BAUER MEDIA AUDIO

PRICES & TERMS 2027

Bauer Media National

Prices & Terms 2027

Why advertise on radio?

Commercial radio gives **broad reach** and the opportunity to reach listeners in **relevant situations throughout the day**.

Radio listening is especially concentrated during the daytime, so the campaign can be timed to the specific usage situation, e.g. **breakfast in the morning or car service in drive time**.

Our national network is called:

BAUER MEDIA NATIONAL

1.9 million

Danes reached every week (aged 12+) across the whole country

What can Bauer Media Audio offer you as an advertiser?

You only need to deal with us if you want to buy an effective radio campaign – our national network reaches on average 1.9 million Danes every week (aged 12+) across the whole country.

Our popular brands also offer creative opportunities that can amplify your radio campaign through listener involvement and activation. We call this **LETS BE CREATIVE!**

If you wish to enter into an annual agreement – which very many advertisers do – the deadlines and requirements are set out on the next slide.

Prices & Terms 2027
Annual agreements

Deadline for signing an agreement

Early-early
27 January 2027
no later than 5:00 pm

Early
5 March 2027
no later than 5:00 pm

Minimum commitment

National annual agreement
DKK 400,000

Regional annual agreement (Zealand)
DKK 200,000

Prices & Terms 2027
TRP buying

TRP BUYING

5

different target groups at a fixed TRP price – see slide 5

Targeted campaign

BAUER MEDIA AUDIO offers TRP campaigns that can be bought in five different target groups at a fixed TRP price – see figure 1. With TRP buying, you as an advertiser get a targeted campaign.

Planning by target group

BAUER MEDIA AUDIO plans the campaign specifically to reach the purchased target group. The commercial is aired within the agreed campaign period so that the bought number of TRPs is delivered. You are thus guaranteed a targeted and effective radio campaign in the purchased target group.

Secured delivery

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

Run by station and evaluation

BAUER MEDIA AUDIO plans and places the radio spots (this is called “run by station”). At the end of the campaign, a campaign evaluation documenting delivery of the purchased TRPs is sent – if requested.

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TRP prices, National

TRP BUYING

TRP prices are based on a 30-second spot. For other spot lengths, see slide 6.

TARGET GROUPS 2027	Men 25-55 years	Women 25-55 years	Persons 25-55 years, with car	Persons 30-60 years	Persons 25-55 years
TRP PRICE 2027	2,150	2,095	1,945	2,250	2,095

National universe

TRP prices are calculated in a national universe.
TRP prices are fixed and are not adjusted for any changes in universe sizes.

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Spot index

Different spot lengths
For spot lengths other than 30 seconds, the spot index below applies.

Sec.	10	15	20	25	30	35	40	45	50	55	60
Index 2027	58	69	80	91	100	117	133	150	167	183	200

IMPORTANT:

We only accept audio spots in **5-second intervals**
RBS sponsorships: Sponsor mention may be up to 8 sec. and is always priced at spot index 54

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Week index

Week index

We have different week discounts/surcharges in 2027. These are shown below.

2027	Week 1-4	Week 5-8	Week 9-24	Week 25-26	Week 27-31	Week 32-34	Week 35-37	Week 38-41	Week 42	Week 43-48	Week 49-50	Week 51-52
Annual agreement advertisers (Committet turnover)	90	95	110	100	85	105	110	115	110	120	115	90
Ad-hoc advertisers (Annual agreement advertisers beyond the committet turnover)	95	100	115	105	90	110	115	120	115	125	120	95

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Radio measurement in brief

ELECTRONIC MEASUREMENT OF RADIO

Radio is measured via electronic meters that continuously detect which radio stations are being listened to. In short, the electronic measurement method registers actual listening. Radio is thus one of the best-measured media groups.

Facts about the Fifty5Blue Radio-Meter measurement

Measured via a panel of 1,860 people. The panel members are aged 12 or older and are representative by gender, age and geography

Each radio station has installed a so-called encoder, which gives the station a unique code that cannot be heard

Each person in the panel carries a receiver (ROA) that registers the code from the inaudible signal. The ROA unit is equipped with wireless technology and is able to follow consumers on the move.

Prices & Terms 2027

GENERAL TERMS

Booking
Bookings must be received in writing no later than 12:00 noon, five working days before campaign start

Campaign definition
A campaign is defined as a combined order of advertising time on Bauer Media National within a defined campaign period. If a pause of 7 days or more is inserted during the campaign period, Bauer Media Audio will regard the second part of the campaign as a new campaign.

Advertising material – and responsibility for the content of the radio commercial
The advertiser/client is responsible for ensuring that a radio commercial is not unlawful – including that it does not infringe third-party rights. This applies regardless of Bauer Media Audio's acceptance of the radio commercial for broadcast. The advertiser/client thus warrants that the radio commercial has been lawfully recorded and that the necessary permissions have been obtained

The advertiser/client must indemnify Bauer Media Audiofor any loss that Bauer Media Audio may suffer as a result of broadcasting an unlawful radio commercial

Delivery of advertising material
The radio spot must be received by us no later than 12:00 noon three working days before campaign start. If the material is delivered later, Bauer Media Audio cannot guarantee that the campaign will run in accordance with the campaign booking.

If the radio spot is delivered later than three working days before campaign start, Bauer Media Audio may charge a rush fee of DKK 2,000. The advertising material is only considered delivered when all spot lengths, spot variants and information on e.g. spot rotation fully correspond to the submitted and approved order confirmation.

In case of delivery later than three working days before campaign start, Bauer Media Audio reserves the right to change the campaign start correspondingly to the delay. Any loss of spot airings due to late delivery of advertising material will not be compensated. A fee will also be charged based on the following guidelines:

If advertising material with a spot length other than agreed is delivered less than three working days before campaign start, Bauer Media Audio reserves the right to charge a fee of DKK 5,000.

Prices & Terms 2027

GENERAL TERMS

Postponement

A campaign can be postponed in whole or in part within a calendar year. This requires that the total campaign budget is maintained.

The following guidelines apply to postponement:

If notice of postponement is received by us in writing no later than three full calendar weeks before campaign start, the postponement can be made free of charge
If notice of postponement is received by us in writing no later than two full calendar weeks before campaign start, a fee of 15% of the campaign budget is charged
If notice of postponement is received by us in writing no later than one (1) full calendar week before campaign start, a fee of 30% of the campaign budget is charged
If notice of postponement is received by us in writing less than one calendar week before campaign start, the full campaign budget is payable

Campaigns can be postponed a maximum of once.

Changes to campaign

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

Cancellation

The following guidelines apply to cancellation:

A campaign can be cancelled free of charge if the cancellation is received at least five full calendar weeks before campaign start.
If notice of cancellation is received by us in writing at least four full calendar weeks before campaign start, a fee of 15% of the total budget being cancelled is payable
If notice of cancellation is received by us in writing at least three full calendar weeks before campaign start, a fee of 30% of the total budget being cancelled is payable
If notice of cancellation is received by us in writing less than three calendar weeks before campaign start, the full campaign budget is payable

A reduction of the campaign budget is also regarded as a cancellation and is treated in accordance with the above
Campaigns that have been postponed can only be cancelled by payment of the full amount

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

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TERMS FOR ADVERTISING PURCHASES

Definition of TRP

A TRP is defined as exposure of 1% of the target group in which the campaign is purchased. The total number of TRPs generated by a given campaign is documented via a report from Fifty5Blue Radio Meter. A TRP is calculated on the basis of the average rating in the quarter-hour in which the commercial has been aired.

TRP guarantee

A TRP guarantee is provided for campaigns of at least five consecutive working days and where the size of the campaign is at least 50 TRPs. The guarantee is based on Fifty5Blue Radio Meter in the relevant campaign period.

Deliveries at campaign level

Any under-delivery is delivered on later campaigns by agreement with the client. The client is responsible for informing Bauer Media Audio about the use of any credits. Any credits expire permanently if they have not been used within the first 6 months of the following year.

For campaigns of at least 14 consecutive campaign days, over- and under-deliveries are offset against each other by 7.5% at advertiser/group level. For campaigns lasting 7-13 days the limit is 10% etc. See slide 13

Campaign execution

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

TRP packages are placed by BAUER MEDIA AUDIO across the full schedule 00-24, and we aim to air the purchased TRPs in accordance with the station's share of listening and the target group's listening pattern.

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TERMS FOR ADVERTISING PURCHASES

Payment terms

Payment terms are normally settlement week + 14 days. Contact BAUER MEDIA to hear more about other options. In case of payment after the due date, interest is charged in accordance with the applicable Interest Act: the official lending rate of the National Bank plus a surcharge of 8% p.a.

BAUER MEDIA reserves the right to require payment – in whole or in part – before the start of the campaign.

Technical specifications

Finished spots are delivered as mp3 in 256kbps, wav or aiff min. 44.1 kHz stereo.
Send spots to spot@bauermedia.dk

BAUER MEDIA stores all spots for a minimum of 6 months.

ALLOWANCES

Security

BAUER MEDIA AUDIO grants a 1% allowance to clients that provide security for payment in the form of a bank guarantee or participate in the security scheme of the industry association for advisory creative professions, Kreativitet og Kommunikation.

In addition, an information allowance may be granted to clients that meet the conditions for this. Contact BAUER MEDIA AUDIO to hear more about the conditions for obtaining allowances. In the event of any breach of payment terms, the right to allowances lapses.

Jurisdiction

Any dispute between the client and BAUER MEDIA AUDIO arising from the parties' agreement shall be settled by the Maritime and Commercial High Court in Copenhagen.

Other

Prices are exclusive of VAT. Errors and omissions excepted. Effective from 1 January 2027 until a new price list is published

Prices & Terms 2027
Delivery guarantees

Campaigns of min. 14 consecutive days	Delivery guarantee (min. 50 TRP) → **+/-7.5%**
Campaigns of 7-13 consecutive days	Delivery guarantee (min. 50 TRP) → **+/-10%**
Campaigns of 5-6 consecutive days	Delivery guarantee (min. 50 TRP) → **+/-12.5%**
Campaigns of 3 or 4 consecutive days	Delivery guarantee (min. 50 TRP) → **+/-22.5%**
Campaigns of 1 or 2 consecutive days	Delivery guarantee (min. 50 TRP) → **+/-27.5%** → A +/-15% guarantee can be added for a 10% surcharge

The campaign is considered delivered within the listed guarantees

However, a 100% TRP guarantee is offered for the year across campaigns.

Over- and under-deliveries are thus offset against each other at advertiser/group level.

Any under-deliveries at year end can be run in H1 2028

Prices & Terms 2027
Surcharges

+5%

Split spot consisting of two SPOTS. For three, the surcharge is 10%

+10%

- Airing of commercial in a fixed time interval of the day
- Airing of commercial on fixed weekdays
- Airing of commercial first or last in the break
- Fixed weekly pressure
- When using several spots per campaign and special requirements for airing on days/times

If there is more than one requirement for special placement, the following applies:
1 requirement: +10%, 2 requirements: +15% & 3 requirements: +20%

+15%

Multispot (several advertisers in the same spot)

Prices & Terms 2027
Booking deadlines

	Weeks	Booking deadlines
January	1-4	**10 December 2026**
February	5-8	**14 January 2027**
March	9-12	**11 February 2027**
April	13-17	**11 March 2027**
May	18-21	**15 April 2027**
June	22-25	**13 May 2027**
July	26-30	**10 June 2027**
August	31-34	**1 July 2027**
September	35-39	**12 August 2027**
October	40-43	**9 September 2027**
November	44-47	**7 October 2027**
December	48-52	**11 November 2027**