

dofk ● MEDIA KIT

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ENGLISH

WHAT IS DOFK?

Dofk is the Danish organization for independent hairdressers, cosmeticians and other kinds of body care companies. Dofk handles corporate business and labor market policy interests and is both an employer and service organization. The organization also offers their members benefits and special services, and is always ready to assist with advice and guidance whenever needed.

DOFK MAGAZINE

Dofk magazine is published 11 times a year. Here is both professional and fashion news, including the latest information on political and administrative regulations that are important for the self-employed hairdresser.

AUDIENCE AND DISTRIBUTION

Our dofk member database consists of more than 4.000 independent hairdressers, cosmeticians and body care clinic owners. The majority of our members are hairdressers. The magazine is each month printed in around 6.000 copies and reaches salons and schools all over Denmark. It is also possible to view the magazines online at www.ff.dk.

MARKETING STRATEGY & CONTENT

The magazine targets the salon owners and therefore includes both business and fashion news. It guides them how to run their business, but also inspires them to think new in fashion. Therefore many owners keep the business stuff (appendix), and puts out the rest of the magazine for their employees and customers to read. dofk magazine also consists of exciting articles relevant for the industry and lists suitable courses and events. It also shows fashion photos for inspiration and new items within the beauty industry.



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MAGAZINE ADVERTISING

You can advertise in our magazine and reach out to thousands of salon owners and hairdressers. Convince them to use your products, or go join your special event. It is easy to arrange an ad or an article in our magazine.

DEADLINES

Please hand in your file **no later** than the **25th** of the month prior. Order and cancellation deadline is the **20th** of the month prior.

SPECIFICATIONS

Deliver your ad on a CD or send us a pdf-file on e-mail. We accept ready pdf-files, but also files from QuarkXPress or InDesign. Remember a 3 mm bleed and make sure that everything in your document can be 4-color separated (no RGB colors).



OTHER INFORMATION

Format: A4

Print: Offset

Raster: 70 lines

Printing: 6.000 copies

Special placement: +10%

Borderless printing: +10%

Color: European color settings

Payment terms: Current month from date of invoice

Published: 11 times a year, around the 10th of each month, except July.



PRICES AND FORMATS

When purchasing multiple ads you get discounted rates. Contact Helle Jensen for more information. E-mail: helle@ff.dk or call: +45 96 29 48 70.

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CONTACT

REGARDING ADVERTISEMENT / INFO

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REGARDING EDITORIAL QUESTIONS

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HAVE A LOOK AT WWW.FF.DK

- FAGBLADET DOFK

- FAGBLADET ONLINE