



Dansk Cøliaki Forening

CøliakiNyt and coeliaki.dk – and other marketing opportunities 2018

CøliakiNyt – a window facing people with coeliac disease

- ✓ CøliakiNyt is the Danish Coeliac Association's member magazine - it's the only magazine in Denmark targeted at people with coeliac disease (CD) and dermatitis herpetiformis (DH) as well as their relatives.
- ✓ CøliakiNyt communicates knowledge on coeliac disease – we tell how it is to live with a chronic disease and the consequences that come with that disease.
- ✓ CøliakiNyt's readers are conscious about the quality of food and staple ingredients and they have a thorough knowledge on special diet – therefore they are very attentive when it comes to new substitute products
- ✓ CøliakiNyt reaches 3.000 households, hospitals and companies and it is being read by approximately 7.500 people. Their common interest is knowledge, services and products, which are of relevance to people with CD and DH.

As an advertiser in the CøliakiNyt you get a direct communication channel to Danish coeliacs and their relatives as well as to the specialists within the health- and food industry. Thus, you can help to inspire the target group to new ideas and give further opportunities for the almost 3000 members of the Danish Coeliac Association and other cooperation partners.

About the Danish Coeliac Association

The Danish Coeliac Association is an independent charity representing people with CD and (DH) and their relatives. Our vision is, that it must be uncomplicated to live well with coeliac disease and DH. We have four major goals:

- ✓ Early and safe diagnosis, including a better information and follow-up in the health sector.
- ✓ Empowerment and learning to cope with the disease.
- ✓ Safe and available food for everyone – no matter your age, where you live or your private economy.
- ✓ To promote knowledge about coeliac disease and DH and to enhance the level of knowledge about symptoms and treatment amongst specialists in health services, schools, in the food industry and in society in general.

We cannot do this on our own! To fulfill our mission, we cooperate with public institutions, companies, associations and other players who share our vision. Therefore we seek dialogue with organizations and people who can join us in changing status quo.

Support us!

As an advertiser, you support the Danish Coeliac Association and our members by telling about gluten free products and by promoting knowledge of gluten free food and coeliac disease. As a company, you can also engage in a business cooperation reflecting financial as well as social engagement in our work and mission. We are glad to collaborate for the benefits of both our work and your company's interests. You can read more about business cooperation on www.coeliaki.dk



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RELEASE SCHEDULE 2018

No	Booking	Materials	Issues	All material:
1	15.01.2018	01.02.2018	March	Must be filed as hi-resolution (at least 300 dpi) PDF. Must include 3mm. bleed. Must be in CMYK – color mode only (4-colour)
2	15.04.2018	01.05.2018	June	
3	15.07.2018	01.08.2018	September	
4	15.10.2018	01.11.2018	December	

Adds are to be send by e-mail to: annoncer@coeliaki.dk. Our graphic artist can help you with the add. Please contact us on phone +45-2552 0835 to know more.

The size must match the measure on the reserved add. For material that does not comply with measurements, a fee will be charged for extra work regarding postprocessing the add.

Complaints and adjustments must be done in writing within deadline of delivering material.

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Products and prices 2018

Advertising - CøliakiNyt

1/1 INSIDE FULL PAGE

Price: 4.800 DKK

Size: 210 x 297 mm + 3 mm bleed

1/4 ONE QUARTER PAGE

Price: 2.250 DDK

Size (horizontal): 175 x 61,5 mm + 3 mm bleed

Size (vertical): 83,5 x 130 mm + 3 mm bleed

1/1 FULL PAGE/BACKSIDE

Price: 7.500 DDK

Size: 210 x 248 mm + 3 mm bleed

SHOPPING GUIDE (1/32 PAGE)

Price: 1.200 DDK

Size: 38 x 27 mm + 3 mm bleed

1/2 HALF PAGE

Price: 3.000 DDK

Size: 175 x 130 mm + 3 mm bleed

Page location 15 %

INSERTS - CØLIAKINYT

Weight	Price
10-40 grams	2,50 DDK per circulation (approximately 3.000)
40-120 grams	3,25 DDK per circulation (approximately 3.000)

COELIAKI.DK

Logo link on homepage

12.500 DDK

INSERTS – WELCOME LETTER TO NEW MEMBERS

Product samples, brochures, flyers and coupons can be included in the welcome letter sent to new members of the Danish Coeliac Society. The welcome letter includes the last issue of CøliakiNyt, information about celiac disease (CD) and dermatitis herpetiformis (DH) and the gluten free diet, translation cards for travelling as well as advice on living sound, safe and easy with CD and DH. Children also receive a children's book about living with CD and DH.

Weight	Price
0-10 grams	10 DDK
10-30 grams	20 DDK
30-110 grams	30 DDK