

MEDIA GUIDE 2020 **ARKITEKTUR N**

Arkitektur N is the professional journal for Norwegian architects, interior architects and landscape architects. The magazine presents and discusses selected structures, interiors and landscape projects, both for the professional groups for the construction industry and the architectural audience.

ARKITEKTUR N acts as the subject window to the outside world and has presented the best of what is being built in Norway since the first publication of the magazine in 1919

Target group specifications

Architects MNAL, AFAG and students	4060
Interior architects and designers MNIL	478
Landscape architects and students MNLA	711
Subscriptions	700
Sales	32
Free distribution partners	247
Totalt	6 228

Each edition has an average of 10 900 readers.

Readers and reading time

- Around 80% have read the last 4-6 editions
- 60% say they read mostly or selected parts of the magazine
- 74% read Arkitektur N twice or more
- 70% take care of Arkitektur N for 6 months or more
- 30% oppgir at tidsskriftet leses av mer enn én person

How they read Arkitektur N

- 91% considers Arkitektur N a serious journal
- About 80% believe they are up to date key news and current topics through the magazine
- 75% believe the magazine is valuable to their profession

How are the products Ads read?

- 60% of Arkitektur N readers states that product ads are useful in the workplace context
- Nearly half seek more information about advertised products
- 35% discuss advertised products with colleagues

ARKITEKTUR N - The Norwegian Review of Architecture is the only trade journal besides Arkitektnytt that reach all architects qualified for membership of the National Association of Norwegian Architects, the Norwegian Federation of Interior and Furniture Designers and the Norwegian Association of Landscape Architects as well as other professionals in the building trade.

**6 editions
a year**



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2/1 page (double):
Text area: 410x247mm
Bleed: 460x297mm+3mm

1/1 page:
Text area:
180x247mm
Bleed: 230x297mm
+ 3mm

RATES IN NOK

1/1 page	NOK 27.000
1/2 page	NOK 18.900
1/4 page	NOK 13.500
Cover inside	NOK 30.300
Back cover	NOK 31.500
Double page	NOK 43.400

All prices excl. VAT.

INSERTS

Sending of attachments includes plastic packing with the magazine, addressing and distribution.

0-20 grams	NOK 6 per piece
21-50 grams	NOK 8 per piece
51-100 grams	NOK 10 per piece

If the voucher weighs more, please contact us for an offer.

DISCOUNTS

Discounts are given by annual Agreements or more ad impressions. Have in mind that discounts are also obtained by ordering together with Arkitektur N and digital advertising. Agency Commissions 2%.

CANCELLATION DEADLINE

Cancellation must be made in writing within 2 weeks before material deadline. Remember to get a confirmation from us in return. The right to complaint lapses if material deadline is not complied. Complaints and corrections must be given in writing.

1/2 page vertical:
Text area: 87x247mm
Bleed: 115x297mm
+3mm

1/2 page horizontal:
Text area: 180x120mm
Bleed: 230x146mm
+3mm

1/4 page vertical:
Text area: 87x122mm

1/4 page horizontal:
Text area: 180x60mm

PUBLICATION SCHEDULE 2020

No	Material deadline	Insert deadline	Publication date	Week	Theme
1	19.02	28.02	12.03	11	Timber & craftsmanship
2	15.04	24.04	08.05	19	Nature and biodiversity
3	02.06	11.06	24.06	26	Reuse
4	01.09	10.09	23.09	39	(City) ecology
5	06.10	15.10	28.10	44	Abroad
6	24.11	03.12	18.12	51	Energy

TECHNICAL DATA

Magazine format: 230x297mm
Text area: 180x247mm
Paper Cover 300 gram Edixion uncoated
Paper Matter 120 gram Edixion uncoated

CONTACT / ADVERTISING

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