

Out&About

Denmark's leading LGBT+ media on print and web

MEDIAINFO
2025



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.

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

ADVERTISING:

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PUBLISHER:

Rainbow Media Denmark ApS
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Out&About

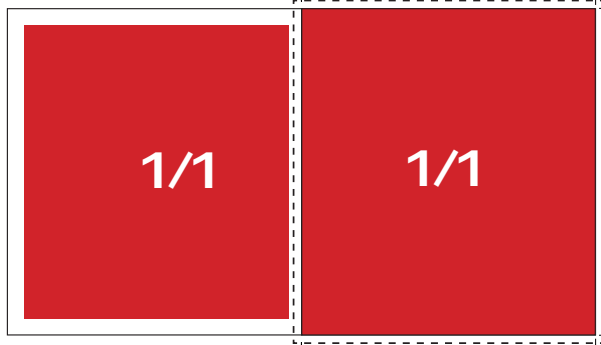
Advertising sales:
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SIZES AND PRICES • MAGAZINE



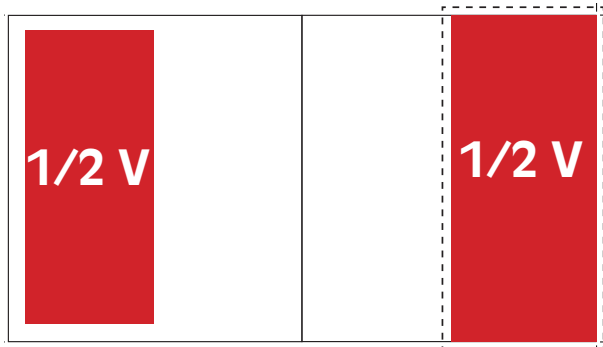
Double Page: 340x180 mm
Double Page, Full Bleed: 360x200 mm + 5 mm bleed
Price: 1900 €

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



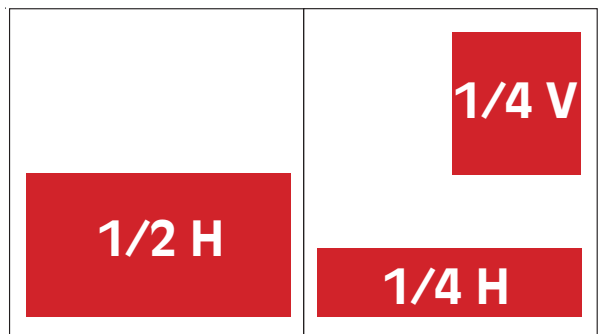
Full Page: 162x180 mm
Full Page, Full Bleed: 180x200 mm + 5 mm bleed
Price: 1100 €

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:

Primo February, May, August and November.

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.

Technical specifications:

Minimum pages in each magazine: 48
Format: 180 x 200 mm
Printing: Offset
Paper quality: 130 g silk
Printed circulation: 3000 + available online

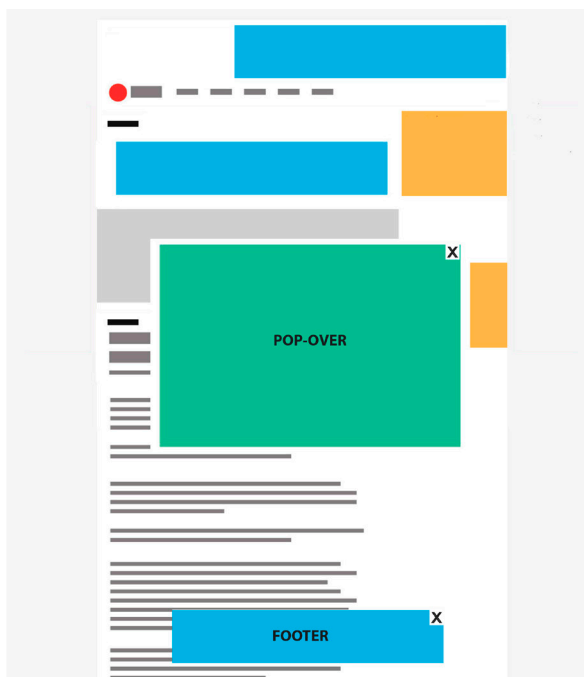
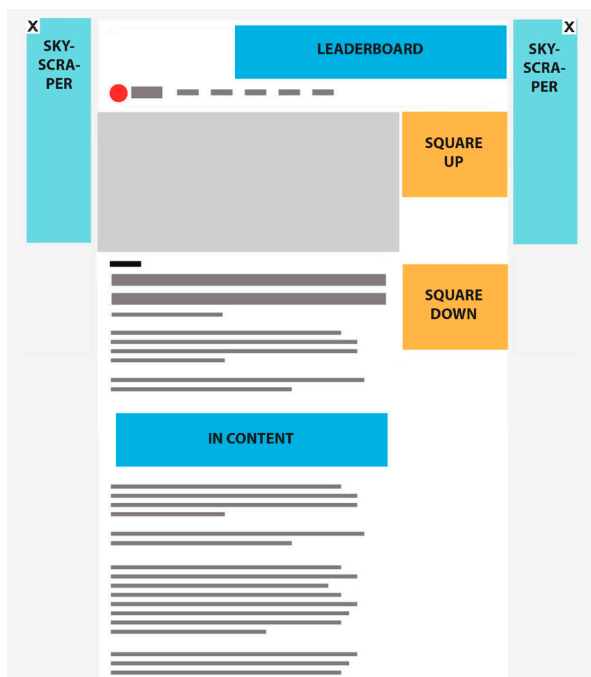
ADVERTISING MAGAZINE 2025

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SIZES AND PRICES • ONLINE

DESKTOP + MOBILE



ADVERTISING WEBSITE 2025

POSSIBILITIES	Category					
Banner type	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
Banner type	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)

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PRICES • PACKAGES

PRINT + ONLINE

SMALL



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

MEDIUM



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

LARGE



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

PREMIUM



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

ADVERTISING PACKAGES 2025