

MEDIA KIT



2010

AGI is the only independent trade magazine that covers the Nordic printing and publishing industry.

PUBLISHING DATES

No	Focus/Theme	Bookings	Mtrl deadline	Publ. date
481	Sign	Jan 4	Jan 6	Jan 22
482	Personalisation - Transpromo	Jan 29	Feb 1	Feb 17
483	Sign 2010 - Digital print	Feb 24	Feb 26	Feb 16
484	Offset print - Labelprint	March 16	March 18	April 7
485	pre-IPEX	9. april	12. april	28. april
486	Creative - short volume finishing	April 27	April 29	May 19
487	Sign / FESPA - Report from IPEX	May 18	May 20	June 7
488	Strategies 2010	June 8	June 10	June 28
489	Sign - Report from FESPA	July 30	Aug 2	Aug 18
490	Workflow & W2P - pre-IFRA	Aug 27	Aug 30	Sept 15
491	Direct Marketing	Sept 15	Sept 17	Oct 4
492	Fonts & typography	Oct 8	Oct 11	Oct 27
493	Creative	Oct 29	Nov 1	Nov 17
494	Finishing	Nov 19	Nov 22	Nov 8

PRICES

Format	Price (DKK, VAT excl.)
Full page	23,500
Full page w. flap	27,500
1/2 page	15,000
1/3 page	12,000
1/4 page	10,000
1/8 page	6,000
1/16 page	4,000
Spread	34,500
Spread, pp 2-3 (+1)	41,500
Back	27,000

Practical information

Formats are specified in width x height. Print-ready material only.

Digital ad material

- Adobe Acrobat Distiller and ICC-profiles can be downloaded from agi.dk.
- Image resolution: 300 dpi.
- Please make sure that all material is in CMYK and remove any OPI's.
- All fonts must be included in the pdf file.
- Allow a 3 mm bleed and cut marks.

Classifieds

Use our classifieds section to trade used equipment. It's the fastest and most efficient way to find a buyer. Sign up for six or twelve months.

One column=42 mm

Two columns=89 mm

Three columns=136 mm

Price per mm

(min. 30 mm....DKK 22,50)

EQUIPMENT/SERVICES

A cost effective way to communicate. Market your products or services under equipment/services. Sign up for six or twelve months.

One column=42 mm

Two columns=89 mm

Three columns=136 mm

Price per mm

(min. 30 mm)...DKK 12,50

More marketing

Please contact our sales staff for these services

- Banner/link on agi.dk
- Advertising in AGI Sweden, AGI Norway & AGI Finland
- Advertising in Grafguide
- Inserts & supplements

Contact



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AGI online

AGI.dk is the leading website for daily trade news and articles in the printing and publishing industry. In average, our website had 13,500 monthly page views last year.



agi.dk

Our website is the largest portal for the printing and publishing industry. The internet is undergoing constant change and new trends spread fast. Our website is no different and we let our advertisers and readers participate. In 2009, our website was completely revamped.



AGI Newsletter

Our weekly newsletter is published to 2500 key decision makers in the printing and publishing industry.

PRICES - website

Visitors/month (avg)	Page views/month (avg)	Banner	Format (pixels)	Price/w (DKK, VAT excl.)
8,000	13,500	Superbanner top	950 x 150	3,800
"	"	Superbanner	390 x 180	2,600
"	"	Superbanner extra	150 x 800	3,800
"	"	Large banner	120 x 240	1,800

PRICES - newsletter

AgI - latest news	Freq.	Banner	Format (pixels)	No of recipients	Price/publ. (DKK, VAT excl.)
"	Weekly	Superbanner	390 x 180	2,500	1,800
"	"	Large banner	120 x 240	"	1,200



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