

ARKITEKTUR

MEDIA GUIDE 2023



National Association of
Norwegian Architects

ARKITEKTUR is the only professional journal for Norwegian architects, interior architects and landscape architects.

ARKITEKTUR presents and discusses a wide range of Norway's most central construction projects for architects, the construction industry and a broader architectural audience.

ARKITEKTUR has a unique position in the market as the only dedicated medium that is able to reach all relevant actors in the architecture profession and adjacent industries.

ARKITEKTUR is published by the National Association of Norwegian Architects

TARGET GROUP SPECIFICATIONS / DISTRIBUTION

- Architects MNAL and students
- AFAG and students
- Interior architects NIL and students
- Landscape architects NLA and students

ARKITEKTUR 6 issues a year. Circulation: 6700

HOW ARE THE PRODUCT ADS READ?

- 60% of Arkitektur readers state that product ads are useful in the workplace context
- Nearly half seek more information about advertised products
- 35% discuss advertised products with colleagues
- Building products and lighting are the product categories in which Arkitektur's readers have the most influence

All numbers from reading survey conducted by Rambøll in the period March / April 2015.



RATES IN NOK

1/1 page	NOK 28.600
1/2 page	NOK 19.000
1/4 page	NOK 14.300
Cover page 2 and 3	NOK 32.200
Back cover	NOK 33.200
Double page	NOK 45.700

All prices excl. VAT.

INSERTS

Sending of inserts includes plastic packing with the magazine, addressing and distribution. 0–20 grams NOK 8 per piece, 21–50 grams NOK 10 per piece, 51–100 grams NOK 12 per piece.

If the weight exceeds these categories, please contact us for an offer.

PUBLICATION SCHEDULE 2023

No.	Material deadline	Insert deadline	Publication date	Week
1	07.02	16.02	02.03	9
2	20.03	27.03	24.04	17
3	31.05	09.06	24.06	25
4	29.08	07.09	25.09	39
5	10.10	19.10	02.11	44
6	21.11	30.11	15.12	50

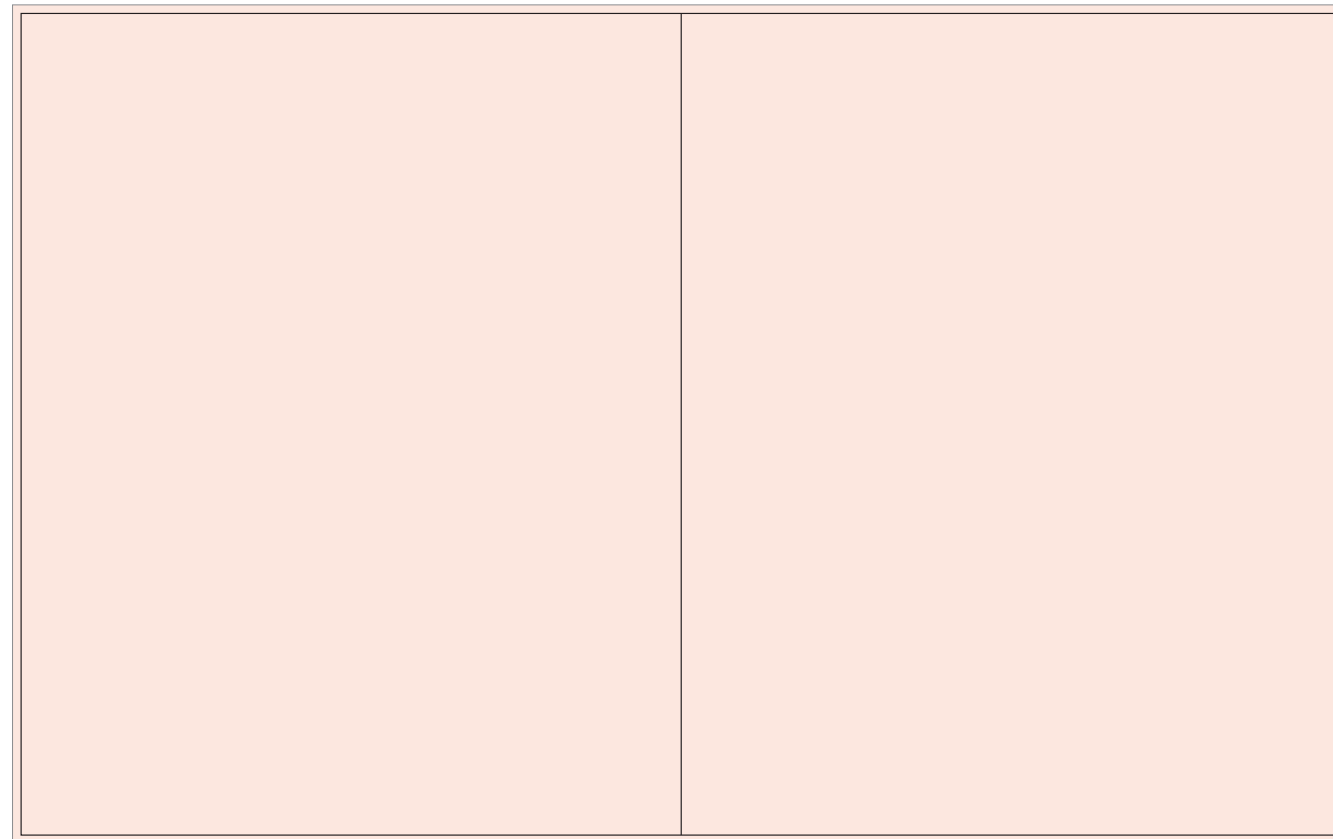
DISCOUNTS

Discounts are given through annual agreements or more ad impressions. Keep in mind that discounts are also obtained by ordering together with digital advertising. Agency Commissions 2%.

CANCELLATION DEADLINE

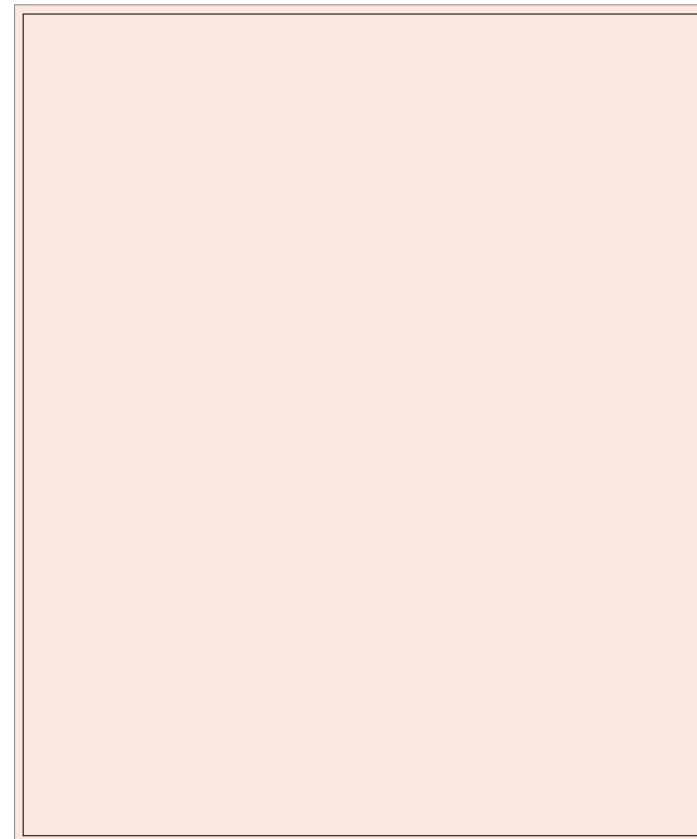
Cancellation must be made in writing within 2 weeks before material deadline. Remember to get a confirmation from us in return. The right to complaint is waived if material deadline is not complied. Complaints and corrections must be given in writing.

FORMATS



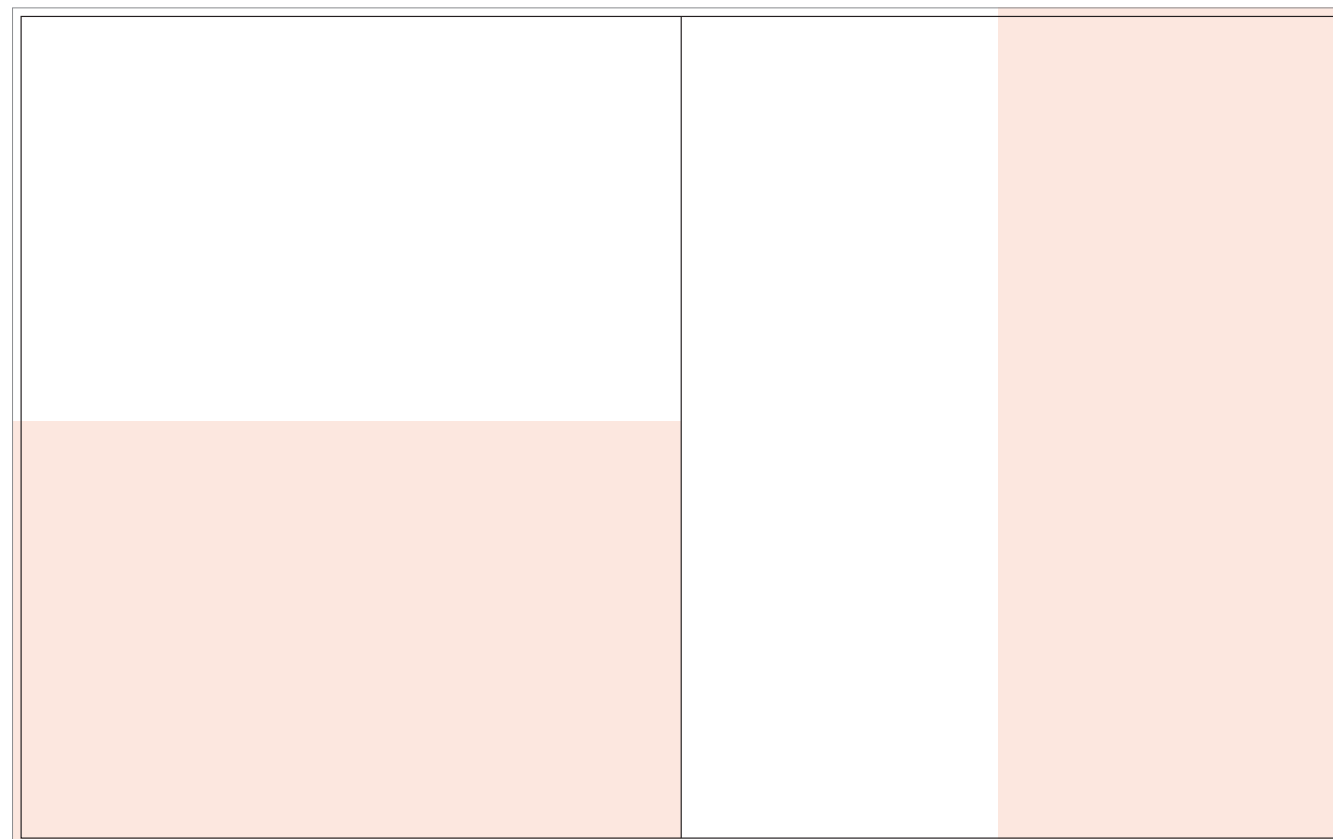
DOUBLE PAGE

Text area: 388 × 253 mm
Bleed: 410 × 275 mm (+3 mm)



1/1 PAGE

Text area: 177 × 253 mm
Bleed: 205 × 275 mm (+3 mm)

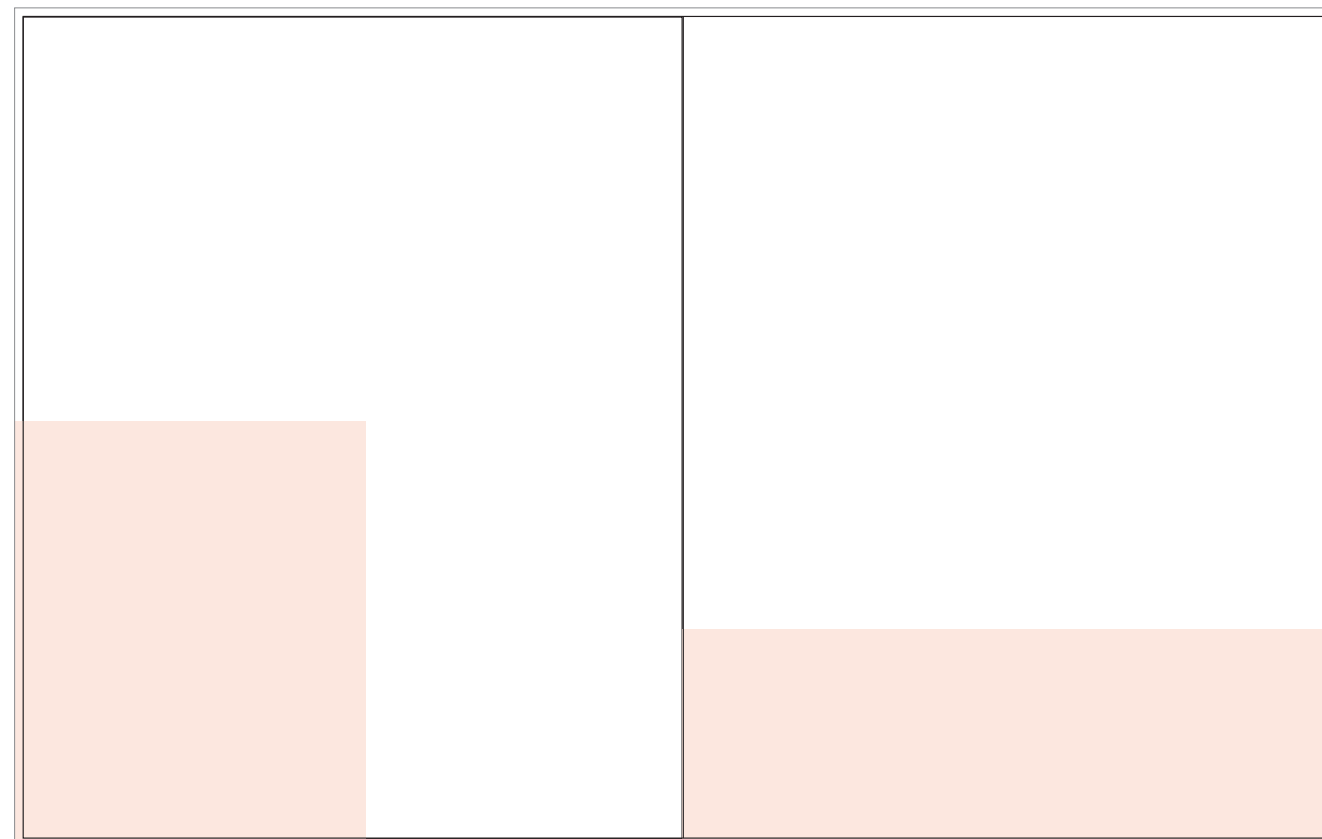


1/2 PAGE HORIZONTAL

Text area: 177 × 110 mm
Bleed: 205 × 136 mm (+3 mm)

1/2 PAGE VERTICAL

Text area: 80 × 253 mm
Bleed: 102 × 275 mm (+3 mm)



1/4 PAGE VERTICAL

Text area: 80 × 114 mm
Bleed: 102 × 136 mm (+3 mm)

1/4 PAGE HORIZONTAL

Text area: 177 × 45 mm
Bleed: 205 × 67 mm (+3 mm)

TECHNICAL DATA

Magazine format: 205 × 275 mm

Paper cover: Uncoated

Circulation: App. 6700 ex.

CONTACT / ADVERTISING MATERIAL

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