



LUKSUS MEDIA

MEDIA KIT

2021

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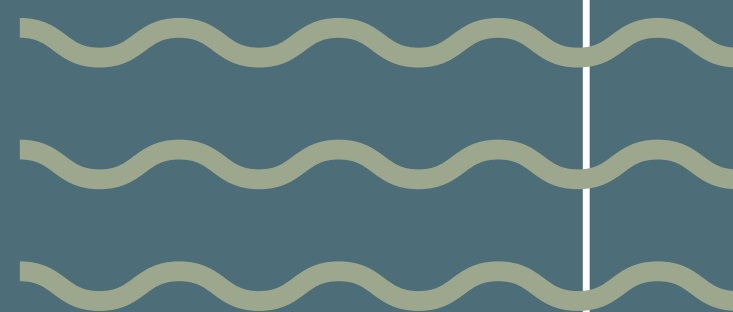


DEDICATED
SINCE
2001

MEDIA & EVENTS FOR ACTIVE PEOPLE.

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

REACH OUT TO
THE MOST
DEDICATED CORE
OF THE DANISH
OUTDOOR AND
RUNNING
ENTHUSIASTS



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, and at the same time motivate their training. The content is based on a large archive that we have built from LØBE:MAGASINET over the years.

Løberne.dk is the place to go to find inspiring and in-depth articles about running including tips for training, advice on injuries, nutrition and new gear - but also to get new inspiration from videos, training plans and much more in the future. The site is growing, and we look forward to adding new features on the site in the near future!

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



MOTIONSLOB.DK

THE LARGEST RACE CALENDAR IN DENMARK

Motionslob.dk is the largest and most complete calendar of races for the Danish runners.

The site is free to use, and anybody can create new races. In order to save races and create new races new users have to register at the site – and we currently have over 14.000 registered members.

On motionslob.dk users can do the following:

- Create races in the calendar (as race organizer)
- Create a personal calendar of races
- Ask other runners for advice in the forum



“LOOKING FOR YOUR NEXT RACE? FIND ALL DANISH RUNNING RACES IN ONE CALENDAR.”

AUDIENCE INSIGHTS*.



115.000+ users/month

15.000+ members

40.000+ followers on SoMe

750.000 monthly reach**

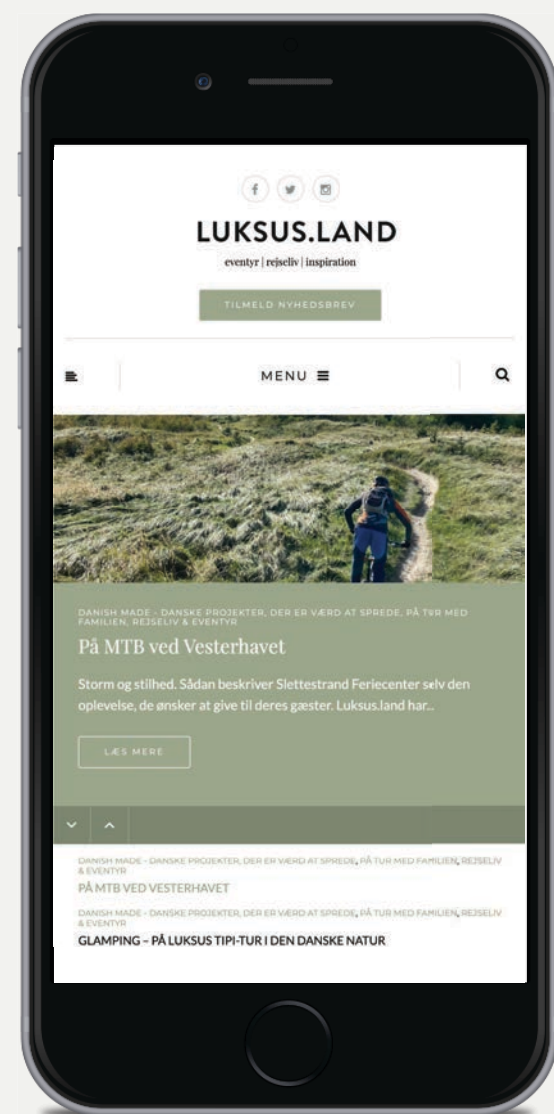
TARGET GROUP

The latest report from The Danish Institute for Sports Studies (IDAN) shows that 33 per cent of all adult Danes run on a regular basis. Our running media targets both male and female runners on all levels. The target group is 25 to 60 years old with most users from 30 to 45 years old.

** The data is gathered across our running media (motionslob.dk, loberne.dk and the associated Facebook- and Instagram pages)*

*** Measured in October 2020*

ADVENTURE, TRAVEL &
ACTIVE LIVING



LUKSUS.LAND

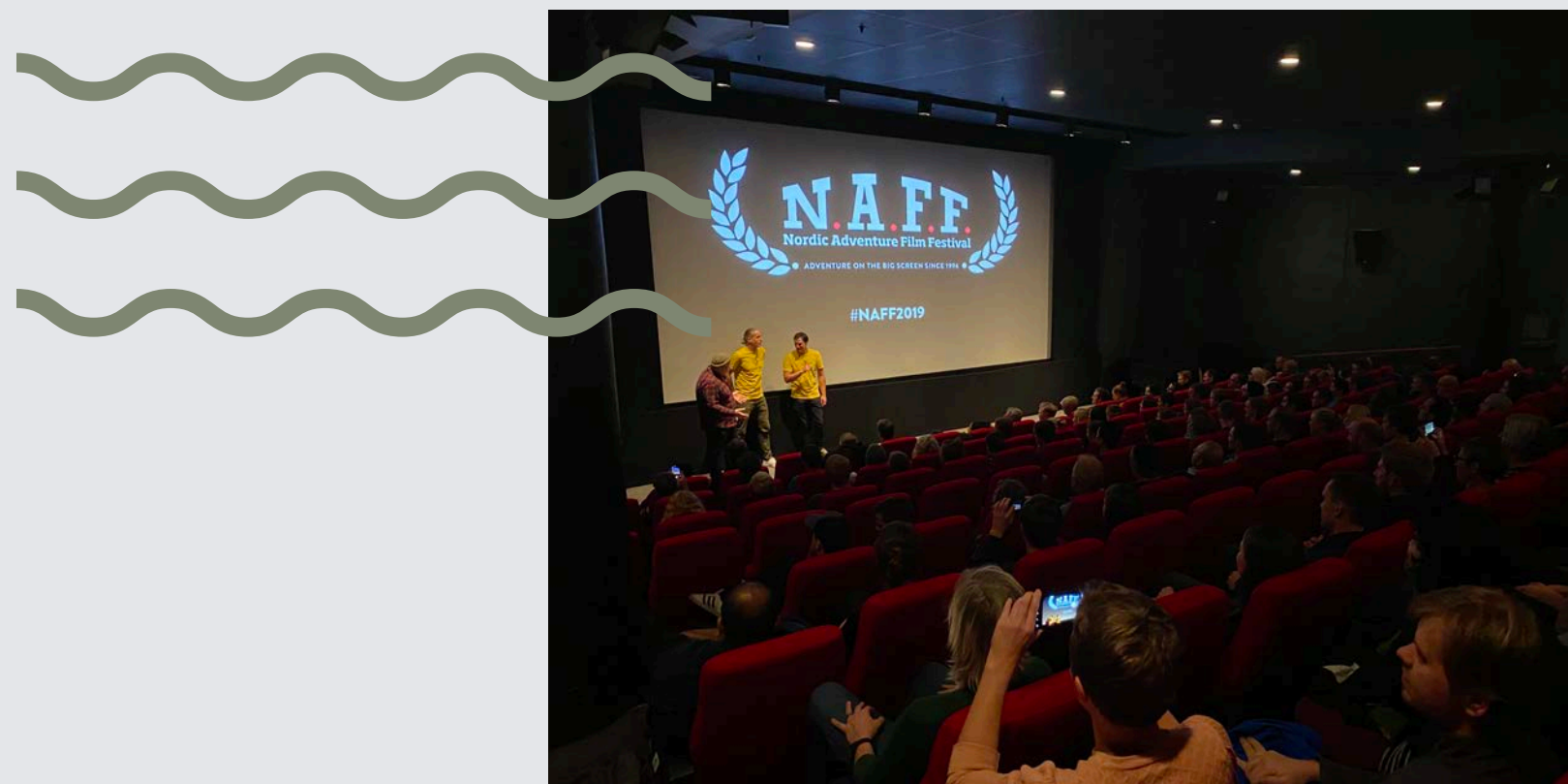
OUTDOOR PASSION & IN DEPTH ARTICLES

Since 2001 the name “Luksum” (meaning luxury in Danish) has been the essence of the activities of Luksum Media: Quite simply because we believe that it is a luxury to travel, be in the nature and live an active life.

Luksum.land is an online site focusing on outdoor life, travel, adventure, exercise and an active lifestyle – and identifying trends within the Danish and international outdoor life. The ambition is to make a difference and we must dare to take new paths and explore life.

To keep it short its goal is to provide inspiration for all dedicated Danish outdoor and adventure enthusiasts.

“THE NORDIC JOURNAL FOR OUTDOOR ENTHUSIASTS.



NORDIC ADVENTURE FILM FESTIVAL

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. In 2020 we reached the highest number of sold-out screenings in the history of the festival with 24 out of 45 screenings sold out! We are proud to present the biggest and most ambitious adventure film festival in Scandinavia.

Reach out to us regarding different options for sponsorship and cooperation.

“WE TAKE THE OUTDOORS TO THE
INDOORS – AND INSPIRE DREAMS!”

AUDIENCE INSIGHTS*.



40.000+ users/month

15.000+ followers on SoMe

100.000 monthly reach**

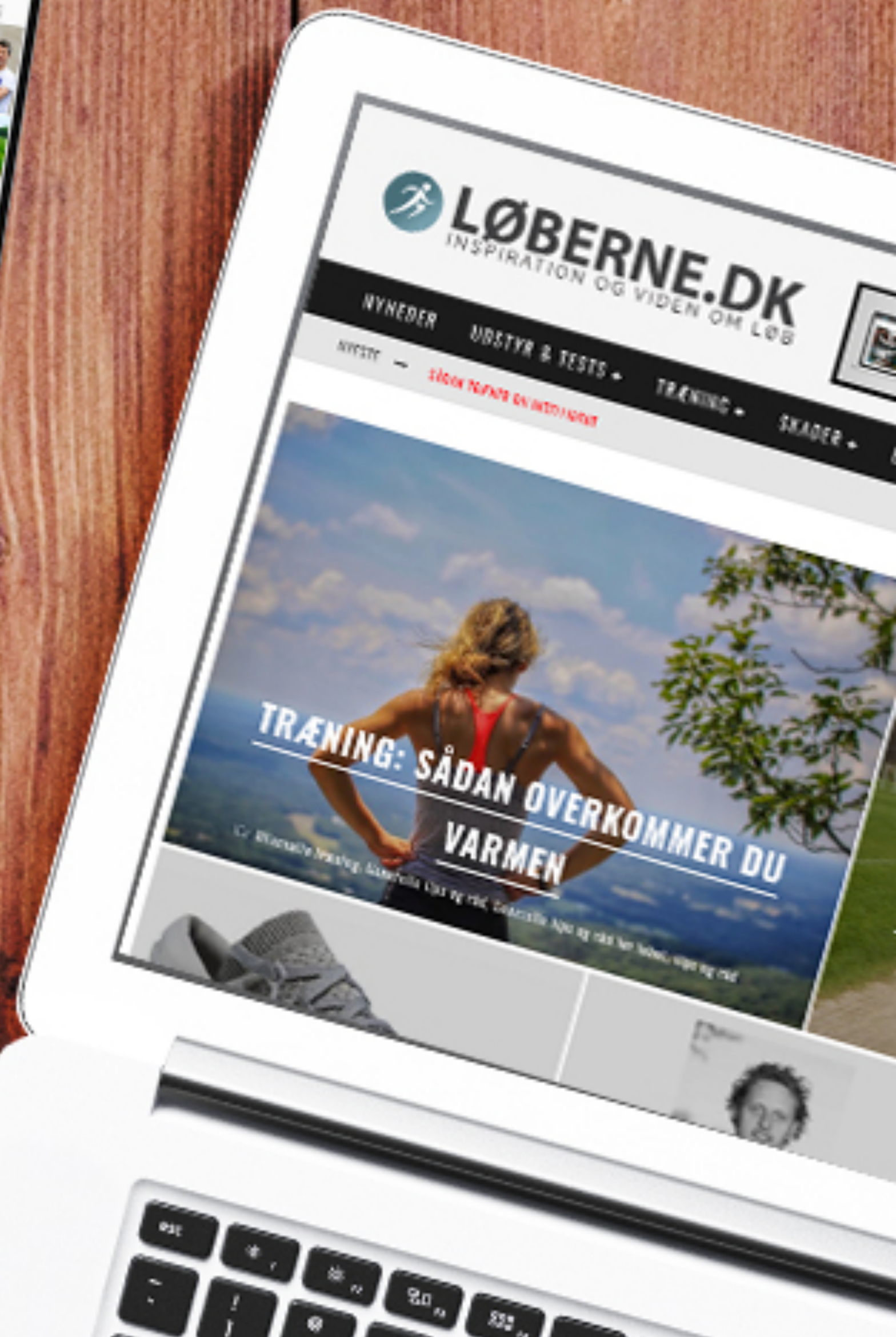
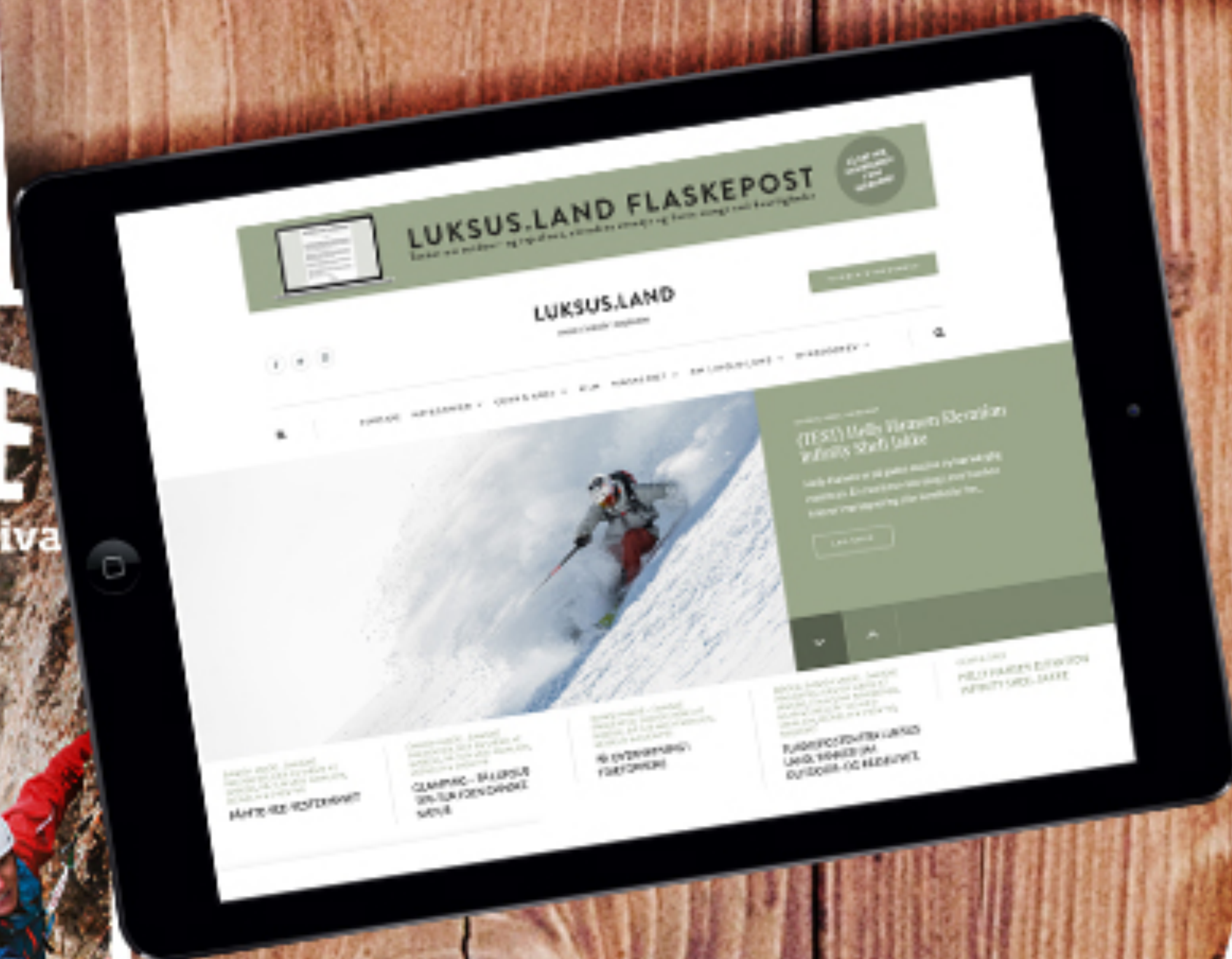
6.000+ live audience

TARGET GROUP

Our outdoor media targets the growing number of Danes who love to use nature actively in their everyday life. Both the large group of Danish outdoor enthusiasts, but also the large group of Danes that uses the nature as a 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 60 years old with most readers from 30 to 45 years old.

* The data is gathered from luksus.land and the associated Facebook and Instagram

** Measured November 2020



BANNERS.

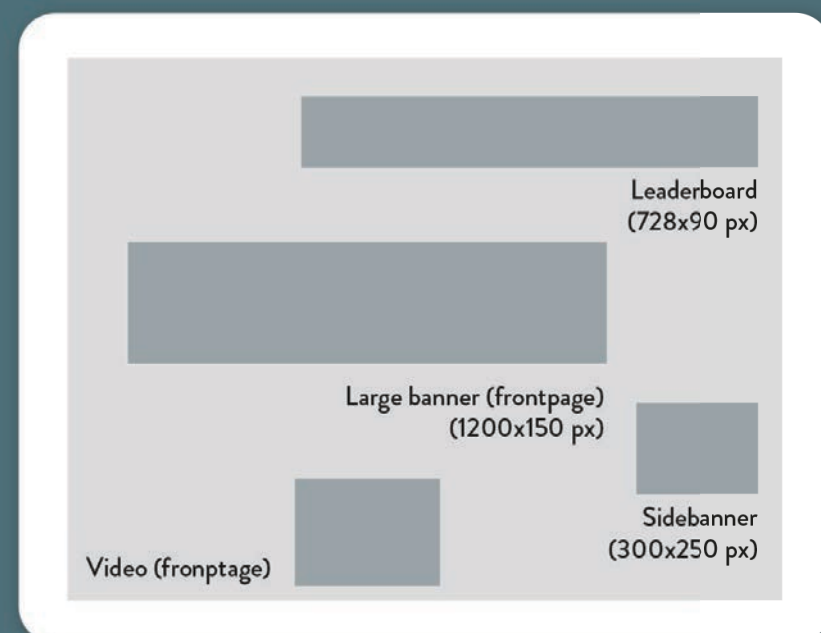


PRICES

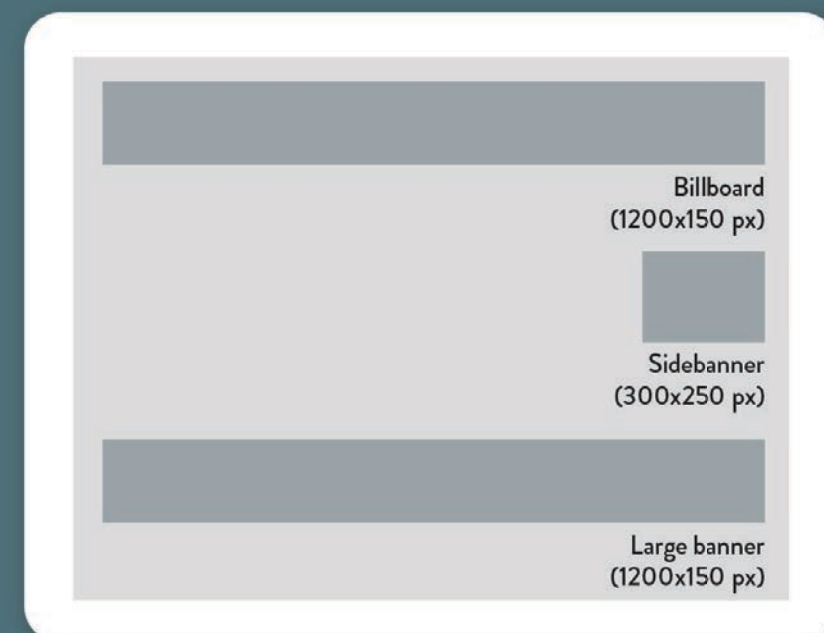
BANNER	1 WEEK
Billboard (1200x150p)	2.400,-
Leaderboard* (728x90p)	2.000,-
Large Banner (1200x500p)	1.500,- / 1.200,-**
Sidebar (300x250p)	1.200,-
Newsletter (560X70p)	1.000,-
Video, advertorial & NTA***	Subject to quotation

* *Leaderboards are in rotation*
** *Large banners on løberne.dk and
luksus.land are frontpage only.*
*** *Sponsored content, competitions,
activation, social media posts etc.*

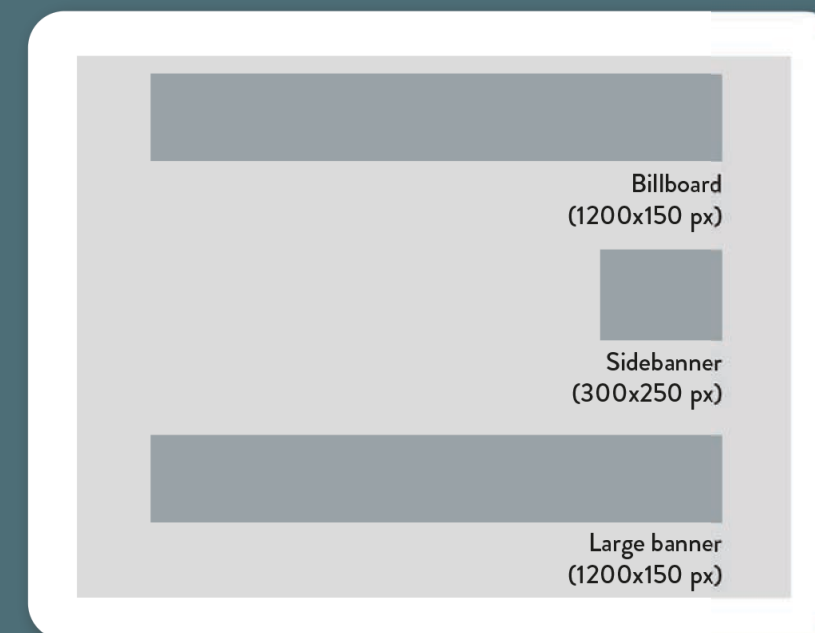
LØBERNE.DK



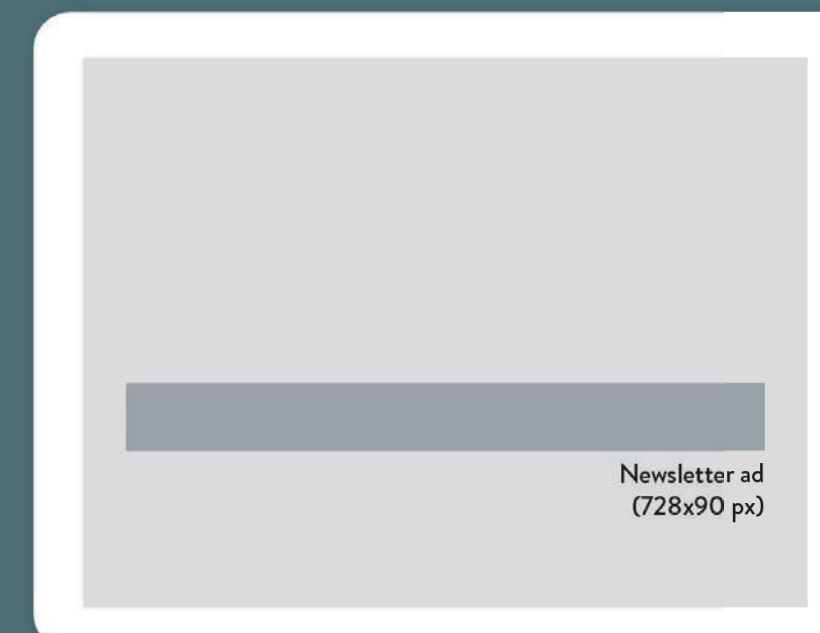
MOTIONSLOB.DK



LUKSUS.LAND



NEWSLETTERS



GENERAL CONDITIONS REGARDING ADVERTISING. All cancellations should be notified to Luksus Media a week before the booking deadline. All prices are in DKK and 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.



Story about us.

Mediehuset Luksus (Luksus Media) is a leading Danish publisher of media and events for active sports and travelling. Mediehuset Luksus was founded in 2001 in Copenhagen and is owned by Bugge Holm Hansen and Sofie Hvitved.

READ THE FULL STORY ON MEDIEHUSETLUKSUS.DK

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