Bauer Media Group

Prices and terms 2026

Bauer Media National

WHY ADVERTISE ON RADIO?

Many people still listen to commercial radio, which means that your message will reach a broad audience.

Radio listening takes place primarily during the day, and your message will be heard in many different usage situations. You can therefor target your campaign/message to a specific usage situation – e.g. morning and breakfast or drive-time and a new car model.

WE CALL OUR NATIONAL NETWORK: BAUER MEDIA NATIONAL

BAUER MEDIA NATIONAL consists of all stations owned by or represented in terms of sales by Bauer Media Aps

WHAT CAN BAUER MEDIA OFFER YOU AS AN ADVERTISER?

You only need to shop with us if you want to buy an effective radio campaign, as our national network reaches an average of 2,0 million Danes every week (P. 12 years+) distributed throughout the country

Our popular brands also offer creative options that can enhance your traditional radio campaign through listener engagement and activation. We call that LET'S BE CREATIVE!

If you wish to enter into an annual agreement - which many advertisers do - then the deadlines and requirements appear on the next slide.

TRP-PURCHASE

BAUER MEDIA offers TRP campaigns, which can be purchased in six different target groups at a fixed TRP price. – see Figure 1. With TRP purchase, as an advertiser you reach a targeted campaign.

BAUER MEDIA plans the campaign specifically to reach the purchased target group. The commercial is broadcasted within the agreed campaign period, so that the purchased/agreed amount of TRP is delivered. You are therefore guaranteed a targeted and effective radio campaign in the purchased target group.

A TRP purchase ensures that at least the number of TRPs that you have purchased is delivered and that only contacts within the agreed/purchased target group are paid for.

BAUER MEDIA plans and places the radio commercials (it's called "run by station"). At the end of the campaign, a campaign evaluation is sent, which documents the delivery of the purchased TRP - if requested.

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Figure 1: TRP-prices, National

TARGET GROUPS 2026	M. 25-55	W. 25-55	A. 25-55, CAR	A. 30-60	A. 25-55
TRP-PRICE 2026	DKK 2.005	DKK 2.015	DKK 1.870	DKK 2.195	DKK 2.015

TRP-PURCHASE

The TRP prices are calculated in a national universe. The TRP prices are fixed and are not regulated by any changes in universe sizes.

The TRP rates in Figure 1 are based on a 30 second spot.

DIFFERENT SPOT LENGTHS

For spot lengths other than 30 seconds, the spot index in Figure 2 applies

WEEKLY DISCOUNT/SURCHARGE

We have various discounts/surcharges in 2026. These can be seen in Figure 3.

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Figure 2, Spotindex

Sec.	10	15	20	25	30	35	40	45	50	55	60
Index 2026	58	69	80	91	100	117	133	150	167	183	200

IMPORTANT! RBS Sponsorships: Sponsor intro/outro may be up to 8 sec, and is always priced at spotindex 54.

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Figure 3, Weekly Index

Weekly index: Yearly deal advertisers (declared intended spending)

2026	Week 1-4	Week 5-8	Week 9-24	Week 25-26	Week 27-31	Wee k 31	Week 32-34	Week 35-37	Week 38	Week 39-41	Week 42	Week 43-44	Week 45-46	Week 47-48	Week 49-50	Week 51-52	Week 53
Indeks	90	95	110	100	85	85	105	110	110	115	110	120	125	120	115	90	90

Weekly index: Adhoc advertisers (Yearly deals: On top of declared intended spending)

2026	Week 1-4	Week 5-8	Week 9-24	Week 25-26	Week 27-30	Wee k 31	Week 32-34	Week 35-37	Week 38	Week 39-41	Week 42	Week 43-44	Week 45-46	Week 47-48	Week 49-50	Week 51-52	Week 53
Indeks	90	95	110	100	85	85	105	110	115	120	115	125	130	125	120	95	95

ELECTRONIC MEASUREMENT OF RADIO

Radio is measured with electronic meters that continuously register which radio stations are listened to. In short, the electronic measurement method register the actual listening. As a media group, radio is therefor one of the best measured media.

Facts about the Gallup Radio Meter measurement

Radio is measured with a panel of net 1850 people every day. The persons are 12 years of age or older and are representative in terms of gender, age and geography. The individual radio stations have inserted a so-called encoder, which gives the radio station a unique code that cannot be heard

Each person in the panel wears a receiver (ROA) that records the code from the inaudible signal. The ROA unit is equipped with wireless technology and is able to follow the users on the go.

GENERAL TERMS

Booking
Booking must be received in writing at 12.00 O'clock at the latest five working days before campaign start. Booking must bereceived in writing.

Campaign definition
A campaign is defined as a total order of advertising time on Bauer Media in a defined campaign period. If there is a break of 7 days or more during the campaign period, Bauer Media regards the second part of the campaign as a new campaign.

Advertising material - and responsibility for the content of the radio advertisement
The responsibility for ensuring that a radio advertisement is not unlawful – including in violation of third-party rights – rests with the advertiser/orderer. This applies regardless of Bauer Media's acceptance of the radio advertisement for broadcast. The advertiser/client thus guarantees that the radio advertisement has been legally recorded and that the necessary permits have been obtained

The advertiser/client must indemnify Bauer Media for any loss they may suffer as a result of broadcasting an unlawful radio advertisement

Delivery of advertising material
The radio spot must be in our hands no later than 12.00 three weekdays before the start of the campaign. If the material is delivered later, Bauer Media cannot guarantee that the campaign execution takes place in accordance with the campaign booking.

If the radio spot is delivered later than three working days before the start of the campaign, Bauer Media can charge an urgent fee of DKK 2,000. The advertising material is only considered delivered when all spot lengths, spot variants, and information about e.g. spot rotation is completely in accordance with the submitted and approved order confirmation.

In case of delivery later than three working days before the start of the campaign, Bauer Media reserves the right to change the start of the campaign corresponding to the delay. Possible loss of spot executions due to late delivery of advertising material will not be reimbursed. At the same time, a fee will be charged based on the following guidelines:

For delivery of advertising material with agreed spot length less than three working days before the start of the campaign, Bauer Media reserves the right to charge a fee of DKK 2,500.
If advertising material with a different spot length than agreed less than three working days before the start of the campaign is made, Bauer Media reserves the right to charge a fee of DKK 5,000.

GENEREL TERMS

Movement

A campaign can be moved in whole or in part within a calendar year. However, this assumes that the total campaign budget is maintained.

The following guidelines apply to movement:

If notice of movement is received in writing no later than three full calendar weeks before the start of the campaign, the relocation can be carried out free of charge
If notice of movement is received in writing no later than two full calendar weeks before the start of the campaign, a fee of 15% of the campaign budget will be charged
If notice of movement is received in writing no later than 1 full calendar week before the start of the campaign, a fee of 30% of the campaign budget will be charged
If notice of movement is received in writing less than one calendar week before the start of the campaign, the full campaign budget is paid

Campaigns can be moved only once

Campaign changes

Changes to a campaign booking (target group, spot length or spot rotation) can be changed up to five working days before the start of the campaign. However, this requires that the campaign budget is maintained. If notification of changes is received less than 5 working days before the start of the campaign, a fee of DKK 2,500 will be charged. If requests are received after the start of the campaign, a fee of DKK 5,000 will be charged.

Cancellation

The following guidelines apply to cancellation:

A campaign can be canceled free of charge if the cancellation is received at least five full calendar weeks before the start of the campaign.
If notice of cancellation is received in writing at least four full calendar weeks before the start of the campaign, a fee of 15% of the total budget that is canceled will be paid
If notification of cancellation is received in writing at least three full calendar weeks before the start of the campaign, a fee of 30% of the total that is canceled will be paid
If notice of cancellation is received in writing less than three calendar weeks before the start of the campaign, the full campaign budget will be paid

Reduction of the campaign budget is also considered a cancellation and the same rules applies as the above

Campaigns that have been moved can only be canceled upon payment of the full amount

Notice of relocation, changes or cancellation must ALWAYS be received in writing

TERMS FOR PURCHASE OF ADVERTISING

Definition of TRP

A TRP is defined as the exposure of 1% of the target group in which the campaign is purchased. The total number of TRPs that a given campaign generates is documented with a report from Gallup Radio Meter. A TRP is calculated on the basis of the average rating in the quarter the commercial has been played.

TRP-guarantee

A TRP guarantee is provided for campaigns of a minimum of five consecutive weekdays, and where the size of the campaign is at least 50 TRP. The guarantee is based on the Gallup Radio Meter during the current campaign period.

Campaign level deliveries

Any underdeliveries is delivered on later campaigns after agreement with the advertiser. The orderer is responsible for informing Bauer Media about the use of any receivables. Any receivables are finally forfeited if these have not been used within the first 6 months of the following year.

For campaigns of minimum 14 consecutive campaign days, over- and under-deliveries of 7.5% are evened out against each other at advertiser/group level. For campaigns with a duration of 7-13 days, the limit is 10% etc. See figure 4.

Campaign settlement

Campaigns are broadcasted as a 'run by station'. This means that BAUER MEDIA plans and places the campaign within a given period and target group.

TRP packages are placed by BAUER MEDIA from 00-24, and we aim to broadcast the purchased TRP according to the station's listener share and the target audience's listening pattern.

Terms of payment
The payment terms are normally broadcasting Week + 14 days. Contact BAUER MEDIA to find out more about other options. In case of payment after the due date, interests are calculated in accordance with the applicable interest law. The National bank's official lending rate with a surcharge of 8% p.a.

BAUER MEDIA reserves the right to demand payment in whole or in part prior to the start of the campaign.

Technical specifications:
Finished spots must be delivered as mp3 in 256kbps, min. 44.1 kHz Stereo. Spots should be send to spot@bauermedia.dk

BAUER MEDIA stores all spots for a minimum of six months

PROVISIONS

Guarantee: Bauer Media gives a provision of 1 % to the orderer, who gives security for the payment in the form of bank guarantee or is part of a security programme approved by Bauer Media. This is not given to production and administration costs in connection with CREATIVE cooperations.

Furthermore, an information allowance can be given to orderers who meet the conditions for this. Contact BAUER MEDIA to find out more about the conditions for obtaining reimbursements. In case of failure to comply with payment terms forfeits the right to compensation.

Venue: Any dispute between the orderer and Bauer Media, regarding the agreement of the parties, will be settled at The Maritime and Commerical Court in Copenhagen.

Other: The prices are exclusive of VAT. Subject to printing errors. Valid from 1 January 2026 until a new price list is published

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Figure 4, Delivery guarantees

Campaigns of minimum 14 Consecutive days	Delivery guarantee (minimum 50 TRP) → +/-7,5%
Campaigns of minimum 7-13 Consecutive days	Delivery guarantee (minimum 50 TRP) → +/-10%
Campaigns of minimum 5-6 Consecutive days	Delivery guarantee (minimum 50 TRP) → 5-6 dage = +/-12,5%
Campaigns of minimum 3-4 Consecutive days	Delivery guarantee (minimum 50 TRP) → +/-22,5%
Campaigns of minimum 1-2 Consecutive days	Delivery guarantee (minimum 50 TRP) → +/-27,5% → Guarantee of +/-15% can be purchased with an additional 10%

The campaign is considered delivered at the listed guarantees

However, yearly deal advertisers are offered a 100% TRP guarantee on the year.

Over-and under-deliveries are evened out against each other on advertiser/group level.

Any underdeliveries at the end of the year can be used in the first half of the year 2027

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Surcharge, National

+5%

- → Splitspot consisting of two SPOTs. For three, the supplement is 10%

+10%

- → Broadcasting of a commercial in a fixed daypart
- → Broadcasting of a commercial on fixed weekdays
- → Broadcasting of a commercial first or last in break
- → Fixed weekly distribution
- → When using several spots per campaign and special requirements for execution on days/times
  - ¬ With more than on placement criteria the following applies:
    - ¬ 1 criterion: +10%, 2 criteria: +15% & 3 criteria: +20%

+15%

- → Multispot (Mutiple senders in the same spot)

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Deadlines, Monthly booking (guarantee for phased spending)

2026	Weeks	Bookingdeadline 12 o'clock
January	1-5	D. 11. december 2025
February	6-9	D. 15. january 2026
March	10-13	D. 12. february 2026
April	14-18	D. 12. march 2026
May	19-22	D. 16. april 2026
June	23-26	D. 13. may 2026
July	27-31	D. 11. june 2026
August	32-35	D. 25. june 2026
September	36-39	D. 13. august 2026
October	40-44	D. 10. september 2026
November	45-48	D. 8. october 2026
December	49-53	D. 12. november 2026