

ØLENTUSIASTEN

MAGAZINE FOR MEMBERS OF DANSKE ØLENTUSIASTER



Media kit 2026

Editorial Calendar 2026

ØLENTUSIASTEN

Issue	Publication	Deadline	Theme / Inspiration
149	Week 8 17th to 20th of february	20.01.2026	
150	Week 16 14th to 17th of april	17.03.2026	Beer Festival preview
151	Week 27 30th of june to 3rd of july	02.06.2026	Beer Festival Sommer beer
152	Week 36 1st to 4th of september	04.08.2026	Prelude to Øllets Dag
153	Week 43 20th to 23rd of october	22.09.2026	Fall- and christmas beer
154	Week 49 1st to 4th of december	4.11.2026	Christmas

Subject to change. Contact claus.mortensen@ale.dk or redaktor@ale.dk to request the latest media kit

ØLentusiasteN is the magazine for the members of Danske Ølentusiaster / Danish Beer Enthusiasts (DBE). Founded in 1998, DBE represents Danish beer consumers in the Consumer Council (fighting for quality, diversity and availability of good beer for the Danes), in the Dansk Retursystems Contact Committee and in the European Beer Consumer Organization EBCU, and works politically at both national and international level to ensure good conditions for beer consumers, producers, importers and dealers.

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Danske Ølentusiaster online:

www.ale.dk



[facebook.com/detgodeol](https://www.facebook.com/detgodeol)



[@danskeoelentusiaster](https://www.instagram.com/danskeoelentusiaster)



Prices and formats

Format	Width x hight	Price in DKK
Back cover borderless*	210 x 297 mm	8.500,-
1/1 page borderless*	210 x 297 mm	7.500,-
1/1 page	182 x 263 mm	7.500,-
1/2 horizontal	182 x 128,5 mm	3.900,-
1/2 vertical	88 x 263 mm	3.900,-
1/2 adjusted	119 x 172 mm	3.900,-
1/3 vertical	182 x 88 mm	2.700,-
1/3 horizontal	57 x 263 mm	2.700,-
1/4 vertical	119 x 88 mm	2.000,-
1/4 horizontal	88 x 128 mm	2.000,-
1/8 vertical	88 x 61 mm	945,-
1/9 horizontal	57 x 83 mm	760,-
Classified ad	57 x ? mm	**

*for borderless add 5 mm bleed on all 4 sides

**nearest standard price or 9 kr. pr. mm

All prices are excluding VAT.

Reservations are made for misprints.

Discount for repeated inserts**

A discount is given for drawing several ads at once.

Discount agreements with 4 ads can be spread over 6 consecutive publications.

Discount agreements with 3 ads can be spread over 5 consecutive publications.

Discount agreements with 2 ads can be spread over 3 consecutive publications.

2 inserts	15 %
3 inserts	25 %
4-6 inserts	30 %

**no discounts on 1/8 and 1/9 ads.

Only 1/1 page ads for the back cover are sold.

Claims for special placement are subject to 10%.

Insert, DKK 8,000 + costs for foil and extra printing and postage costs.

Material

All material must be submitted as finished high-resolution 300 dpi pdf files in CMYK colours.

Order

Contact Claus Erik Mortensen

claus.mortensen@ale.dk,

salg.marketing@ale.dk

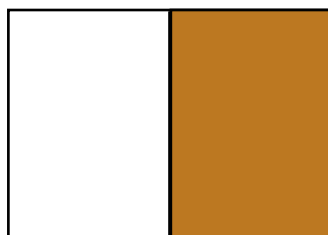
+45 40 45 90 28

Delivery of advertisements

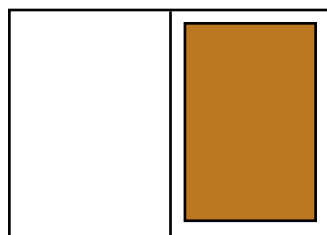
Delivery of advertisements

Finished advertising material is submitted to redaktor@ale.dk or

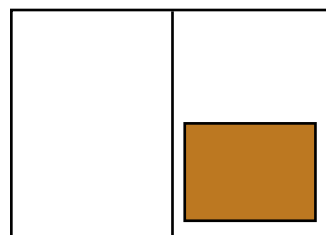
kmn@ale.dk - copy sent as cc to claus.mortensen@ale.dk



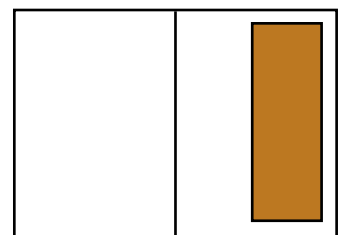
1/1 page borderless. W 210x H 297



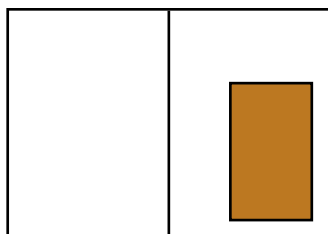
1/1 page



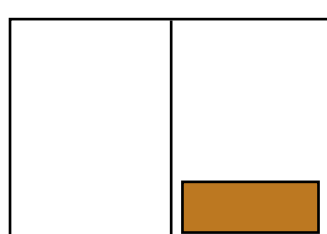
1/2 side horizontal



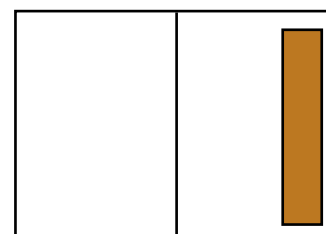
1/2 vertical



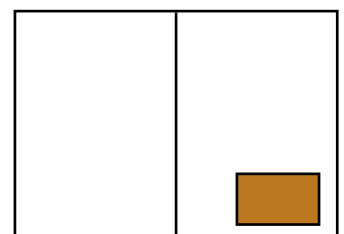
1/2 adjusted



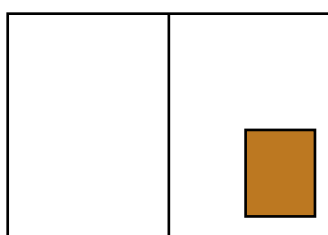
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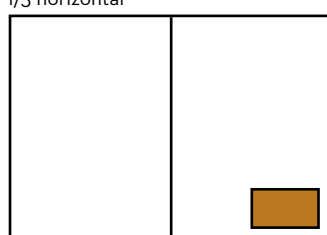
1/3 vertical



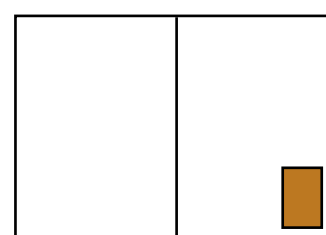
1/4 horizontal



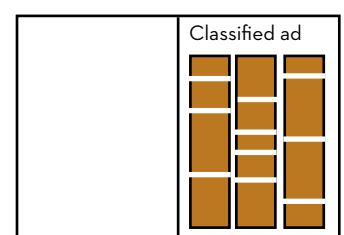
1/4 vertical



1/8 vertical



1/9 horizontal



Classified ad B 57 x ? mm

Publisher Information

Publisher	Danske Ølentusiaster Borupvang 3 2750 Ballerup
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