cost: 5.400 euro

Backcover to edge



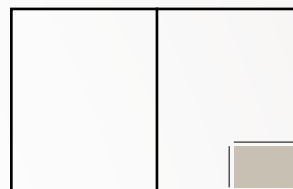
Format: 215 x 285 mm
(+ 5 mm for trimming and bleed)
Cost: 3.350 euro

1/2 page tall (not to edge)



Format: 94,5 x 275 mm
Cost: 1.600 euro

1/4 page (not to paper's edge)



Format: 94,5 x 132,5 mm
Cost: 990 euro

DISCOUNT

2 prints 10% reduction
4 prints 15% reduction
6 prints 20% reduction

Right page + 10%
Right page centre + 15%
Insertion in the body of the page, gatefold etc
is subject to quotation

Discounts applicable for advertisements all
ordered and printed within the same year.

ISSUES 2017



#	Period	Published	Contentdeadline
43	(01 2017)	Oct/Nov (week 40)	1. September
44	(02 2017)	Dec/Jan (week 49)	1. November

INFO & CONTACT

Advertising and marketing:

advertising@mediehusetluksus.dk

Editorial:

Editor in Chief Bugge Holm Hansen
bugge@mediehusetluksus.dk
Direct: +45 30 23 01 70

General inquiries:

info@pistnpowder.dk

Online:

pistnpowder.dk
facebook.com/skimagasinet

FACTS ABOUT THE MAGAZINE

Distribution: SKIMAGASINET

Pist 'n Powder is through
Denmark's leading skishops, at
newsstands and per subscription.
The magazine costs 64,50 DKK.

Format: b 215 x h 285 mm
printed to paper's edge

Paper: 90 g MWC (glossy).
Cover 150 g (glossy). Gallerie
One.

Colour: 4+4 CMYK

Production: Paper, Ctp, Heatset
printing, glue-binding. Raster #54

Ad-Info: Advertisements must be
delivered electronically as PDF
in CMYK, 300 dpi and outlined
(or alternatively with all fonts
included). Where the advertise-
ment is to be printed "to the
paper's edge" (not possible for
1/2 width and 1/2 page formats)
an allowance of 5 mm should
be made all the way around for
trimming (bleed). Remember to
also leave 5 mm from the paper's
edge (offset).

Material should be sent to
advertising@mediehusetluksus.dk

GRAN FONDO FILM FESTIVAL

- A FILM FESTIVAL FOR BIKE ENTHUSIASTS

A TRIBUTE TO CYCLING

Gran Fondo Film Festival (G.F.F.F.) is a new bicycle film festival for everyone who loves cycling, movies on the big screen and not least the big bike epics.

The ambition of Gran Fondo Film Festival is clear – to create a recurring annual international bicycle film festival in Denmark. The film festival aims to showcase the best bike movies on the big screen. It is a tribute to the sport of cycling and to the films and filmmakers.

We want to give the Danish audience an opportunity to experience cycling films in the cinema where they ultimately belong. Denmark has a proud tradition of cycling movies with Jørgen Leth as the iconic filmmaker who has inspired many other Danish instructors with great talent. The program of the festival includes both Danish classic cycling films and a number of new international cycling films that have never been shown in Danish cinemas. The movies have attitude and character and they are collected from around the world. They represent a broad spectrum of biking, centred around track cycling, cycling-cross and especially road cycling.

As viewers you will be taken into the life of international cycling, which inspires, motivates and focuses on the challenges of one of the fastest growing sports today.

In 2015 the festival opened with a big scoop – an exclusive conversation between Jørgen Leth and the American instructor Brendt Barbur about the documentary 'The Commentator', which had not yet been released.

The movies compete for a newly created bike film prize, which will be presented during the festival with an aim to celebrate the bicycle film genre.

SPONSORSHIP

Write an email to info@gfff.dk if you want to know more about the opportunities of exposure and sponsorship packages at Gran Fondo Film Festival!

**FOR MORE INFORMATION PLEASE VISIT
WWW.GFFF.DK**





INFO & CONTACT

Sponsorships & events:

If you wish to sponsor the festival please contact us on advertising@mediehusetluksus.dk.

Program:

Bugge Holm Hansen
bugge@gfff.dk
 Direct: +45 30 23 01 70

General inquiries:

info@gfff.dk

Online:

gfff.dk
facebook.com/granfondoilmfestival



KOMGODTIGANG.DK

- OUR WEBSHOP FOR ACTIVE PEOPLE



Komgodtigang.dk (meaning 'getting started in a good way') is a webshop where people can find inspiration and products for an active life. The webshop offers both the purchase of new and old magazines from LUKSUS MEDIA - and gear for the activities they are passionate about. The focus of the shop is running, training, skiing and other outdoor activities.



FACEBOOK

- INSPIRATION, NEWS & CONTESTS



LUKSUS MEDIA is using social media in large scale to strengthen and support the individual media - and practically all of our media is represented on Facebook.

By the end of 2016 our different magazine Facebook pages had over 20.000 followers - and they are all rapidly growing.

Through Facebook we give our users an easy access to new events, new gear, contests and links to the articles on our online sites.

INSTAGRAM

- BEHIND THE SCENES PICTURES



There is no doubt that the images and the visual expression is of great importance to the experience of a brand. Most of the media from LUKSUS MEDIA is represented on Instagram and we also implement hashtags such as #løbemagasinet and #løberlivet (meaning both runner's life and running is life).

The Instagram profiles gives the users a possibility to follow our media behind-the-scene from the editorial room as well as pictures of events, products etc.

NEWSLETTERS

- NEWS, ADS & INFORMATION



Newsletters are the perfect way to gain direct access to readers - and we use them widely to reach out to the readers of our various media. The newsletters also has ads and contests as a good way to reach out more directly.

GENERAL INFORMATION

GENERAL CONDITIONS REGARDING ADVERTISING

All cancellations should be notified to LUKSUS MEDIA a week before the booking deadline. Advertising corrections may not be made, if the content material deadline has passed. In most cases discounts will be refunded later in accordance with the magazine's pricelist. We reserve the right to reject advertisements in line with current law or the magazine's interests, even though the first version of the advertisement may have been accepted or previously printed.

Corrections to the original material should be made at the latest by the content material deadline. LUKSUS MEDIA does not take responsibility for corrections that are made by telephone. There will be no reduction in the advertising price if the material has not been delivered according to specifications laid out in the media information guide.

Price reductions can never equal the advertising price. The advertising date is 8 days from the invoice date.

All prices are exclusive of VAT. No liabilities accepted for mistakes and price alterations. Conditions of payment: Net. If payment is not received by the payment due date, an interest charge calculated at 2% pr. month will be added.

CONTACT

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