



Country: Denmark

Info: Total population 5,400,000 – Internet population 4,200,000 - % of population 78%

A member of
AD Europe

Introduction

Background

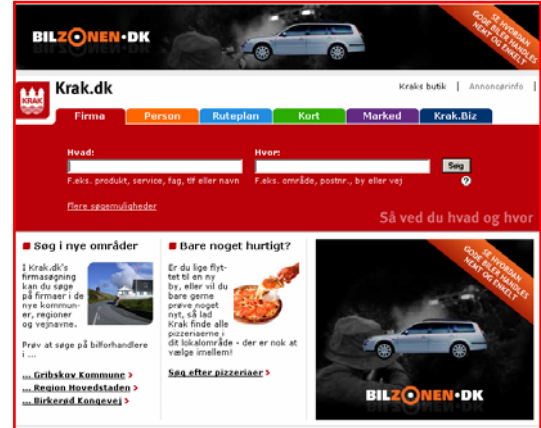
- No. 3 Portal in Denmark

General Info

- Yellow and white pages services
- Extensive database to plan routes and find maps.
- Different trade services for the B2B market.
- For B2C Krak.dk offers lifestyle channels as travel, shopping and mobile, etc.

Key Metrics

- **Reach:** 2,7 million unique users; 64% Reach (net users) per month (source: TNS Metrix 01/2007)
- **Page impressions:** 69 million per month
- **Socio-demographics:** Gender: 51% men / 49% women; age: Under 18: 4%, 18 to 34: 35%, 35 to 49: 35%, over 50: 26%; high incomes: 48% (source: TNS NetBehaviour 12/2006)



Advertising Metrics

Ad formats: Frontpage Dominans Product: 726x268 or 930x90 or 300x250, Leaderboard 728x90, Mega Leaderboard 930x90, Dropdown leaderboard 728x90 or 728x190, Dropdown Mega Leaderboard 930x90 or 930x190, Wide Skyscraper 160x600, Expandable Wide Skyscraper 160x600 or 320x600, IKON links

Channels: Krak Yellow Pages, Krak White Pages, Krak Route planner, Krak Maps and Krak International Route Planner

Trade Services: Danish Exporters, Krak.biz,

Sub Channels: Automotive, Health, Travel, Shopping, Mobile, Job and Housing

Specials: Targeting on Yellow Pages, White Pages, and all Sub Channels; HomePage takeover products; Zip-code targeting on Route Planner and Maps; IP targeting on geographic; Time-slot advertising.

Benefits / USP

- Profitable user profile: average household income between 67,000EUR to 94,000EUR ; higher average education level; age between 19 and 54 years; 50 % of all users are employed in companies held privately

Links

<http://www.krak.dk/> , <http://www.danishexporters.dk> , <http://www.biler.krak.dk> , <http://www.sundhed.krak.dk> , <http://www.bolig.krak.dk> , <http://www.rejser.krak.dk> , <http://www.shopping.krak.dk> , <http://www.krakmobil.krak.dk/> , <http://www.job.krak.dk>