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MEDIA KIT  
**TARGETED ADVERTISING**

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**2020**

It's not how many you reach. It's  
« who you reach, and how precisely  
you reach them.

The Pareto principle's 20/80 rule

# DEMOGRAPHICS



**1 041 000**

Yearly household  
income, in NOK.

Source: Forbruker&Media 2018/2



**54%**

Have university/college  
education



**69%**

women



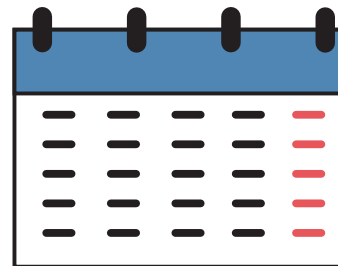
**56%**

live in the greater Oslo  
area and adjacent  
counties



**177 000**

followers on Instagram



Each issue has a  
long lifetime

Source: Forbruker&Media 2019/2

InteriørMagasinet is a leading lifestyle magazine in Scandinavia, with the latest in furnishing and design, food and travel. Interiør Magasinet shows personal private and holiday homes to quality conscious readers. Our readers happily pay more for well-known brands, and their consumption is much higher than that of the average population. They are opinion leaders, and spend 2-3 times more on furniture than the average Norwegian. Nearly half of them have access to a holiday home. Our readers have the fullest shopping carts, and they treat themselves to the best when it comes to food, beverages and holidays.

<b>CIRCULATION:</b>	49 000
<b>DISTRIBUTION:</b>	Scandinavia
<b>READERS/ISSUE:</b>	119 000 in Norway GEP: 208 000
<b>READERS/6 ISSUES:</b>	314 000 readers
<b>INSTAGRAM:</b>	177 000 followers
<b>ISSUES PER YEAR:</b>	6

## INTERIØR MAGASINET IS VOLOMINOUS

Any given issue seldom contains less than 180 pages, and frequently quite a lot more. As a result of this, our advertisers benefit from a relatively low share of ads in the magazine.

## TARGET GROUP

Interiør Magasinet's readers maintain a high consumption on interiors and furniture, planning upgrades and purchases for both private and holiday homes. They are opinion leaders; often giving advice on interiors to others. Important reasons for being visible in Interiør Magasinet, maintaining and increasing our readers' awareness of your brand.

When you are planning your media spending for 2020, we recommend that you allocate some of your budget to InteriørMagasinet, and that you buy additional coverage on our Instagram account.



# EDITORIAL PLAN & ADVERTISING PRICES

EDITORIAL PLAN 2020			
Issue	Deadline	For sale	Editorial theme
1	Dec. 9th, 2019	Jan 10th	Lighting/bedroom/cabins
2	Feb. 21st	March 13th	Kitchen/glass/children
3	April 28th	May 22nd	Gardens/outdoor furniture & kitchen/summer houses
4	June 26th	July 24th	Bathroom ideas
5	Aug. 28th	Sept. 18th	Kitchen/furniture
6	Oct. 16th	Nov. 6th	Christmas/cabins
1/21	Dec. 9th	Jan. 8th, 2021	Winter/cabins/lighting

## @INTERIOR\_MAGASINET

**INSTA-POST:** Image or video.

Format 1080 x 1350.

Text and hashtags must be enclosed, and labelled #annonse #annonsørinnhold or similar.

Insta-story: Image or video.

Format 9:16 crop.

Link to website must be enclosed.

Max 50KB. Files: gif, jpg, png, mov.

## MATERIALS

Ad material to be sent as high resolution pdf to [annonser@interiormagasinet.no](mailto:annonser@interiormagasinet.no)

## PRICES

1st. spread	95 000
2.-5. spread	87 000
1/1-page by Editor's page/content	53 000
3. cover/1. right hand page	53 000
Spread (2/1 page)	80 500
1/1 page	45 900
1/2 page height	29 900
1/2 side width	28 900
Last page	66 900
Gatefold	130 000
Insta Post (combined with print)	20 000
Insta Story (combined with print)	7 000

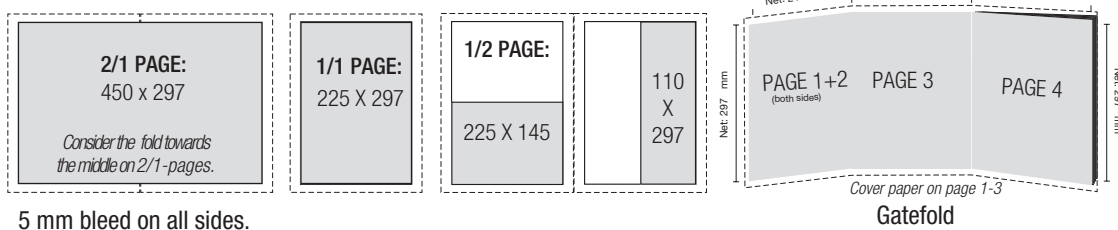
## CONTENT MARKETING

Tailor-made, advertiser funded content.

We can assist with writers and photographer if needed.

All prices in NOK. Deadline booking: 5 days before ad material deadline.

All prices are exclusive of VAT. Additional 15% for other special placements.



## CONTACT

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