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# **MEDIA KIT**

## TARGETED ADVERTISING

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◀◀ **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

**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 as much 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.



25  
YEARS

<b>! CIRCULATION:</b>	49 000
<b>DISTRIBUTION:</b>	Scandinavia
<b>READERS/ISSUE:</b>	140 000 in Norway GEP: 247 000
<b>READERS/6 ISSUES:</b>	314 000 readers
<b>INSTAGRAM:</b>	172 000 followers
<b>ISSUES PER YEAR:</b>	6

## COVERAGE INDEX

When it comes to target groups that are important to well-known brands, Interiør Magasinet has a higher coverage index than its competitors.

- Our readers earn a lot.
- They spend more money on furniture.
- They are opinion leaders within interiors and homes.

The higher a coverage index, the better the quality of the readers. An index of 100 represents the average population, and Interiør Magasinet has higher coverage indexes within interiors and homes than its competitors.

When you are planning your media spending for 2019, we recommend that you allocate some of your budget to InteriørMagasinet, and that you buy additional coverage on our Instagram account.



# DEMOGRAPHICS



**1 041 000**

Yearly household  
income, in NOK.



**59%**

Have university/  
college education



**75%**

women



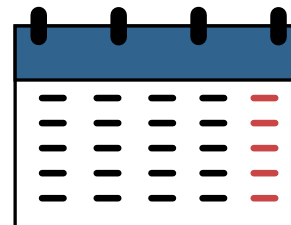
**62%**

live in the greater Oslo  
area and adjacent  
counties



**172 000**

followers on Instagram



Each issue has a  
long lifetime

Source: Forbruker&Media 2018/2

# EDITORIAL PLAN & ADVERTISING PRICES

EDITORIAL PLAN			FOCUS ON NORDIC DESIGN THROUGHOUT 2019
Issue	Deadline	On sale	Editorial theme
1	Dec. 6th '18	Jan 7th	Lighting, fireplaces and furnaces, cabins
2	Jan. 18th	Feb. 11th	Kitchens, cabins
3	March 15th	April 8th	Spring, gardens, outdoor furniture
4	May 14th	June 11th	Summer, outdoor furniture, small living
5	June 28th	August 19th	Autumn, kitchens
6	Sept. 20th	October 21st	Christmas, cabins, seating furniture
1/20	Nov. 27th	December 20th	Lighting, fireplaces and furnaces, cabins

## CONTENT MARKETING

Tailor-made, advertiser funded content. We can assist with writers and photographer if needed.

ADVERTISING 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

## @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.

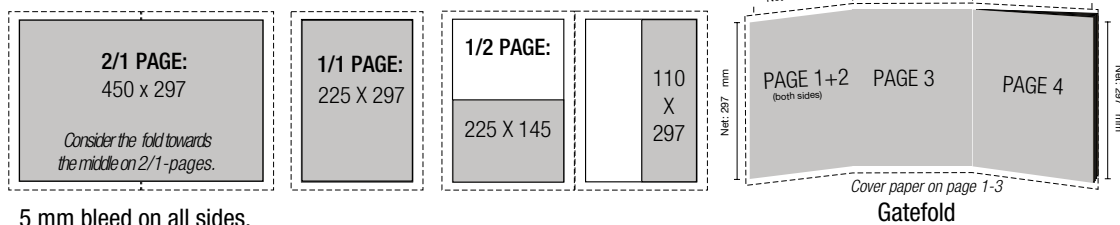
Maximum 50KB.

Files: gif, jpg, png, mov.

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

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

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



**INTERIOR**  
MAGASINET

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