

# 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	10.03.2026	Beer Festival preview
151	Week 27 30th of june to 3rd of july	27.05.2026	Beer Festival Sommer beer
152	Week 36 1st to 4th of september	29.07.2026	Prelude to Øllets Dag
153	Week 43 720th to 23rd of october	15.09.2026	Fall- and christmas beer
154	Week 49 1st to 4th of december	28.10.2026	Christmas

Subject to change. Contact [claus.mortensen@ale.dk](mailto:claus.mortensen@ale.dk) or [redaktor@ale.dk](mailto: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.

ØLentusiasteN is released 6 times a year.

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**Danske Ølentusiaster online:**

[www.ale.dk](http://www.ale.dk)

 [facebook.com/detgodeoel](https://facebook.com/detgodeoel)

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



# Prices and formats

Format	Width x high	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

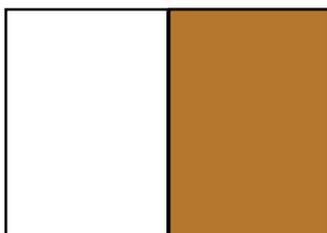
All material must be submitted as finished high-resolution 300 dpi pdf files in CMYK colours.

### Order

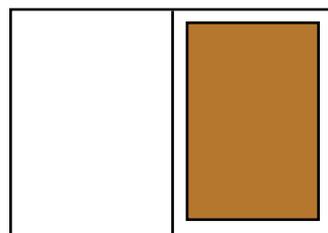
Contact Claus Erik Mortensen  
 claus.mortensen@ale.dk,  
 salg.marketing@ale.dk  
 +45 40 45 90 28

### Delivery of advertisements

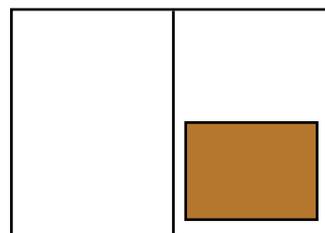
Delivery of advertisements  
 Finished advertising material is submitted to redaktor@ale.dk or kmn@ale.dk - copy sent as cc to claus.mortensen@ale.dk



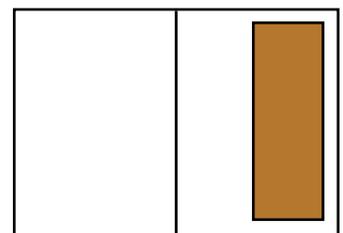
1/1 page borderless. W 210x H 297



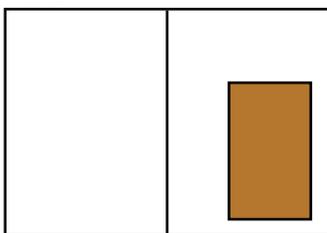
1/1 page



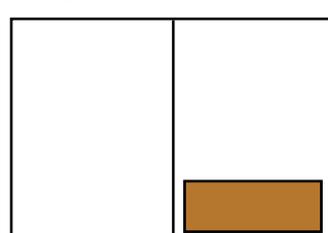
1/2 side horizontal



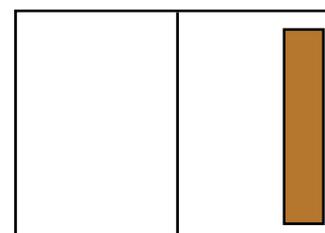
1/2 vertical



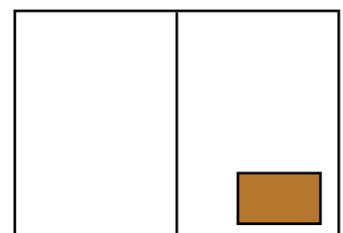
1/2 adjusted



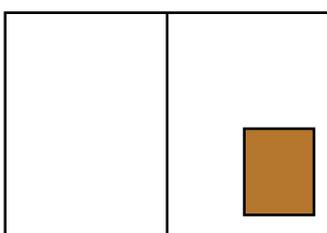
1/3 horizontal



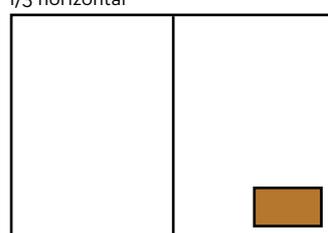
1/3 vertical



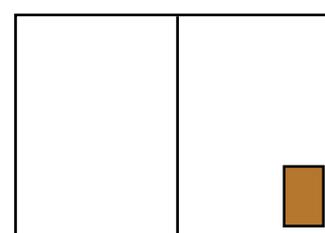
1/4 horizontal



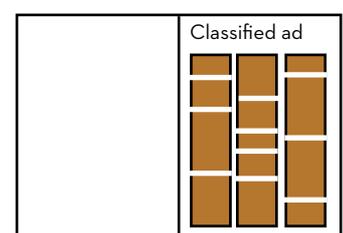
1/4 vertical



1/8 vertical



1/9 horizontal



Classified ad B 57 x ? mm

# Publisher Information

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<b>Publisher</b>	Danske Ølentusiaster Borupvang 3 2750 Ballerup
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<b>Editorial</b>	Kasper Mundt-Nielsen +45 20 30 47 87 kmn@ale.dk
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<b>Advertisement</b>	Claus Erik Mortensen +45 40 45 90 28 claus.mortensen@ale.dk salg.marketing@ale.dk
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<b>Advertisement Material</b>	Kasper Mundt-Nielsen +45 20 30 47 87 kmn@ale.dk
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<b>Secretariat</b>	Danske Ølentusiaster Rie Sørensen +45 45 82 34 00 sekretariat@ale.dk
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