



EDITOR IN CHIEF KRISTOFFER DAHY ERNST

EUROMAN



E U R O M A N

Euroman is Denmark's leading men's lifestyle universe – the only brand that covers every aspect of modern, refined living.

Our readers have a global outlook. They are knowledgeable, engaged, and belong to a highly attractive segment with exceptional purchasing power.

With presence across print, digital, social media, podcasts, and newsletters, Euroman offers the strongest and most versatile platform for brands looking to connect with men's lifestyle and image.

We are known for our authentic and trustworthy voice. From in-depth journalism to fashion and lifestyle coverage, everything we produce respects our readers' time in their busy everyday life.

Euroman aims not only to inspire, but also to challenge – delivering content with a unique mix of self-irony, curiosity, confidence, and sharp editorial quality.

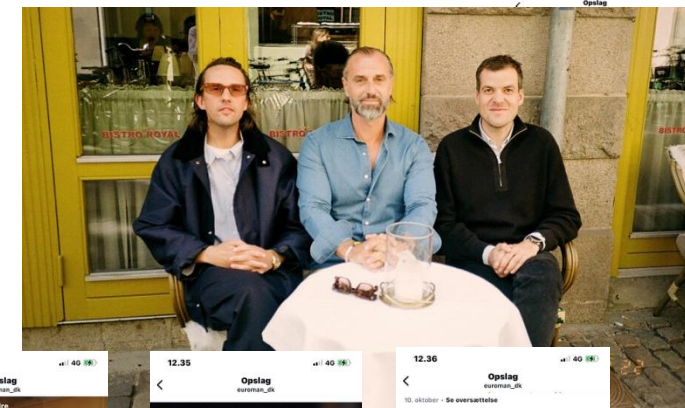
2026

In 2026, Euroman will continue to strengthen and nurture the close relationship we have with our readers.

Print remains a cornerstone of our brand, but we are constantly expanding our digital presence through podcasts, video, social media, and our website – ensuring that we grow alongside our readers and attract new audiences.

Podcasts have been a tremendous success, with listenership soaring. We are now exploring ways to evolve our formats into video – from travel and city guides to restaurant visits, hotels, and the world of luxury.

Strong art direction, photography, and video remain central to Euroman's DNA, matched by our uncompromising commitment to quality across every platform.





TARGET

Euroman reaches a highly attractive audience. Our readers are primarily men aged 25–55, but with 30% female readership, we engage a broad and influential community. They are well-educated, high-income individuals, living in or around Denmark's major cities.

What sets Euroman apart is our commitment to quality journalism and storytelling. Our readers are curious, ambitious, and culturally engaged. They follow fashion, gastronomy, business, and sports – and they expect content that both informs and inspires.

They turn to Euroman for ideas that broaden their horizons and for interviews that challenge them to reflect. In short: our readers are opinion leaders who value substance, and brands that appear in Euroman benefit from that association.



SAMFUND

Tidligere misbruger: "Kold hvidvin og kokain er det bedste, der findes. Og sådan har jeg det også i dag"

Sven Møller har en hvidvin, der altid kunnet drikke sig synligt påvirket. Har funktionel misbrug, og hvordan han er kommet ud af det.

NYHEDER



KULTUR

Blufferens guide til Northside: Sådan...



LIVSSTIL

Nyt designhotel åbner i København



GASTRO

Restauranterne har snarere et problem. René Redzepi



READERSHIP

Readership: 142.000

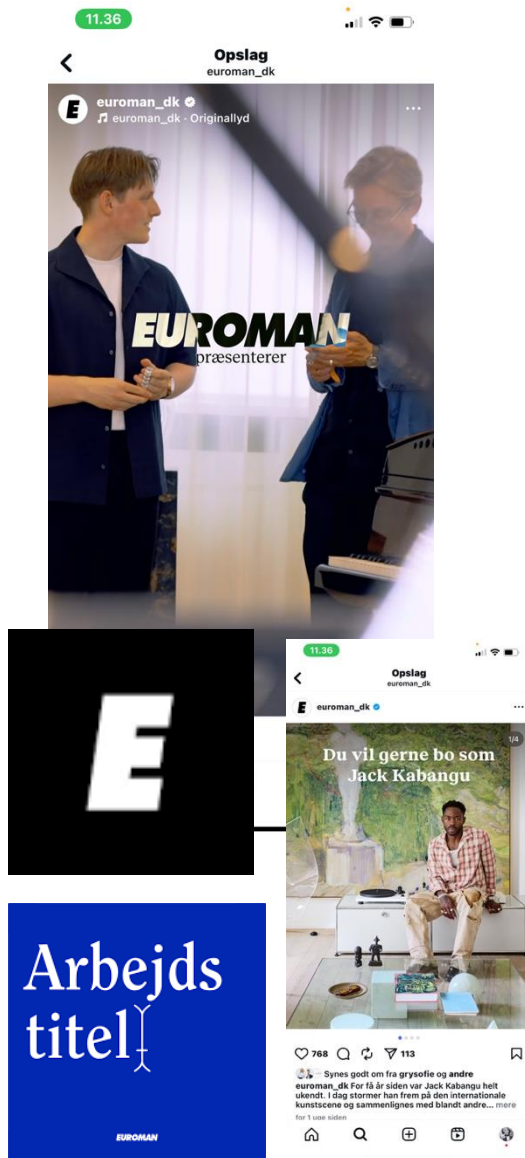
Visits.dk): 396.000 *

Views: 501.000

Facebook likes: 103.400 #

Instagram followers: 66.800 #

*) February 2025 #) March 2025



ONLINE PRESENCE

Euroman's digital platforms extend the magazine's universe into the everyday lives of our readers.

On Instagram, we bring together fashion, culture, gastronomy, travel, business, and sports in a sharp, visually driven feed.

In 2026, we are investing further in digital storytelling. This means more original video formats, exclusive features, and fresh content that lives natively on our platforms – always with the same strong editorial quality our readers expect.

Because we maintain a close and engaged relationship with our audience, Euroman is uniquely positioned to create partnerships and campaigns that resonate. Together with brands, we craft solutions that connect meaningfully with one of Denmark's most influential target groups.

CREATIVE COLLAB

As part of Story House Egmont, Euroman is not only a magazine – we are also a creative publisher and agency. We design and execute campaigns, films, podcasts, image books, cross-channel content, and custom magazine concepts.

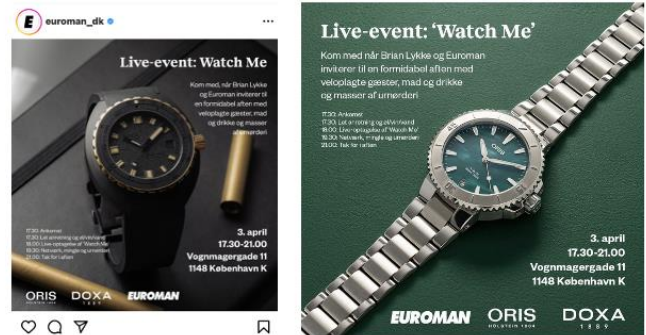
We welcome new partnerships and dialogues. With insight, experience, and hands-on support, we empower our clients to achieve measurable results and reach their goals.

Our media expertise is trusted by a global roster of premium brands seeking progressive campaigns, content creation, and bespoke publications. Among our clients are Cartier, Louis Vuitton, Hermès, Omega, Clever, Audi, and 1664 Blanc.

In 2024 and 2025, Euroman has hosted, co-hosted, and developed a wide range of events – from intimate gatherings to large-scale productions. And this part of our business is only set to grow.



EVENTS





EDITORIAL '26

#387

Release date: 29-01-26.
Material deadline: 15-12-25
Topic: Aphaca and the big breakthrough

#388

Release date: 26-02-26.
Material deadline: 27-01-26
Topic: Spring weekend in Denmark/Southern Sweden (accommodation, cultural recommendations, restaurants)

#389

Release date: 26-03-26.
Material deadline: 23-02-26
Fashion: Spring clothes
Special topic: Electric cars and hybrid cars

#390

Release date: 30-04-26.
Material deadline: 23-03-26
Special topic: Travel and summer destinations

#391

Release date: 28-05-26.
Material deadline: 27-04-26
Special issue: Euroman's big sports summer with World Cup newspaper and Cykelavis
Special topic: Watches

#392

Release date: 25-06-26.
Material deadline: 26-05-26
Fashion: Summer clothes

#393

Published: 30-07-26.
Material deadline: 26-06-26
Special topic: The editors' own travel tips

#394

Published: 27-08-26.
Material deadline: 27-07-26
Special topic: Running, World Half Marathon Championships in Copenhagen

#395

Published: 24-09-26.
Material deadline: 26-08-26
Fashion: Denmark's best dressed men + big event

#396

Published: 29-10-26.
Material deadline: 30-09-26
Focus on motor: Extended guide to electric and hybrid cars

#397

Released 26-11-26:
Material deadline: 28-10-26
Focus on Tech: The best gear, headphones, smart watches, speakers, etc.

Supplement: Christmas supplement with Eurowoman (sold together)
Material deadline: 23-10-24
Released: 21-12-26.
Material deadline: 21-11-26
Theme: The year that went by

#398

Winter magazine
Released: 21-12-26.
Material deadline: 01-11-26
Large magazine about winter in Denmark: What to eat, what to experience, where to stay?
Circulation: 70,000 magazines.



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ADVERTISING

Artwork requirements

Double page ad: 450 x 298 mm (+ 5 mm bleed)

Single page ad: 225 x 298 mm (+ 5 mm bleed)

Please provide artwork in CMYK at 300 PPI as a PDF document.

Colour profile: ISO coated v2 300

Please do not send inDesign documents or packaged folders. All fonts should be embedded or outlined

Upload to
simplead.egmont.dk

Checklist to avoid delay

Crop marks should always be outside of the bleed area and not over the image. If there are two files (for example left and right page of a spread, or first and second spread) clearly mark the position of each in the file name.

Price and PRINT formats

- Fullpage DKK 56.300
- Backcover DKK 67.600
- Doublepage DKK 90.100
- Advertorial fullpage DKK 67.600
- Advertorial doublepage DKK 108.100
- Gatefold (4 pages) DKK 126.500

INSTAGRAM

In feed post / Reel DKK 13.200
Dark post DKK 7.200
Story DKK 6.600 (prices are excl. paid boost)

CONTACT

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