

Magasinet SKO

Media info 2021

TARGET GROUP-SPECIFICATION

Shoe manufacturers, retailers, agents and wholesalers, tanneries, employees in shoeshops, shoemakers and others with interest for the shoe business.

FORMATS – PRINT AND DIGITAL

Magazine format: 210 x 297mm (A4)

Ad formats «Magasinet SKO»

| | |
|----------|---------------------------|
| 1/1 page | 210 x 297 mm (4 mm bleed) |
| 1/2 page | 185 x 126 mm horizontal |
| 1/2 page | 90 x 260 mm vertical |
| 1/4 page | 185 x 65 mm horizontal |
| 1/4 page | 90 x 126 mm vertical |

Digital ads, newsletter and web page: magasinet.no

| | |
|---------------------|------------|
| Newsletter | 565x100 px |
| Top banner | 980x120 px |
| Article sky scraper | 297x540 px |

File format: PDF, CMYK, 300 dpi.

Delivering address: By email to le@obst.no

Order deadline: 5 dager før materiellfrist.

Magasinet SKO

Skoforlaget as

Address: Fredrik Selmers vei 2, 0663 Oslo, Norway

Editor: Lise Andresen

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Publisher: Skoforlaget AS

Subscription: Lise Andresen

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Advertising: Lars-Erik Obst

Address: Skogbrynet 32, 3032 Drammen, Norway

Mobile: +47 90 83 16 46 – **Email:** le@obst.no

Printers: Zoom Grafisk A.S.

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Phone: +47 32 26 64 50

Layout and design: Lars-Erik Obst

Mobile: +47 90 83 16 46 – **Email:** le@obst.no

PUBLICATION PLAN 2021

| No. | Deadline | Publ. date |
|-----|----------|------------|
| 1* | 04.01 | 15.01 |
| 2 | 19.03 | 02.04 |
| 3* | 25.06 | 19.07 |
| 4 | 16.09 | 07.10 |

*Fair issues

PRICING

| | |
|---------------------|--------|
| Front page* | 21.900 |
| Spread (2x1/1 page) | 26.900 |
| 1/1 page | 15.900 |
| 1/2 page | 10.900 |
| 1/4 page | 9.100 |

* Note that the magazine logo will be inserted on top.

Digital

| | |
|--|---------------|
| Banner in newsletter | 2.500 |
| Banner on magasinet.no | Ask for offer |

Content marketing

We offer Content Marketing both in «Magasinet SKO» and in our online magazine «magasinet.no». Ask for offer.

Leverandørservice (Vendor register in «Magasinet SKO»)

| | |
|---|-------|
| Ad in our vendor register in each issue, price for one year | 2.090 |
|---|-------|

40% discount on job postings

Special placement: 10% extra on regular price

PRINT SUPPLEMENT

| | |
|------------|--------|
| Price from | 15.900 |
|------------|--------|

(Price is determined by weight and size. Ask for offer.)

CANCELLATION AND NO-SHOW

Cancellation of ads must be done in writing no later than 14 days before the ad deadline. If ads are canceled less than 14 days before the ad deadline, 50% of the agreed advertising price will be invoiced. If the advertisement is not canceled and the advertising material is not delivered to the current issue (no-show), 100% of the agreed advertising price will be invoiced.