

# Out&About

Denmark's leading LGBT+ media on print and web

MEDIAINFO  
2024



## EDITORIAL PROFILE:

### Out & About is Denmark's leading LGBT+ media

The quarterly magazine is focusing on culture, health, beauty, travel, fashion and design as well as on social and political issues. The main language is in Danish, but the magazine also provides tourists with an English-written guide to Copenhagen's LGBT+ community and nightlife.

The printed magazine is available free of charge at bars, cafes, restaurants, clubs and organisations in Copenhagen's LGBT+ community. It is also possible to download from our website: [outandabout.dk](http://outandabout.dk).

Additionally, this website brings news articles and cultural reviews. It's optimized and adapted for mobile and desktop.

**ADVERTISING:**  
BS-Grafisk / Bert Svalebølle  
Dianas Have 22  
DK-2970 Hørsholm  
[bert@bs-grafisk.dk](mailto:bert@bs-grafisk.dk)

**PUBLISHER:**  
Rainbow Media Denmark ApS  
Stuadiestråde 12  
DK-1455 København K  
VAT no. 3940 4168

**CONTACT:**  
[mail@outandabout.dk](mailto:mail@outandabout.dk)  
[outandabout.dk](http://outandabout.dk)  
[facebook.com/outandabout.dk](https://facebook.com/outandabout.dk)  
[instagram.com/outandabout.dk](https://instagram.com/outandabout.dk)

# Out&About

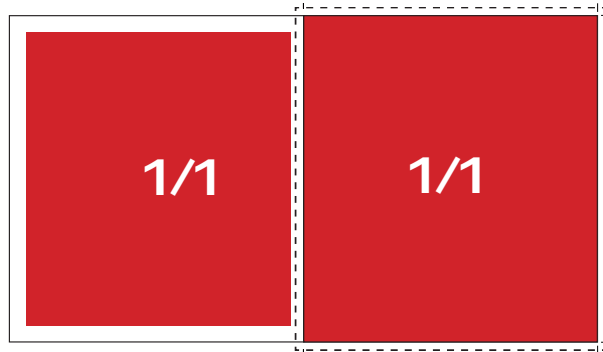
Advertising sales:  
BS-Grafisk / Bert Svalebølle  
bert@bs-grafisk.dk

## SIZES AND PRICES • MAGAZINE



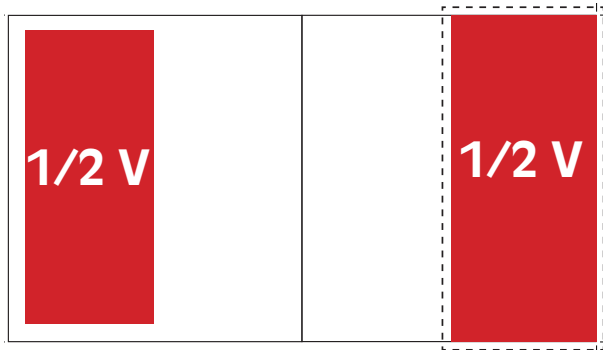
**Double Page:** 340x180 mm  
**Double Page, Full Bleed:** 360x200 mm + 5 mm bleed  
**Price:** 1900 €

Page 2+3: +25 %  
Central Double Page +40 %



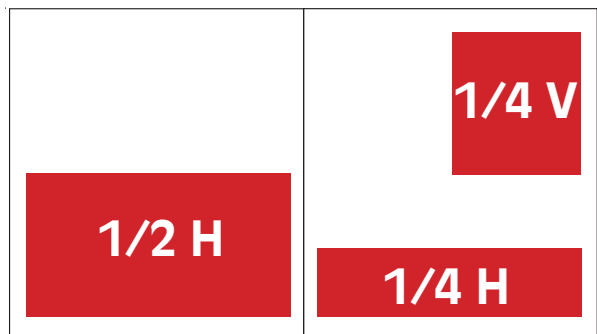
**Full Page:** 162x180 mm  
**Full Page, Full Bleed:** 180x200 mm + 5 mm bleed  
**Price:** 1100 €

Back Cover: +50 %  
Page 2 or 3: +25 %  
Right-hand page: +10 %



**Half Page V:** 79x180 mm  
**Half Page V, Full Bleed:** 89x200 mm + 5 mm bleed  
**Price:** 825 €

Right-hand page: +10 %



**Half Page H:** 162x88 mm  
**Price:** 825 €

**Quarter Page V:** 79 x 88 mm  
**Quarter Page H:** 162x42 mm  
**Price:** 625 €

Right-hand page: +10 %

Right-hand page: +10 %

All prices in € and excluding VAT.

### Payment terms:

8 days net from order.

### Publications:

At the end of January, April, July and October.

### Delivering terms:

Advertisements should be e-mailed to us in PDF format and in CMYK colours. All images and raster graphics must have a minimum resolution of 300 dpi.

### Distribution:

Out & About is a free magazine, available at most bars, cafes, restaurants, clubs and organisations in Copenhagen's LGBT+ community.

It's also possible to download from [outandabout.dk](http://outandabout.dk).

### Technical specifications:

Minimum pages in each magazine: 48  
Format: 180 x 200 mm  
Printing: Offset  
Paper quality: 130 g silk  
Printed circulation: 3-4000 + available online

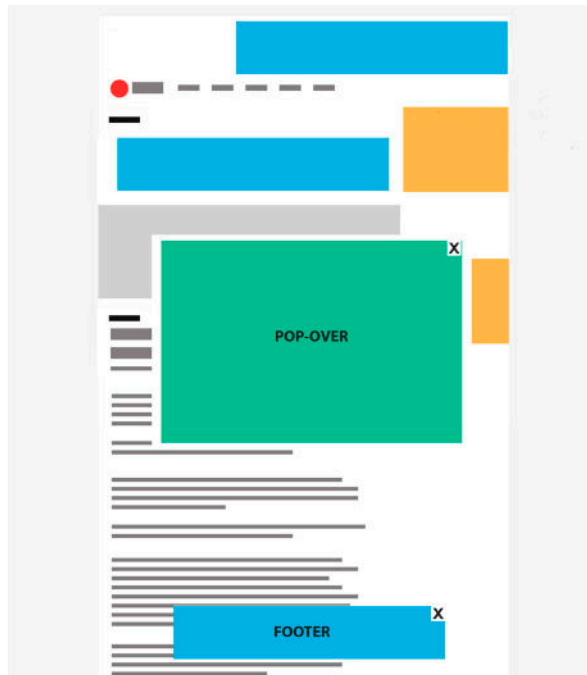
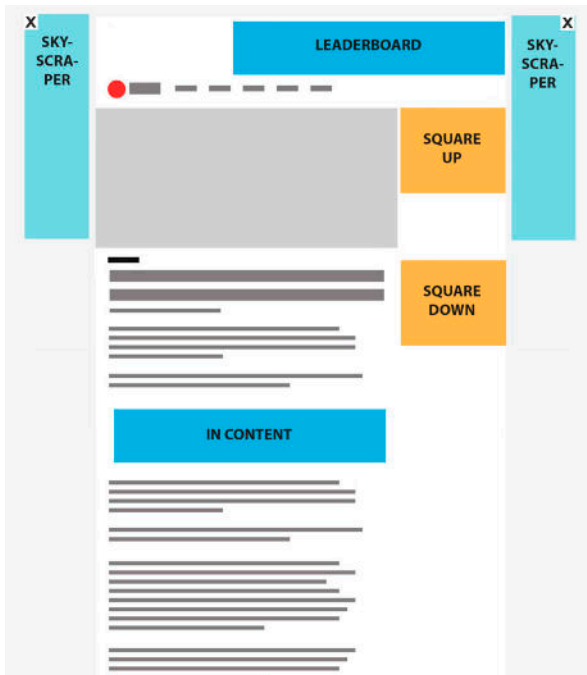
ADVERTISING MAGAZINE 2024

# Out&About

Advertising sales:  
BS-Grafisk / Bert Svalebølle  
bert@bs-grafisk.dk

## SIZES AND PRICES • ONLINE

DESKTOP + MOBILE



ADVERTISING WEBSITE 2024

POSSIBILITIES	Category					
	Opinion	Samfund	Kultur	Anmeldelser	Dansk homo-hoistorie	Shut button
Leaderboard	x	x	x	x	x	
Square Up/Square Down	x	x	x	x	x	
In Content*	x	x	x	x	x	
Footer*	x	x	x	x	x	x
Pop Over	Shown only once per hour per login / Closes itself after 10 seconds					x
Skyscraper	x	x	x	x	x	x

\* Sold per category / Discount when purchasing several categories

SIZES AND PRICES IN €				Per month	Per month	Per week	Per month	Per week
	Desktop	Mobile	Size	Per category	All category	All page	All page	Ownership
Leaderboard	x	x	728 x 90 pixel			110	320	
Square Up/Down	x	x	300 x 250 pixel			70	210	
Square Down/Side banner	x	x	300 x 250 pixel					320
In Content	x	x	728 x 90 pixel	80	320			
Footer	x	x	728 x 90 pixel	135	540			
Pop Over/Pop up	x	x	800 x 600 pixel			200	600	1200
Skyscraper	x	Not possible	160 x 600 pixel			80	240	480
Advertorial	Max 900 words - Only 1 photo and a link			400				

All prices are in euro, excluding VAT and design costs. Banners must be in .jpg or .gif format, maximum 100kb and a maximum of 10 seconds for animation. You may change your banner once a month free of charge.

### Payment terms:

Net cash before release.

### Advertorials:

Advertiser-paid content resembles editorial content, but must be produced and designed differently. Any form of advertiser-paid content in editorial media must contain a clear and unambiguous statement of this. The readers should be able to distinguish advertising messages from editorial content and realize that this is in fact an advertisement, even if the content is not designed as a traditional advertising message. We always mark advertorials with "Advertisement" or "Advertorial", or similar in Danish language.

**Users:**  
13 834

**Page views:**  
27 726

**Gender:**  
47% women  
53% men

**Age:**  
22% 18-34 years  
37% 35-54 years  
41% 55-65+

(Google Analytics  
August 2022)

# Out&About

Advertising sales:  
BS-Grafisk / Bert Svalebølle  
bert@bs-grafisk.dk

## PRICES • PACKAGES

PRINT + ONLINE

### SMALL



<b>Magazine</b>	Quarter Page	€	625,-
<b>Web</b> (3 months)	Square Up/Down	€	630,-
<b>Full price</b>		€	1255,-
<b>Package price</b>		€	755,-

### MEDIUM



<b>Magazine</b>	Half Page	€	825,-
<b>Web</b> (3 months)	Square Up/Down	€	630,-
<b>Full price</b>		€	1455,-
<b>Package price</b>		€	875,-

### LARGE



<b>Magazine</b>	Full Page	€	1100,-
<b>Web</b> (3 months)	Leaderboard	€	960,-
<b>Full price</b>		€	2060,-
<b>Package price</b>		€	1240,-

### PREMIUM



<b>Magazine</b>	Full Page	€	1100,-
<b>Web</b> (3 months)	Square Up/Down	€	630,-
<b>Web</b> (3 months)	Leaderboard	€	960,-
<b>Full price</b>		€	2690,-
<b>Package price</b>		€	1625,-

ADVERTISING PACKAGES 2024