

MEDIAKIT 2019



LUKSUS MEDIA

MEDIA & EVENTS FOR ACTIVE PEOPLE

LøbeMagasinet

 **LØBERNE.DK**
INSPIRATION OG VIDEN OM LØB

motionsløb.dk
dit løbesite



LUKSUS.LAND

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

GRAN FONDO
FILM FESTIVAL


KOM GODT I GANG
DIN WEBSHOP TIL ET AKTIVT LIV

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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.

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.

MORE THAN 20 YEARS OF EXPERIENCE

With more than 20 years of experience with events and 15 years of experience in the publishing 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.

RUNNING & TRAINING

LøbeMagasinet and løberne.dk are two of our main media made to inspire the many Danes, who have taken running into their lives. The magazine includes feature articles, interviews, tips, ideas and useful information for runners who are taking up a new challenge, new runners who seek inspiration or simply just runners who want to keep up with the newest trends of running. At motionsløb.dk you will find the largest calendar of races in Denmark and a large, active forum for runners.

OUTDOOR & TRAVELLING

Luksus.land (both print and online) was launched in 2017 on the basis of the underlying idea of our Media House that was founded in 2001 with the publication of our very first magazine: LUKSUS – The Outdoor & Freestyle Magazine. The name “Luksus” dates back to the beginning of the history of the Media House, where we simply believed that living an active life is a luxury. And we still think so! The ambition of Luksus.land is to make a Danish outdoor media with a purpose and that makes a difference.

EVENTS

Since 1996 Mediehuset Luksus has been organizing events in the Scandinavian outdoorscene and Nordic Adventure Film Festival has grown to become the largest outdoor-, skiing-, and running film festival in Scandinavia. We also love to celebrate the initiatives that make a difference and we do so by having a number of awards like the Running Products Awards where we pay tribute to products and brands from all over the world of running.

DISTRIBUTION

We try to cover all platforms with both print magazines and online media. In a world of shrinking bookshelves we constantly work to find new ways to reach our readers.

We are looking forward to continue to inspire people with a love for active living - and to do it alongside with you!

Best regards,



Bugge Holm Hansen
Co-owner & Partner



Sofie Hvitved
Co-owner & Partner

LØBEMAGASINET

- THE MAGAZINE FOR DEDICATED DANISH 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 GOAL OF LØBEMAGASINET IS CLEAR: WE WANT TO HELP OUR READERS BECOME THE BEST RUNNERS 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.

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.

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 4 times a year (15,000 copies per month) through newsstands, subscriptions (99,95 DKK) and leading running retailers.

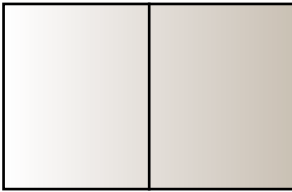
ONLINE

Featured articles from LøbeMagasinet are also online at the site www.løberne.dk in order to be where the audience is and that our content reaches as many as possible.

FOR MORE INFORMATION PLEASE VISIT WWW.LOBEMAGASINET.DK

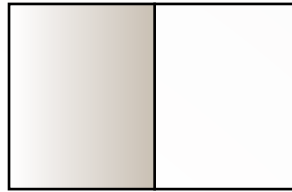


Double-fold to edge



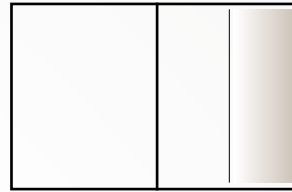
Format: 420 x 280 mm
(+ 5 mm for trimming and bleed)
Cost: 4.700 euro

1/1 single-fold to paper's edge



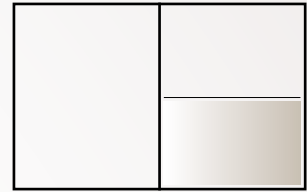
Format: 210 x 280 mm
(+ 5 mm for trimming and bleed)
Cost: 2.680 euro

1/2 page tall to edge



Format: 83 x 260 mm
(+ 5 mm for trimming and bleed)
Cost: 1.600 euro

1/2 page width (not to edge)



Format: 180 x 123 mm
Cost: 1.600 euro

Page 2 + 3 – two-sided to edge



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1/8 page (not to paper's edge)



Format: 83 x 55 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 2019

#	Period	Published	Week	Contentdeadline
108 (01 2019)	Jan/Feb	15/01/2019	03	02/01/2019
109 (02 2019)	Mar/Apr	01/03/2019	09	04/02/2019
110 (03 2019)	May/June/July	29/05/2019	22	01/05/2019
111 (04 2019)	Aug/Sep/Oct	15/08/2019	33	15/07/2019
112 (05 2019)	Nov/Dec/Jan	01/11/2019	44	30/09/2019



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 99,95 DKK.

Format: b 210 x h 280 mm printed to paper's edge

Paper: Uncoated 90gr / m2. Uncoated 250gr / m2.

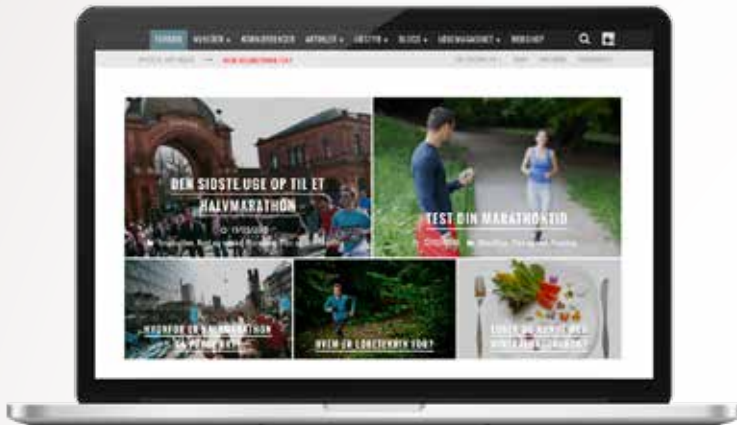
Colour: 4+4 CMYK

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 LARGEST DANISH CONTENTPLATFORM 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.

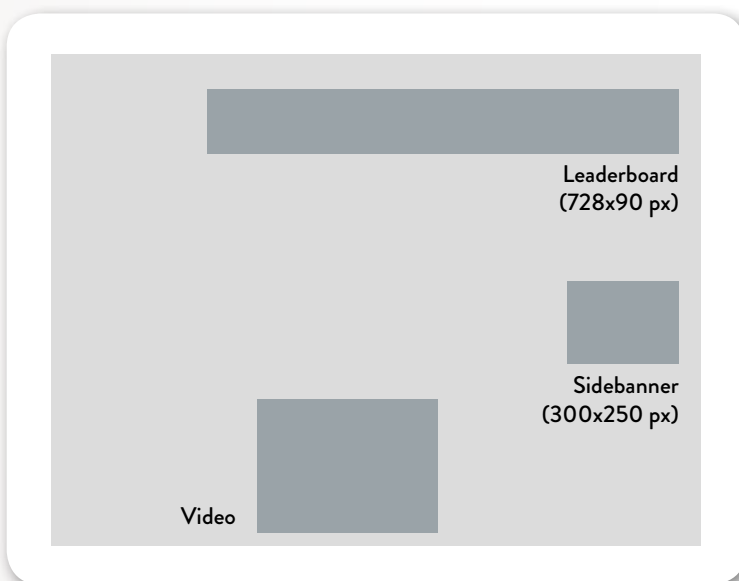
The content on the site is based on collaboration with LøbeMagasinet and the large archive that the magazine has build over the years.

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

*Sponsored content, competitions, activation, social media posts etc.

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@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

RUNNING PRODUCTS AWARD

- THE NORDIC EDITION

THE BEST RUNNING PRODUCTS IN SCANDINAVIA

When The Running Products Award | The Nordic Edition will be held for the second time in Denmark it will be with an ambition to put focus on the best and most innovative products for the runners - seen from a Nordic angle.

The market for racing products is rapidly evolving and the amount of new products on the market is exponential. Never have more exciting and innovative products been launched on the market. However, the many running products are not easy to distribute and get the attention needed. Running Products Award can help to create that attention and set focus on the best of the best.

ABOUT RUNNING PRODUCTS AWARD

Running Products Award | The Nordic Edition will present nominees in about 10 categories from the Best Running Shoe, Best Running Watch, Best Accessory to the Best Innovation of the Year.

The Running Products Award | The Nordic Edition is presented in collaboration with LøbeMagasinet, løberne.dk and Danish Running Award with a professional jury.

HOW TO PARTICIPATE

All brands can nominate as many products as they wish. It has a cost of 6000 DKK for the nomination fee and in the case the product will win there will be an extra cost of 1000 DKK earmarked for materials/marketing.

WHAT DO YOU GET BY PARTICIPATING?

In short the award is a fantastic way to gain traction for your brand by being chosen among the best products for runners by a jury from the Danish running industry and shop owners and of course use the title as nominated or winner in your marketing afterwards.

LÆS MERE PÅ WWW.RUNNINGAWARD.COM





INFO & CONTACT

Sponsorships & events:

If you wish to sponsor the award please contact us on info@runningaward.com

Jury:

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

General inquiries:

info@runningaward.com
runningaward.com





LUKSUS.LAND

- OUTDOOR PASSION & IN DEPTH ARTICLES

Since 2001 the name “Luksus” (meaning luxury in Danish) has been the essence of the activities of Luksus Media. The name was established by the founders Bugge Holm Hansen, Peter Monrad and Peter Tranevig quite simply because they 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 is published twice a year. The magazine showcases 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.

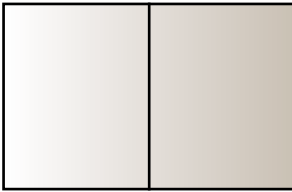
DISTRIBUTION

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

FOR MORE INFORMATION PLEASE VISIT WWW.LUKSUS.LAND



Double-fold to edge



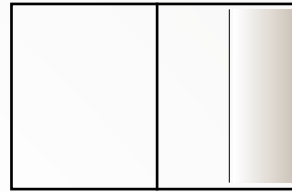
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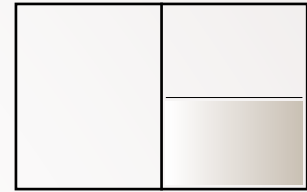
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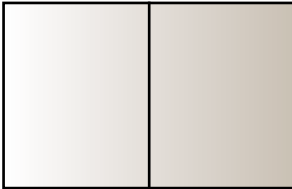
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	ISSUES 2019			Contentdeadline
	#	Period	Published	
	04 (01 2019)	Spring/Summer	15/05/2019 (week 20)	15/04/2019
	05 (02 2019)	Fall/Winter	14/11/2019 (week 46)	15/10/2019

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.com/luksus.land + facebook.com/luksus.land.ski
Instagram: @Luksus.land

FACTS ABOUT THE MAGAZINE

Distribution: LUKSUS.LAND is distributed at newsstands and per subscription. The magazine costs 99,95 DKK.

Format: b 210 x h 280 mm printed to paper's edge

Paper: Uncoated 90gr / m².
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advertising@mediehusetluksus.dk

NORDIC ADVENTURE FILM FESTIVAL

- TAKE THE OUTDOOR TO THE INDOOR

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@mediehusetlulusus.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



GRAN FONDO FILM FESTIVAL

- A FILM FESTIVAL FOR BICYCLE 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 the doors for the first time 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.GRANFONDOfILMFESTIVAL.COM**





INFO & CONTACT

Sponsorships & events:

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

Program:

Bugge Holm Hansen
bugge@granfondofilmfestival.com
 Direct: +45 30 23 01 70

General inquiries:

info@granfondofilmfestival.com

Online:

granfondofilmfestival.com
facebook.com/granfondofilmfestival



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.



MOTIONSLOB.DK

- THE LARGEST RACECALENDAR IN DENMARK



In 2018 Motionsløb.dk - the largest race calendar in Denmark - became a part of Mediehuset Luksus. At Motionsløb.dk you will find Denmark's largest and most complete calendar of races. At the site you will furthermore find race reviews, articles about running, marathon races, dietary and exercise, injuries of running, etc. You will also find a varied list of running programmes and an active forum of debate.

You can become a member at Motionsløb.dk and get a share of the site's different possibilities like:

- Create races in the calendar (as race organiser)
- Create a personal calendar of races
- Create a personal blog
- Ask our experts questions
- Take part of the debates
- Ask other runners for advice in the forum

motionsløb.dk
dit løbesite

FACEBOOK

- INSPIRATION, NEWS & CONTESTS



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

Our Facebook pages has over 40.000 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, #løberlivet (meaning both runner's life and running is life) and #luksusland.

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

General inquiries
Phone: +45 20 77 01 44
info@mediehusetluksus.dk
www.luksusmedia.dk

Advertising & Marketing
Phone: +45 30 23 01 70
advertising@mediehusetluksus.dk