

Media information 2021

Ekko is the leading Danish magazine when it comes to serious, in-depth studies of film. Ekko's readers are dedicated and highly demanding. They watch the best films first and engage in the modern media with both curiosity and a keen critical sense.

The magazine features a numbers of the country's leading voices, including the Danish Broadcasting Corporation's expert in popular culture Jakob Stegelmann, film critic Bo Green Jensen, film historian Peter Schepelern, film directors Susanne Bier, Nikolaj Arcel and Lone Scherfig, authors Lars Bukdahl and Carsten Jensen and many others.

Ekko also has a dedicated reporter in Hollywood who is responsible for the magazine's exclusive interviews with stars like Julianne Moore, Clint Eastwood, George Clooney and Scarlett Johansson.

Ekko's readers

- are highly educated and students
- are decision makers and opinion formers within the cultural field
- are members of the Danish film industry
- read the Culture section before reading the rest of the newspaper. Films are more than light entertainment for our readers.
- are at the cutting edge of new tendencies in cultural life
- attend the art house cinemas
- are students and teachers who use Ekko in film classes at school

Distribution and publishing

Ekko is published four times each year. The circulation averages 10.500 copies. A number of associations – among others Danish Film Directors, the Danish Producers Association, the TV Group of the Danish Union of Journalists and FAF (union of film and television workers) – have signed collective subscriptions for their members.

The magazine can be purchased at 250 newsstands, bookstores and cinemas across the country.

Website

Ekkofilm.dk is Ekko's website, where you can find news from the Danish and international film scene, read reviews, background articles and interviews. Ekkofilm.dk creates debates and opinions.

Kenneth Turan, film critic, Los Angeles Times

»I'm very impressed by the quality of your publication«

Klaus Rifbjerg, author:

»It's an honour to write for Ekko«

Politiken (one of the major national newspapers in Denmark):

»The writers are practically a blue book of the best writers in Danish film criticism ... add to that a broad selection of topics, from the purely entertaining to the academic, an approach to film that sets the agenda and is current without being predictable and some excellent reviews, and you have a magazine that is superior to the rest«

Per Fly, film director:

»A magazine written by people who both know about and dare to debate style as well as substance in Danish cinema. That's important«

Karen Klitgaard Poulsen, media researcher:

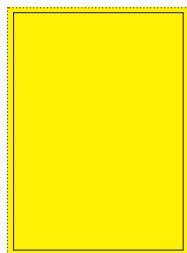
»This sort of balance between sparkling, glossy material and still having some weight has not been seen in Denmark before«

Woody Allen, film director

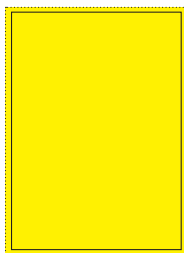
»This is one hell of a magazine«



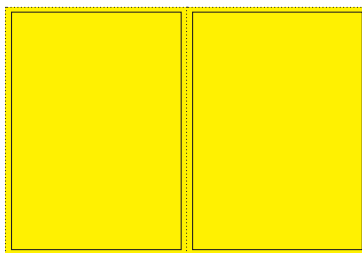
Advertising formats



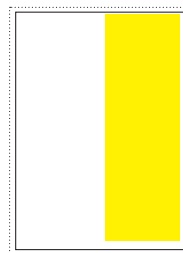
1/1 page to border:
W: 240 x H: 312 mm
+ 3 mm bleed



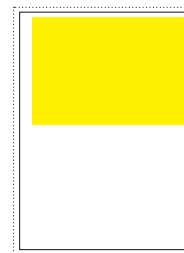
Back page to border:
W: 240 x H: 312 mm
+ 3 mm bleed



2/1 double page spread to
border: W: 480 x H: 312 mm
+ 3 mm bleed



1/2 page vertical to
border: W: 120 x H:
312 mm + 3 mm bleed



1/2 page horizontal
to border: W: 240 x
H: 156 mm
+ 3 mm bleed

Publishing schedule 2021:

No.	Release	Booking deadline*	Ad deadline*
#87	28.01.2021	04.01.2021	18.01.2021
#88	05.05.2021	06.04.2021	19.04.2021
#89	01.09.2021	02.08.2021	16.08.2021
#90	15.12.2021	08.11.2021	29.11.2021

* Deadline kl. 10

Prices:

Back cover	2.350 Euro
Double page spread	3.225 Euro
Page 2	1.880 Euro
Full page	1.745 Euro
1/2 page	980 Euro

Discount for repetition

Four inserts 10 %

Circulation

10.500

Insert

Please obtain offers by phone: T +45 88 38 92 99 (press 2)
All prices are including colour and excl. VAT.
Text adverts are received at sekretariat@ekko.dk

Technical data

Format	W: 240 x H: 312 mm, bleed 3 mm
Halts	54 (lines/cm)
Printing technique	Offset
Colour	CMYK (4 colour)

Electronic material

All advertisements must observe the formats for adverts and the demanded specifications of the magazine for delivering electronic material.

Regarding material that does not meet the demanded specifications, aftercare will be invoiced separately according to the current hourly rate.

Advertising online

Megaboard:

Format: W: 930 x H: 180 pixels
Price: 1.140 Euro per month

Skyscraper:

Format: W: 160 x H: 600 pixels
Price: 860 Euro per month

Megaboard in news letter:

Format: W: 600 x H: 180 pixels
Price: 400 Euro per 14. day

Maximum banners in rotation: 4

Unique visitors per month: 160.000

Fireplace:

Format: W: 930 x H: 180 pixels
+ 2 x W: 160 x H: 600 pixels
Price: 2.565 Euro per month

Content banner:

Format: W: 300 x H: 250 pixels
Price: 215 Euro per week / 710 Euro
per month

The editorial office reserves the right to reject advertisements that are contrary to the interests of the magazine. All complaints, corrections and cessations have to be done in writing. The right to object is forfeited if the deadline for ads is exceeded.

Publisher

Ekko Wildersgade 32
1408 København K
www.ekko.dk



Advertising sales

Ekko
Merete Hellerøe
Telephone: 61 11 58 51 / 88 38 92 92
E-mail: merete@ekko.dk

