Magasinet SKO Media info 2024

Ask us about digital advertising possibilities

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: magasinetsko.no

Newsletter600x100 pxTop banner980x120 pxArticle banner297x540 px

File format: PDF, CMYK, 300 dpi. Delivering address: By email to <u>le@obst.no</u> Order deadline: 5 dager før materiellfrist.

Magasinet SKO Skoforlaget as

Address: Fredrik Selmers vei 2, 0663 Oslo, Norway Editor: Lise Andresen Mobile: +47 977 01 755 - Email: lise@skoforlaget.no Publisher: Skoforlaget AS

Subscription: Lise Andresen Mobile: +47 977 01 755 - Email: lise@skoforlaget.no

Advertising: Henning Hexeberg Mobile: +47 922 66 055 - Email: henning@skoforlaget.no

Layout and design: Lars-Erik Obst Mobile: +47 90 83 16 46 - Email: le@obst.no

PUBLICATION PLAN 2024

No.	Deadline	Publ. date
1*	05.01	16.01
2	21.03	17.04
3*	27.06	10.07
4	04.10	16.10
*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

Newsletter (price one newsletter)	From 2.000
Banner on magasinetsko.no (price for one month)	From 2.500

Content marketing

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

Leverandørservice (Vendor register in «Magasinet SKO»)

Ad in our vendor register in each issue, price for one year 2.290

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

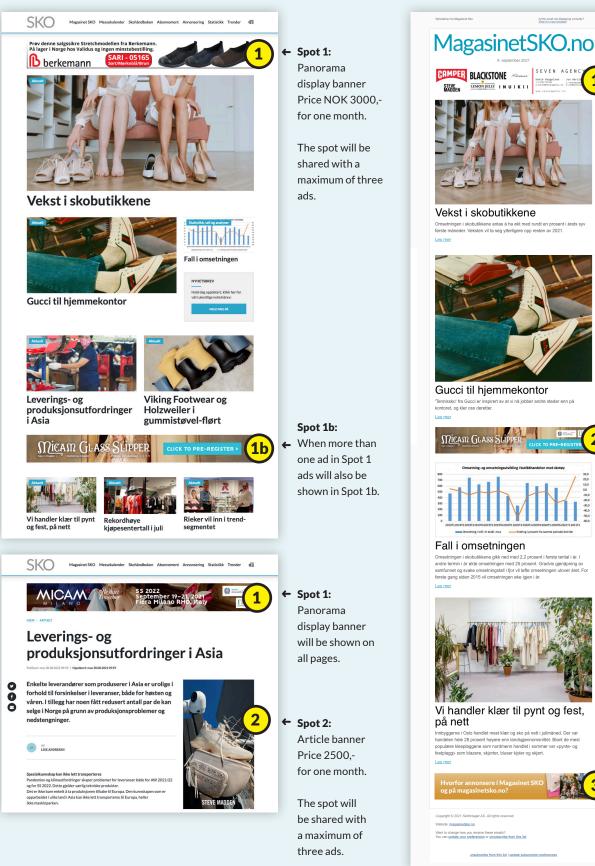
Cancellation of ads must be done in writing no later than 14 days before the ad deadline. If ads are canceled less than 14 days before the ad deadline, 50% of the agreed advertising price will be invoiced. If the advertisement is not canceled and the advertising material is not delivered to the current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

Magasinetsko.no

Digital advertising in Magasinet SKO

In our newsletter

On our website magasinetsko.no



Spot 1: Price per mailing is NOK 2500,-

1

Spot 2: Price per mailing is NOK 2000,-

Spot 3:

Price per

mailing is

NOK 1700,-

3

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