

# INTERIØR MAGASINET



## Media information 2017

*InteriørMagasinet is the market leader in the interior-magazine segment in Norway, focused on exclusive interiors, houses, holiday homes, food & garden.*

In InteriørMagasinet you can read about the most beautiful houses and holiday homes, get tips and advice on how to create an inviting and personal home. With over 20 pages of ideas on what you can cook or even inspiration for your next holiday. InteriørMagasinet is an exquisite lifestyle magazine with roots dating years back.

### Targetgroup

Women 30+, with a high income who likes design, culture, food and travel. They have high standards when it comes to products and services they buy. They are highly educated and wants ideas on how to create an unique home, and help others with same thing. They have an active lifestyle and love to gather the family and friends around for great food and drinks.

After the transaction to BladCentralen, InteriørMagasinet is now available at three-times more newsstands.

InteriørMagasinet is also sold in Sweden, Denmark, Iceland and Finland, our readers there, come in addition to the number of readers we have measured in Norway.

### Facts

Readers 138 000

GEP: 272

(Source: TNS Gallup 16/2)

Circulation: 50 000

### Sex:

Women: 76 %

Men: 24 %

### Age:

12–19 years: 6 %

20–34 years: 17 %

35–49 years: 30 %

50–64 years: 27 %

65 years + : 20 %

### Region:

Oslo: 16 %

East-region: 40 %

West-region: 29 %

Middle-/North-region: 15 %

[www.interiormagasinet.no](http://www.interiormagasinet.no)



## Prices and technical specifications

Format	Width x height	Price
1/1 page	225 X 297 mm	45 900,-
First right hand page		53 000,-
Opposite Editor's Letter or content		53 000,-
Back cover		66 900,-
Third page spread		53 000,-
2/1 pages spread/bleed	450 X 297 mm	80 500,-
First page spread		95 000,-
Pages 2-5 spread		87 000,-
1/2 page vertical bleed	110 X 297 mm	29 900,-
1/2 page horizontal bleed	225 X 145 mm	28 900,-

+15% for special placement

### Ad transfer:

Please send as a PDF file via email:

(eks: wetransfer, dropbox etc.)

**annonser@interiormagasinet.no**



### Please mark material:

#### Ad name/INTmag.number

The minimum resolution of images and files should be no less than **300 dpi**.

Ads should be complete with all fonts, illustrations and colours. All images and colours must be **CMYK**.

**Complaints** must be put forward in writing no later than two weeks after publishing. Reserved placement and cancellations must be verified no later than eight weeks before the publishing date. When advertising material is received after the ad copy deadline, the right to complain is automatically forfeited.

### CONTACT:

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InteriørMagasinet is big on INSTAGRAM, we have daily updates and contact with the readers through social media. This channel is offered as a supplement to the ad activity in the magazine.

Follow us:



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@interior\_magasinet



FACEBOOK  
www.facebook.com/  
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**Photos:** Gro Sævik, Columbus Leth and Sturla Bakken.

## Distribution 2017

	Newsstand	Ad copy deadline	Theme
<b>No. 1</b>	Week 02 – Jan. 9th	Week 50 – Dec. 14th 2016	Light/Sofa/Cottages/Fireplace
<b>No. 2</b>	Week 11 – March 13th	Week 06 – Feb. 10th	Kitchen/Garden/Outdoorfurniture
<b>No. 3</b>	Week 21 – May 22nd	Week 17 – April 26th	Summer/Holiday homes/Garden
<b>No. 4</b>	Week 30 – July 24th	Week 26 – June 30th	Furniture/Bathroom
<b>No. 5</b>	Week 38 – Sept. 18th	Week 34 – Aug. 25th	Kitchen/Autumn news
<b>No. 6</b>	Week 46 – Nov. 13th	Week 42 – Oct. 19th	Christmas/Food/Cottages
<b>No. 1</b>	Week 02 – Jan. 8th 2018	Week 50 – Dec. 15th	Light/Sofa/Cottages/Fireplace

**NB: Please book in advance within 3 days of ad copy deadline**