

MEDIA KIT

2017

300+ PREMIUM BLOGS

1+ MILLION UNIQUE
VISITORS PER MONTH

13+ MILLION PAGE VIEWS
PER MONTH

Bloggers Delight

SOCIETY B the bloke LOOKLAB **BLOG**
splash

WE ARE PASSIONATE ABOUT BLOGS



WHO ARE WE?

By merging Bloggers Delight, Society B, the bloke, Looklab and Blog Splash we have created the largest blog network in Denmark. With more than 1 million unique visitors a month we are also one of the biggest Danish online media for women. The network consists of 300+ of the most-read blogs in Denmark categorized within areas such as fashion, food, fitness, family life, design and lifestyle.

HOW CAN WE HELP YOU?

We are your gate into the Danish blogosphere. We handle all commercial agreements on behalf of the bloggers in our network, so they can keep focus on what they do best – that is delivering high quality content for their readers. We've specialized in advising both Danish and international brands about blog marketing.

Through us you get the opportunity to book banner campaigns and creative editorial campaigns on our network of quality blogs. We have knowledge of our advertisers' commercial objectives as well as the editorial universe of our bloggers. We make sure to combine this into the optimal campaign.

DATA ABOUT THE NETWORK



THE BY FAR
LARGEST BLOG NETWORK IN DENMARK



ESTABLISHED IN
2010



21 FULL TIME EMPLOYEES
WHO ARE PASSIONATED
ABOUT BLOGS

OFFICES IN
**COPENHAGEN &
AARHUS**

5 NETWORKS, ONE
POINT OF CONTACT

Bloggers Delight

SOCIETY B the bloke LOOKLAB BLOG splash



LEADING **EXPERTS**
IN INFLUENCER MARKETING

13+ MILLION
PAGE VIEWS A MONTH



300+ OF THE BIGGEST DANISH
BLOGS ON CONTRACT

1+ MILLION
READERS A MONTH



SEGMENTS IN THE NETWORK

SEGMENTATION POSSIBILITIES

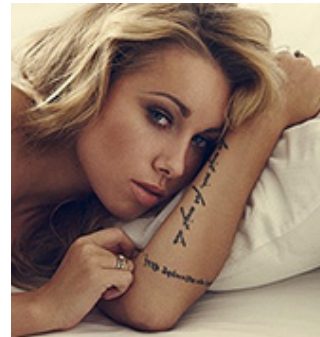
you have the option to place your campaign on selected blogs or segments. We have blogs for every taste, and that match most target groups. We gladly help find the right match.



FOOD



FASHION



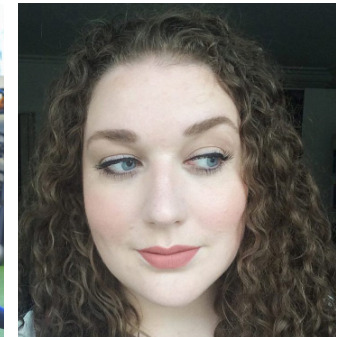
ENTERTAINMENT



MALE



FITNESS



STORY & HUMOUR



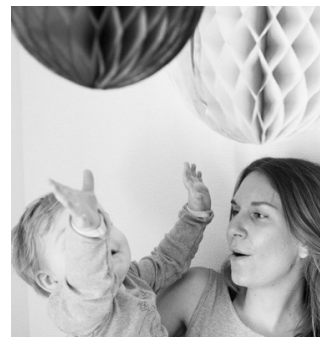
BEAUTY



TEEN LIFE



INTERIOR & DESIGN



MOMMY

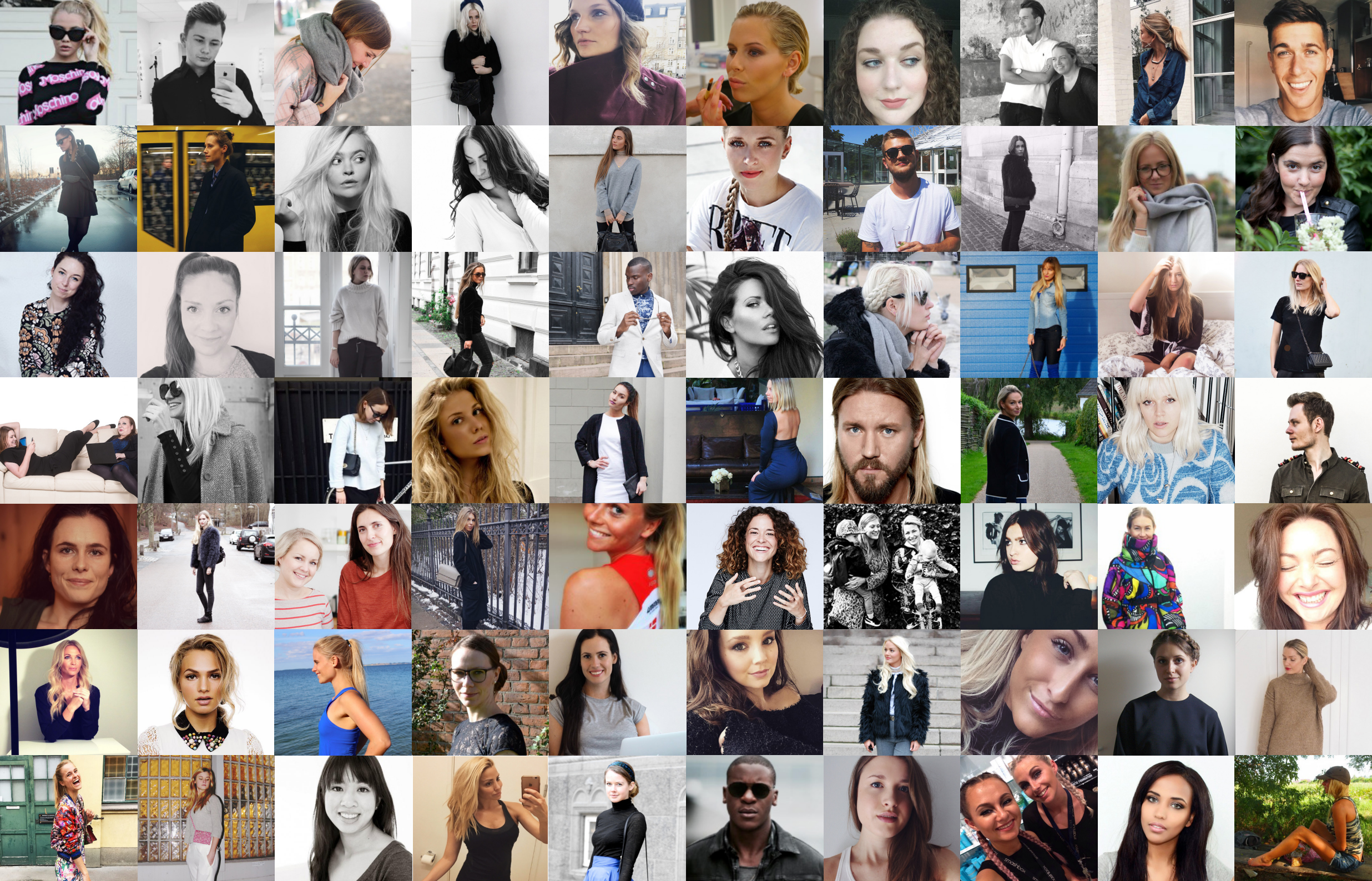


TRAVEL

**MORE THAN 300
PREMIUM BLOGS**

**[CLICK HERE
TO GET AN OVERVIEW](#)**

ALL BLOGS



BLOG PROFILE

MARIEJEDIG.COM

Fashion blogger at Society B



Marie Stella Jedig with her characteristic blond locks and sharp individual style blogs with a distinct personal touch and huge passion for fashion.

Her blog is filled with beautiful pictures taken with her Olympus camera, and she has a unique ability to capture and inspire her readers.

**MARIE HAS PARTICIPATED
IN CAMPAIGNS FOR**

OLYMPUS

MARC JACOBS

MAYBELLINE
NEW YORK

 **45.500+**
MONTHLY UNIQUE READERS

 **12.500+**
FOLLOWERS ON FACE-

 **49.100+**
FOLLOWERS ON INSTAGRAM

 **4.000+**
OPENINGS ON SNAPCHAT

BLOG PROFILE

HOMESICK.NU

Interior design bloggers at Bloggers Delight



The three women behind the blog have in common that their hearts are dedicated to interior design and they are all students.

Therefore the blog is a mixture of Do-It-Yourself projects and cheap alternatives spiced with a lot of inspiration and design dreams.

**HOMESICK HAS PARTICIPATED
IN CAMPAIGNS FOR**

bahne

moodings.com

Mågasin



44.100+
FOLLOWERS ON INSTAGRAM



4.770+
FOLLOWERS ON FACEBOOK



27.500+
MONTHLY UNIQUE READERS

BLOG PROFILE

HELSEMATILDE.COM

Fitness blogger at Bloggers Delight



Matilde has been blogging since 2011, and her blog includes everything from workout, diet, vegetarian dishes, glimpse from everyday life and how a healthy and balanced life is lived.

She has participated in a number of TV programs about healthy lifestyle and is among the most-read fitness blogs in Denmark.

**HELSEMATILDE HAS PARTICIPATED
IN CAMPAIGNS FOR**

crossfit
Copenhagen

ALLÉVO®

UNIVERSAL



37.500+

MONTHLY UNIQUE READERS



9.600+

FOLLOWERS ON FACEBOOK



37.500+

FOLLOWERS ON INSTAGRAM



5.000+

OPENINGS ON SNAPCHAT

WE ARE WORKING WITH

BRANDS WE HAVE WORKED WITH

Most experienced in Denmark within blog marketing

We are working both with agencies and brands directly, and both Danish and international advertisers.

We have completed more than 1.000 blog campaigns. Including for brands like:

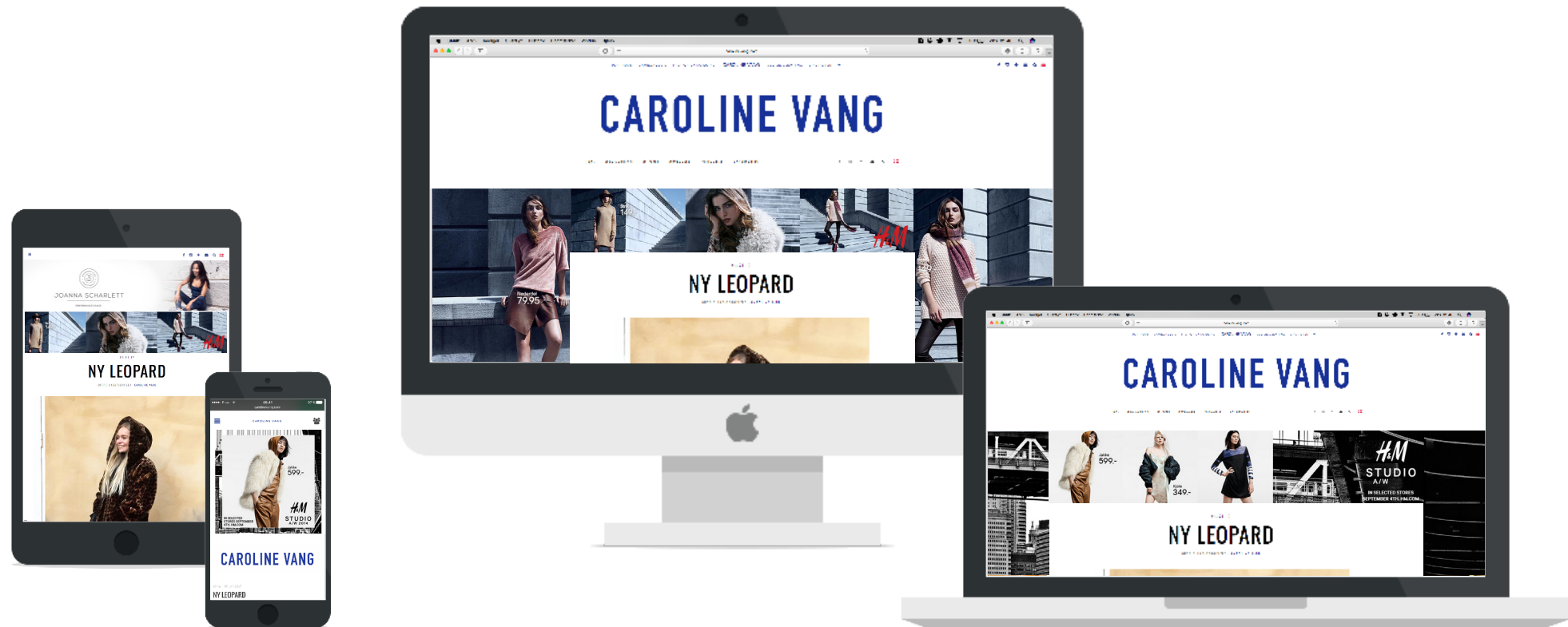


YOUR CAMPAIGN ON ALL CHANNELS

CROSS-DEVICE ADVERTISING

All our blogs have adaptive web designs so that the readers get the optimal experience whether it is from desktop, mobile or tablet.

As an advertiser you can run device specific campaigns or include more banner formats and run cross-device for maximum reach.

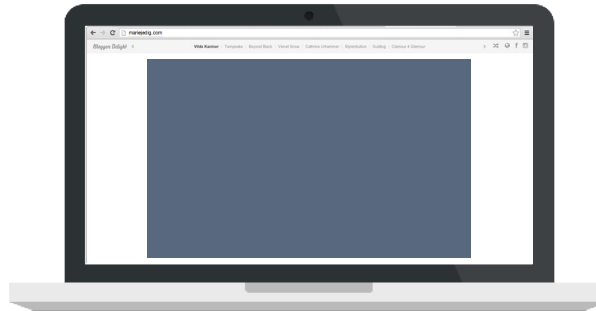


DESKTOP BANNER FORMATS

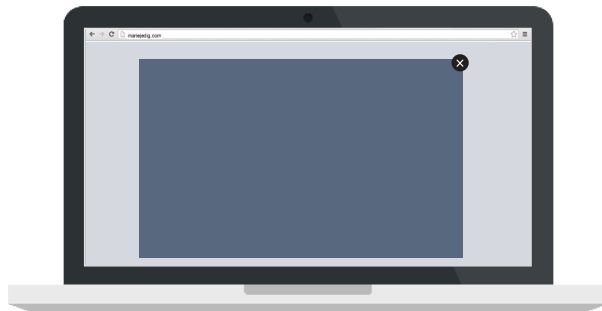
TOP BANNER RON
1020x180px (or 930x180px)



CONTENT MEGA BANNER RON
1020x600px (or 930x600px)



OVERLAY W. FREQUENCY
1020x600px (or 930x600px)



OWNERSHIP W. WALLPAPER
Top banner: 1020x180px (or 930x180px)
Wallpaper: 2560x1440px



TOP BANNER RON

1020x180px (or 930x180px)

List price: CPM 140

CONTENT MEGA BANNER RON

1020x600px (or 930x600px)

List price: CPM 140

OVERLAY W. FREQUENCY

1020x600px (or 930x600px)

List price: CPM 250

OWNERSHIP W. WALLPAPER

Top banner: 1020x180px (or 930x180px)

Wallpaper: 2560x1440px

List price: CPM 200

* Detailed specifications can be send

Quantity discount when
more than 100.000
impressions are booked.

*CPM = Cost per mille
Meaning price for 1.000 banner impressions.
E.g. 100.000 impressions at CPM 140 = 14.000 DKK.
(approx. 1.900 Euros)

TABLET BANNER FORMATS

TOP BANNER RON
1020x180px (or 930x180px or 728x90px)



CONTENT MEGA BANNER RON
1020x600px (or 930x600px)



OVERLAY W. FREQUENCY
1020x600px (or 930x600px)



TOP BANNER RON

1020x180px (or 930x180px or 728x90px)

List price: CPM 140

CONTENT MEGABANNER RON

1020x600px (or 930x600px)

List price: CPM 140

OVERLAY W. FREQUENCY

1020x600px (or 930x600px)

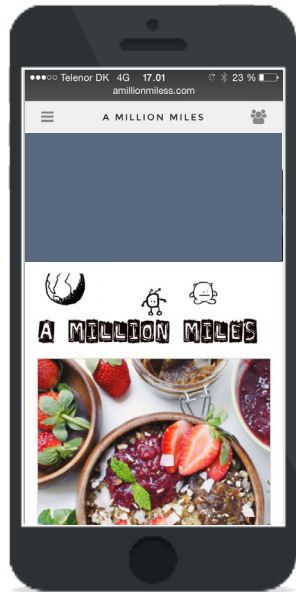
List price: CPM 250

Quantity discount when
more than 100.000
impressions are booked.

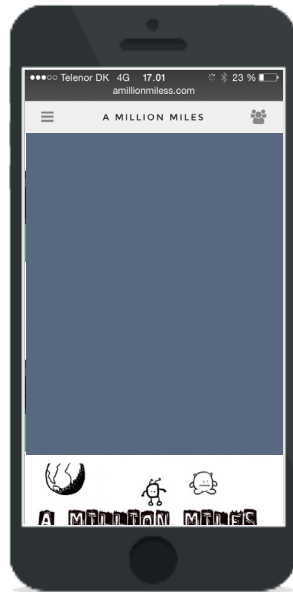
*CPM = Cost per mille
Meaning price for 1.000 banner impressions.
E.g. 100.000 impressions at CPM 140 = 14.000 DKK.
(approx. 1.900 Euros)

MOBILE BANNER FORMATS

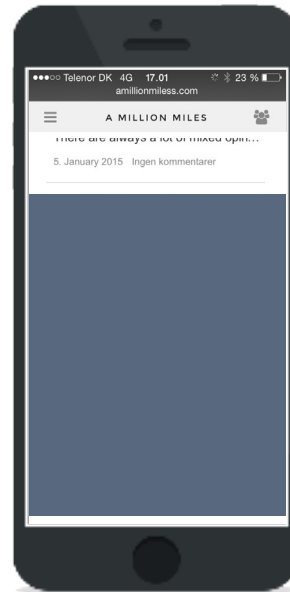
TOP BANNER RON
320x50px or 320x80px or 320x160px



TOP BANNER TAKE-OVER
320x320px or 300x250px



MEGA BANNER CONTENT
320x320px or 300x250px



TOP BANNER RON

320x50px or 320x80px or 320x160px

List price: CPM 140

TOP BANNER TAKE-OVER

320x320px or 300x250px

List price: CPM 200

MEGA BANNER CONTENT

320x320px or 300x250px

List price: CPM 140

Quantity discount when
more than 100.000
impressions are booked

**CPM = Cost per mille
Meaning price for 1.000 banner impressions
E.g. 100.000 impressions at CPM 140 = 14.000 DKK
(approx. 1.900 Euros)*

CREATIVE CAMPAIGNS

CREATIVE CAMPAIGNS

Social media marketing, content creation or advertorials – the designations are many. At Bloggers Delight we find the perfect match between blogger and brand. We involve the bloggers and their social media in creative campaigns for brands within various product categories.

Based on dialogue with you about your marketing objectives we develop a custommade campaign proposal, where we propose the most relevant blogs for your campaign. Our team of account managers has collectively more than 12 years of experience with blog marketing.

YOUR POSSIBILITIES INCLUDE

- Blog posts
- Facebook updates

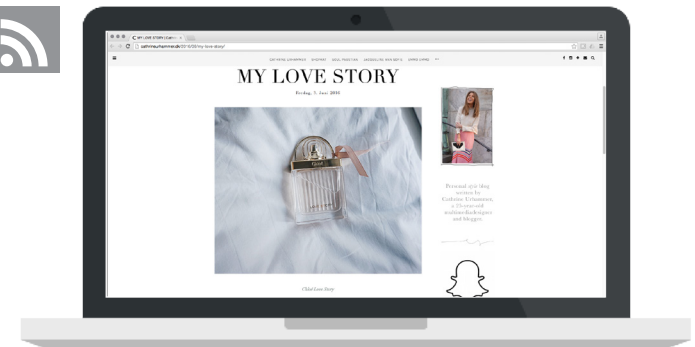
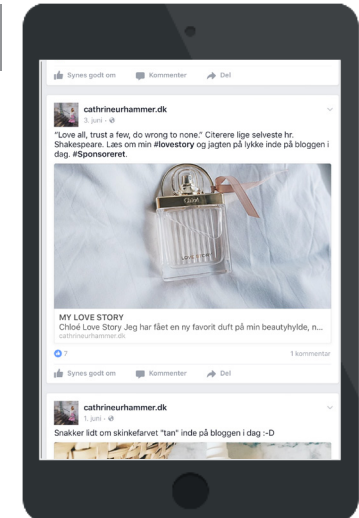
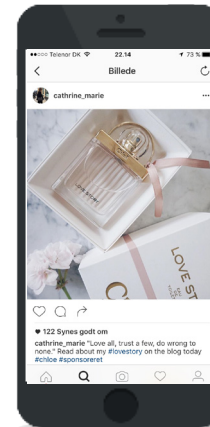
- Instagram updates
- Snapchat stories
- YouTube videos
- The adaption of the bloggers as *Brand Ambassador*

CAMPAIGNS CAN INCLUDE

- Competitions with reader involvement
- Reviews where the blogger gives a personal description of your product
- An incorporation of your brand in the editorial universe of the blog
- Events where the blogger attends and e.g. invites selected readers
- The application of the campaign content that the blogger has produced on your own or other channels
- Lead generation, e.g. where readers are being motivated to sign up for your newsletter opfordres til at tilmelde sig dit nyhedsbrev

CATHRINE URHAMMER FOR

Chloé
LOVE STORY



CREATIVE CAMPAIGNS

PRICES

We price each campaign proposal individually, as prices vary according to different factors:

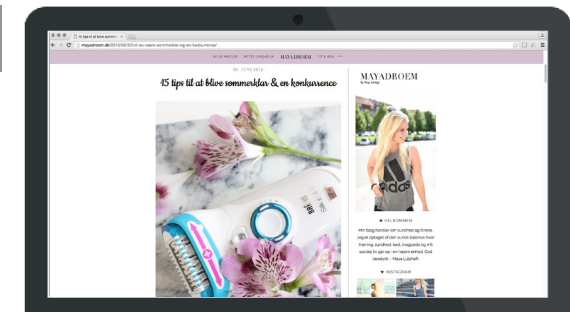
- Which specific blogs are chosen (price based on number of readers)
- How much activity does the campaign include (number of posts, updates etc.)
- How many working hours the blogger uses during the campaign
- Whether it is the same blogger that makes several activities or whether more bloggers should be involved.
- If you wish to use the blogger and/or the blogger's content at your own or other channels.

Mostly we work with a price per activity per blog (ex. blog post, Facebook update or Instagram update) + a surcharge if the blogger is to attend an event or be used as an ambassador on other channels. The list price

for one blog post at a blog with an average number of readers in the Premium network is 6.000 DKK ex VAT. The list price for one Facebook or Instagram update at a blog with an average number of followers in the Premium network is 2.500 DKK ex VAT. If you buy more than one blog post and/or Facebook/Instagram update at the same blog the price per post will typically decrease due to a quantity discount. If you book a bigger campaign (ex. 5 bloggers who write two blog posts each) or buy creative campaign elements combined with a banner campaign, you can also get a quantity discount.

MAYA DROEM FOR

BRAUN



CAMPAIGN REPORT

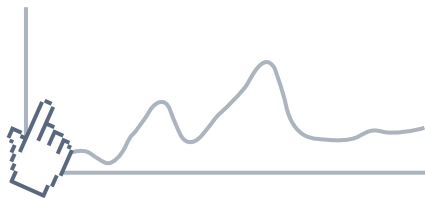
REPORT FOR A BANNER CAMPAIGN INCLUDES:

NUMBER OF
IMPRESSIONS



NUMBER OF CLICKS

CLICK-THROUGH RATE



REPORT FOR A CREATIVE CAMPAIGN INCLUDES:

CLICKABLE **OVERVIEW** OF:

ALL BLOGS PARTICIPATING IN
THE CAMPAIGN INCLUDING:

- Age of the blogger
- Number of monthly unique visitors, sessions and page views of the blog
- Number of followers on Instagram and Facebook

ALL BLOG POSTS IN THE
CAMPAIGN INCLUDING:

- Statistics on number of blog post views, clicks, comments, time-spent, Facebook likes and shares and engagement rate.
- A graph of daily post views.

DATA AND PERFORMANCE

We have developed our own tracking system. When you buy a campaign, you will receive a digital report describing the performance of the campaign. The report is included in the price.

You will get a login with access to the report.

[Click here to see example](#)

*This is only a dummy version
and not based on factual data.*

ALL POSTS ON INSTAGRAM
AND FACEBOOK INCLUDING:

- Number of comments and likes per post, and summed



DEICHMANN FASHION CASE

DEICHMANN STYLE CHALLENGE

Deichmann wanted to strengthen their brand among the younger Danish fashionistas. We involved three of the biggest fashion bloggers in Denmark to be brand ambassadors and campaign models. The Deichmann Style Challenge 2014 boosted Deichmann's presence in the Danish blogosphere.

The three bloggers participated in a professional photo shoot, where each of them posed in three different styles that included Deichmann shoes. The bloggers created "Behind the scenes" blog posts from the campaign photo shoot and also shared the unique content on their social media.

BLOGS IN THE CAMPAIGN

BLOG	AGE	UNIQUE VISITORS	SESSIONS	PAGE VIEWS	INSTAGRAM	FACEBOOK
MARIE JEDIG	23	57.885	211.823	365.595	26.159	11.412
JOHANNE KOHLMETZ	19	31.857	94.810	150.838	47.708	31.392
SILLEWHO	20	41.339	161.086	314.041	8.921	3.293



MARIE JEDIG



JOHANNE KOHLMETZ

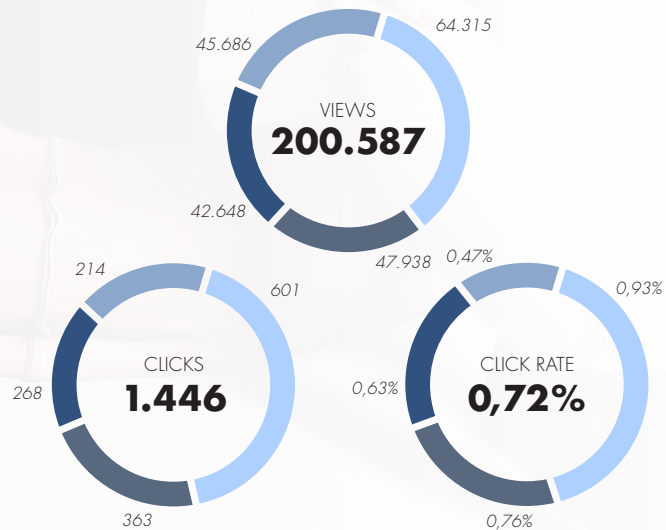


SILLEWHO

DEICHMANN FASHION CASE

- ALL
- MARIE JEDIG
- JOHANNE KOHLMETZ
- SILLEWHO

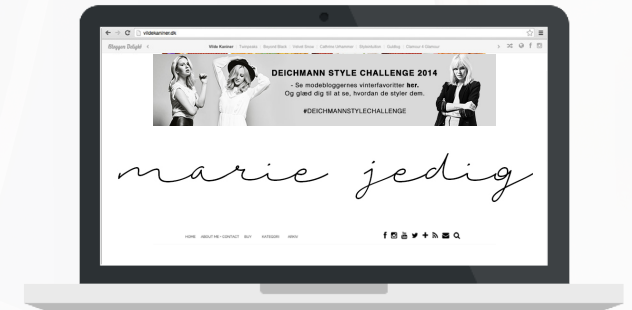
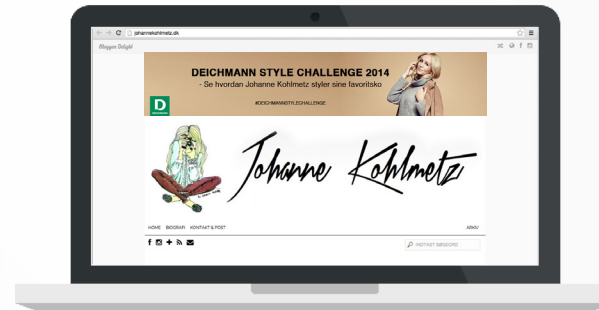
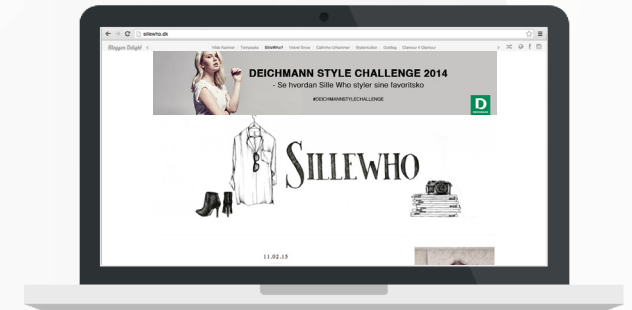
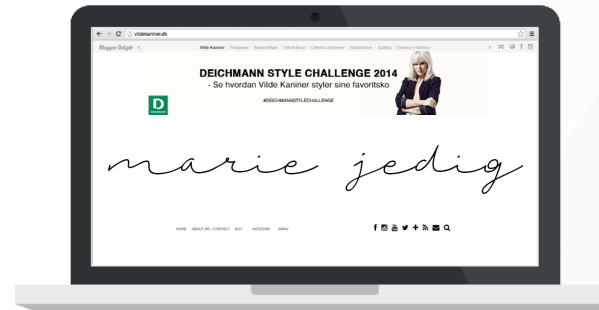
BANNER CAMPAIGN



DEICHMANN STYLE CHALLENGE

The campaign photos featuring the bloggers were used in the banner ads that ran on a group of influential fashion blogs during the campaign period.

The ads delivered click rates of 0,72%, which is more than five times higher the industrial standard. The Deichmann posts the bloggers published on social media received more than 20.400 likes, and 1.735 commented on the campaign either in blog posts or on social media. Almost 4.000 clicked directly from the blog posts to Deichmann's webshop.



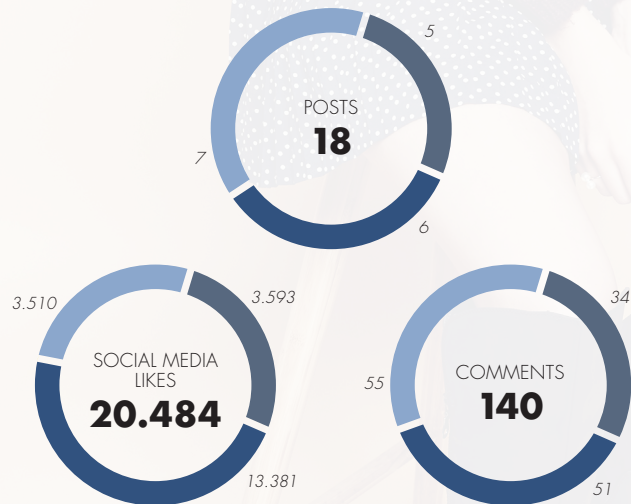
DEICHMANN FASHION CASE

DEICHMANN STYLE CHALLENGE

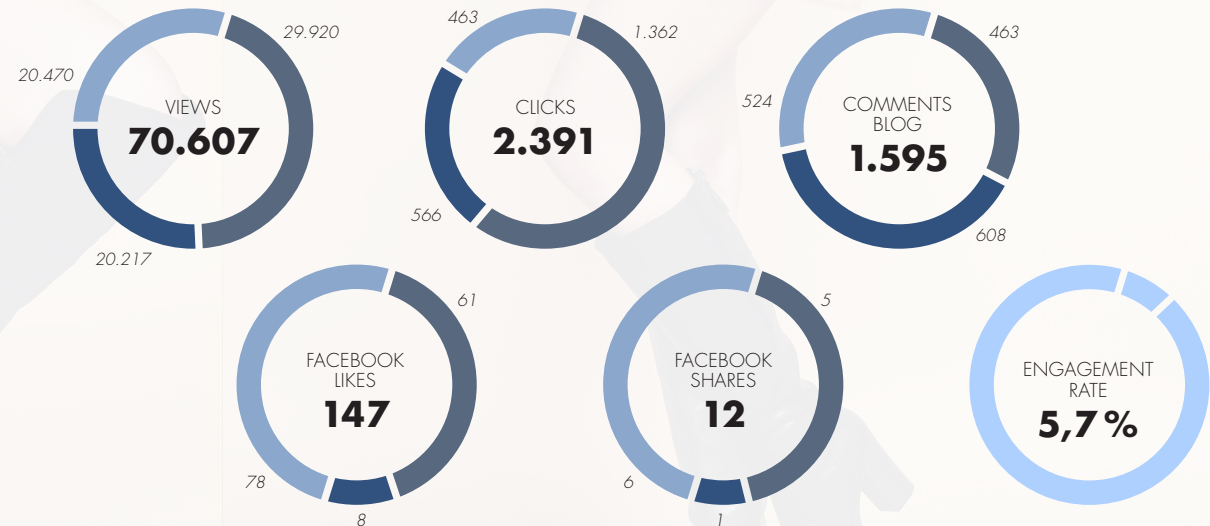
When launching the campaign the bloggers featured the crispy campaign photos and styles on their blogs. The readers voted on their favorite style on each blog and got the chance to win five pairs of Deichmann shoes. On Deichmann's webshop the bloggers were highlighted and there was a section featuring the bloggers' favorite shoes with the possibility to buy them directly.

- ALL
- MARIE JEDIG
- JOHANNE KOHMETZ
- SILLEWHO

STATISTICS ON SOCIAL MEDIA POSTS



STATISTICS ON BLOG POSTS



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Account Manager

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BARBARA SAOUMA

Account Director

On maternity leave