

DECOR - DESIGN - FOOD - GARDEN - LIFESTYLE

# INTERIØR MAGASINET



Media kit 2023

# INTERIØR Magasinet: Leading in Scandinavia, featuring unique private- and holiday homes

Enter unique private- and holiday homes, with an aesthetic presentation of Scandinavian everyday luxury. We visit creative individuals and trendsetters, and get to experience how they live. INTERIØR Magasinet inspires both small and large alterations at home. The most voluminous interiors magazine in the market provides exclusive insight in design, furniture and decor - and the right context for brand advertisers.

Our readers spend a lot of time and energy on shopping for their homes and garden.

InteriørMagasinet has 6 issues a year, with a Scandinavian distribution.

Any given issue contains more than 200 pages, featuring the latest in Scandinavian decor, design, materials, fabrics and colours - as well as 20 pages of food inspiration and travel.

Special editorial themes:  
Kitchen, bathroom, cabins, garden and lighting.

DECOR - DESIGN - FOOD - GARDEN - LIFESTYLE

Photo: Filippa Tredal



# Target group

**Quality minded** people and industry individuals, looking to InteriørMagasinet for inspiration for small or large changes - **materials, furniture and colours for private- and holiday homes.**

**They are willing to pay a premium for well-known brands**, and want their homes to attend to multiple needs. Six out of ten are **planning a renovation**. They spend 2-3 times more money on **furniture, their gardens and food** than the average Norwegian.

InteriørMagasinet reaches **363 000 people in Norway** with an ad in 6 issues, but is sold throughout Scandinavia. **187 000 followers** on Instagram. **Age 29 - 55 yrs.** Ad in 1 issue: **119 000 readers.** Circulation **35 000 copies.**

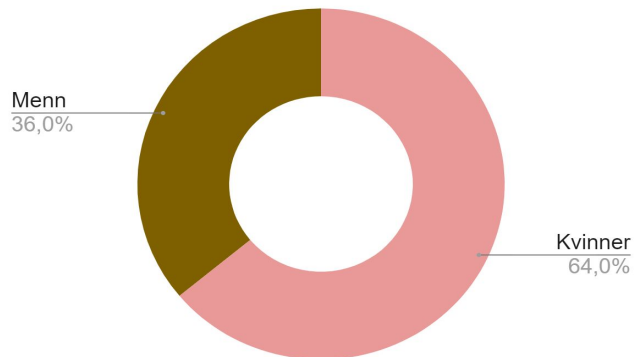
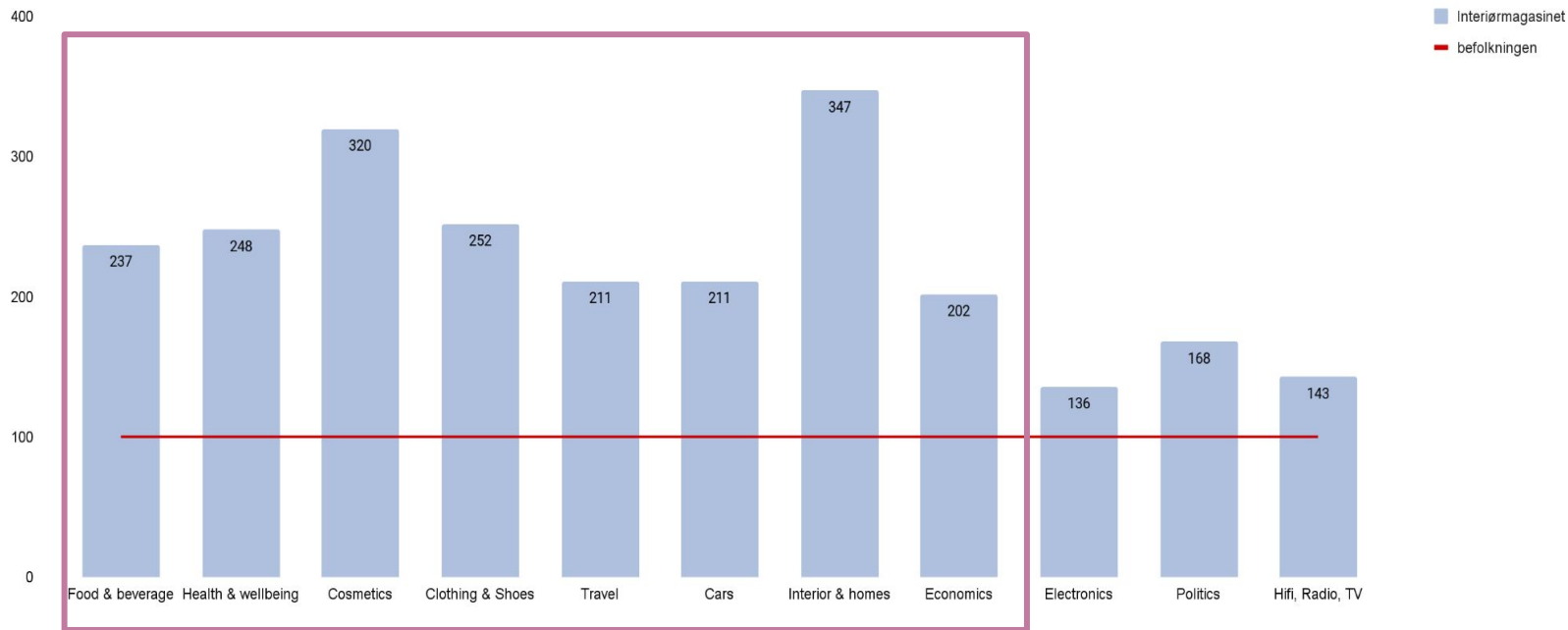


Photo - Gro Sævik



InteriørMagasinet's readers are **opinion leaders within many areas**. Targeting an opinion leader within «interiors, clothing, travel, cars, cosmetics, health, food and beverage» is much more probable in InteriørMagasinet and Hegnar Media than in other Norwegian media.

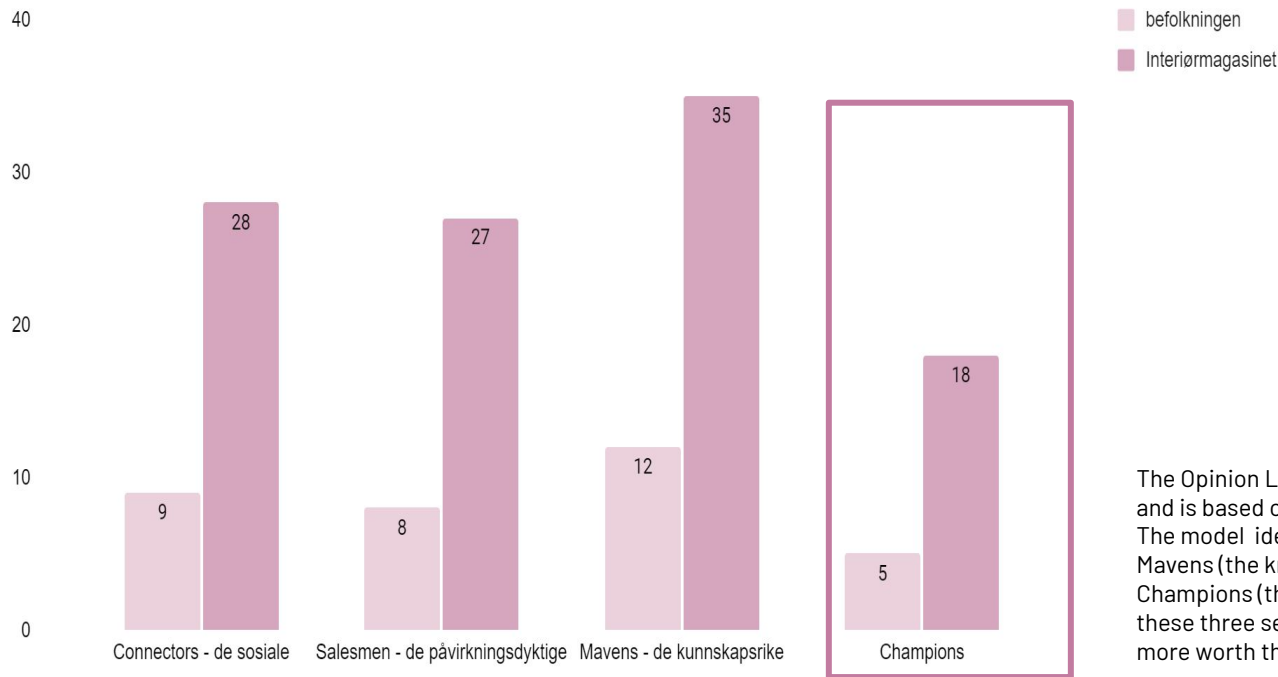
Opinionslederindeksen 2022





18% of InteriørMagasinet's readers are opinion leader "CHAMPIONS" within interiors. They furthermore stand out as people with both more knowledge and influencing power than readers of other media.

## Opinionsledere innen "Interiør, hus og hjem" (% andel av lesere) Opinionslederindeksen 2022

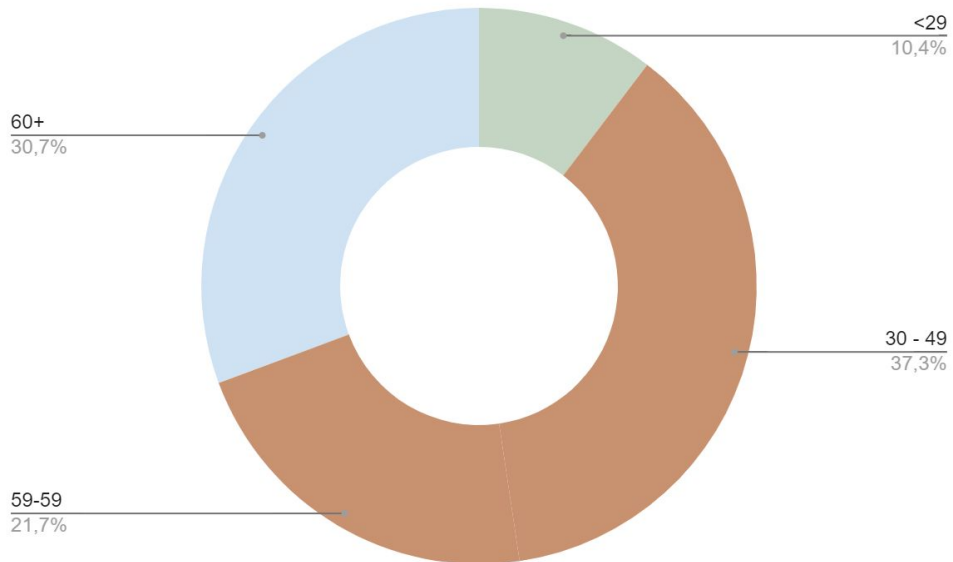


Source: Kantar TNS F&M 2022/2

Opinion leaders are 3 times more worth than the average person. **CHAMPIONS** are influential, social and knowledgeable!

The Opinion Leader index has been developed by Kantar TNS, and is based on Malcolm Gladwell's book "The Tipping Point". The model identifies 3 segments: Connectors (the social), Mavens (the knowledgeable) and Salesmen (the influential). Champions (the opinion leaders) have characteristics from all of these three segments, and can as such be considered as 3 times more worth than the average person.

# Age groups Print



**36% male readers**

DECOR - DESIGN - FOOD - GARDEN - LIFESTYLE

Photo - Filipa Tredal

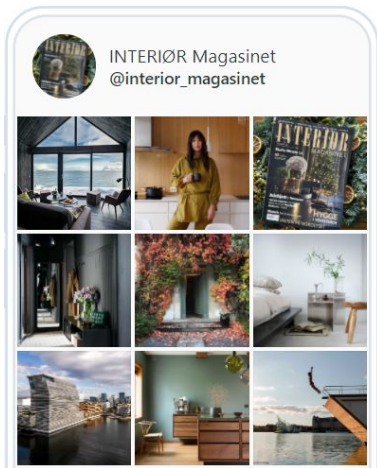
# INTERIOR MAGASINET



# Print and Instagram

Magazines have large formats that are suitable for brand building. The combination of the long duration of print ads, with direct dialogue and inspiration on Instagram, enables advertisers to target the most important customers.

InteriørMagasinet has 187.000 followers on Instagram. This provides advertisers with substantial additional coverage, engagement with their product or service, and a link to their website for further dialogue.



Age profile on Instagram

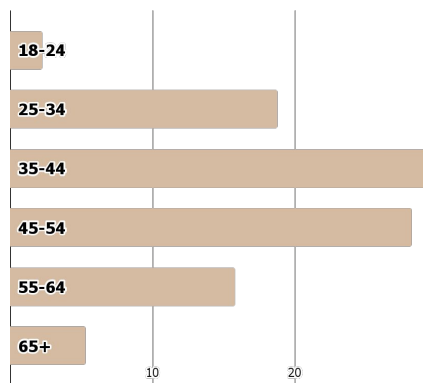


Photo - Inger Marie Grini

# Editorial calendar 2023

| Issue   | Sales date        | Editorial themes                 | Ad deadline    |
|---------|-------------------|----------------------------------|----------------|
| Nr 1    | <b>Jan 6th</b>    | Winter cabins, lighting          | December 8th   |
| Nr 2    | <b>March 10th</b> | Kitchens, colour, pattern        | February 8th   |
| Nr 3    | <b>May 19th</b>   | Summerhouses, outdoor spaces     | April 25th     |
| Nr 4    | <b>July 21st</b>  | Bathroom, compact living, colour | June 22nd      |
| Nr 5    | <b>Sept 15th</b>  | Kitchen, small apartments        | August 24th    |
| Nr 6    | <b>Nov 10th</b>   | Christmas & Advent               | October 19th   |
| Nr 1/24 | <b>Jan 2024</b>   | Winter cabins                    | Early Dec. '23 |

## Ad material

High resolution PDF, with pictures in 300 dpi.

Delivery by 10 am to [annonser@interiormagasinet.no](mailto:annonser@interiormagasinet.no)

*Please inform us of issue number and advertiser name.*

## Product Manager

Gunn Beate Stensløyken +47 959 43 950 [gunn.beate@hegnar.no](mailto:gunn.beate@hegnar.no)

[www.interiormagasinet.no](http://www.interiormagasinet.no)

Photo - Anne Bråtveit



# INTERIOR

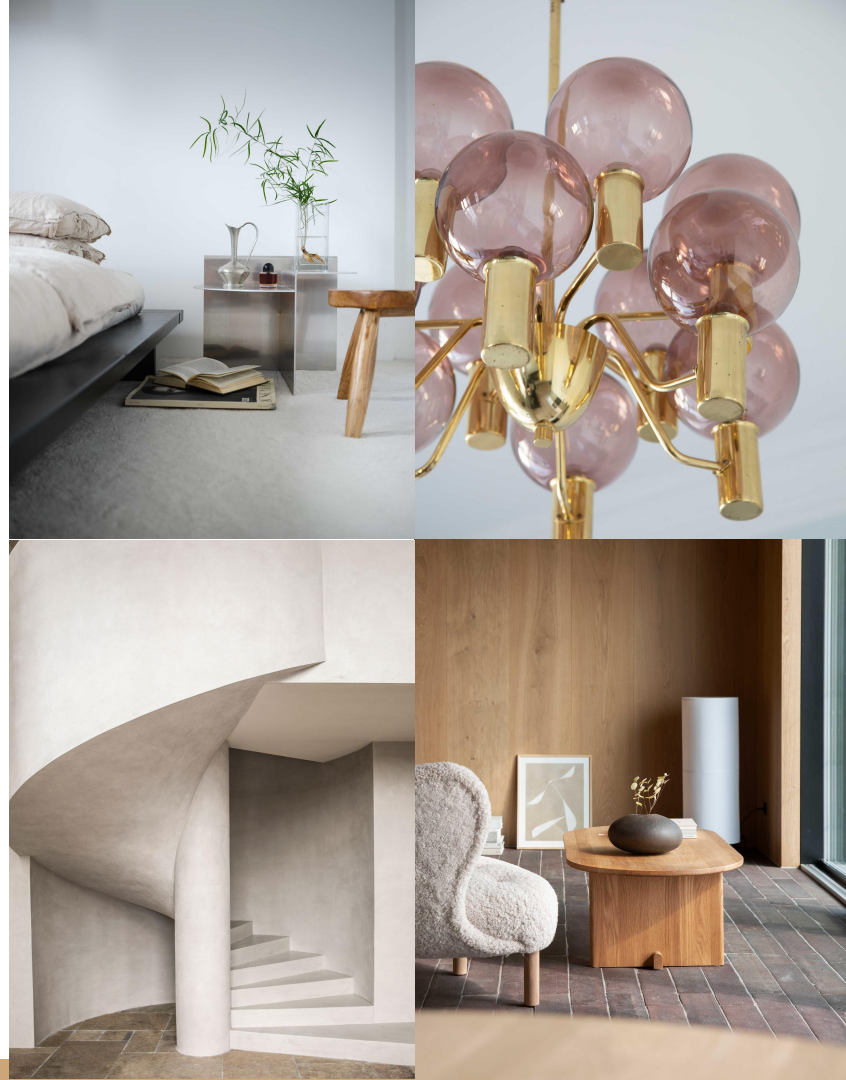
## MAGASINET



# Advertisement Price list

| AD PRODUCT                   | PRICE IN NOK |
|------------------------------|--------------|
| 2/1 page (spread)            | 89 000       |
| 1st spread                   | 100 000      |
| 2nd spread                   | 97 000       |
| 3rd -5th spread              | 96 000       |
| 1/1 side (full page)         | 45 000       |
| Outside back cover           | 75 000       |
| Inside back cover            | 58 000       |
| Facing Table of contents     | 58 000       |
| Facing Editor's letter       | 58 000       |
| 1st right hand page          | 58 000       |
| 2nd right hand page          | 55 000       |
| Gatefold (4 pages)           | 150 000      |
| Instagram Post               | 15 000       |
| Instagram Story (3 pictures) | 15 000       |

*Other special placements at an additional 15%*



# Ad formats print

|                           |                                       |
|---------------------------|---------------------------------------|
| <b>2/1 page (spread)</b>  | 450 x 297 mm                          |
| <b>1/1 page</b>           | 225 x 297 mm                          |
| <b>Gatefold (4 pages)</b> | Width 210+210+220+225 x height 297 mm |

*5 mm bleed on all sides. Text and logo should be 9 mm within the net formats.  
InteriørMagasinet is a perfect-bound publication - for spreads, remember to make allowance for the gutter area.*

## **Ad material**

*High resolution PDF (300 dpi), to be delivered by 10 am on the ad deadline date.  
Delivery to [Annonser@interiormagasinet.no](mailto:Annonser@interiormagasinet.no)  
Please inform us of issue number and advertiser name.*

Product Manager

Gunn Beate Stensløykken +47 959 43 950 [gunn.beate@hegnar.no](mailto:gunn.beate@hegnar.no)

[www.interiormagasinet.no](http://www.interiormagasinet.no)

Photo: Yvonne Wilhelmsen



DECOR - DESIGN - FOOD - GARDEN - LIFESTYLE

# Formats on Instagram

interior\_magasinet ▾

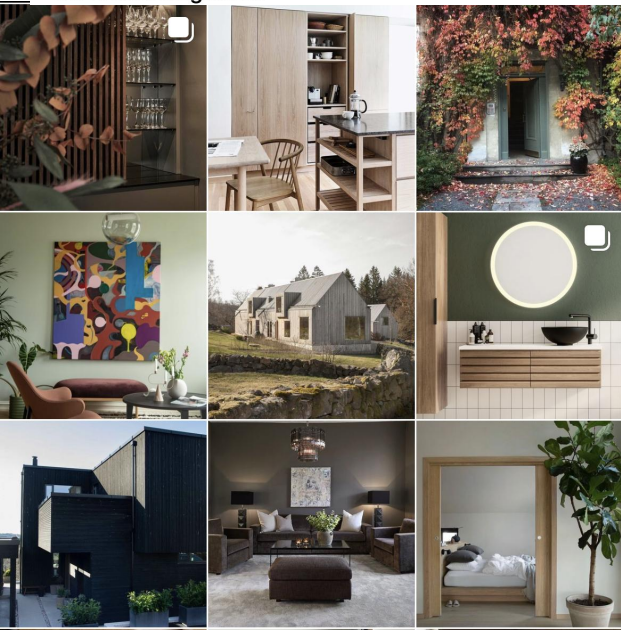


3 499  
Innlegg

187 k  
Følgere

4 630  
Følger

INTERIØR Magasinet



**Create engagement** with your brand on InteriorMagasinet Instagram.

Advertising is offered exclusively to print advertisers.

**IG STORIES:** 24 hours campaign, with the possibility of a link to your website. We will assemble the three pictures you send us.

**IG POST:** Part of our feed (picture gallery) - with a text below, and link to your own Instagram account. Campaign duration of at least two weeks.

## Annonsen i STORIES Instagram

Ligger ute i 24 timer, og du kan få link til din webside fra "story".  
Format: 9:16 crop  
vertikalt 1080 x 1920

Bilde (Maks 30 MB) varer 5 sek.  
Filtype: jpg eller png.  
Video (Maks 4 GB) varer inntil 15 sek.  
Filtype: gif eller mov.  
Link til webside må legges ved.



## Annonsen i POST Instagram

Bildet bør ha høy kvalitet, og ligger som en annonse i galleriet til InteriorMagasinet. Teksten du bruker i Instagram-annonsen, vises under bildet og kan inneholde opptil 2200 tegn. Det må fremgå av teksten at det er annonse. Legg også med ønskede hashtags

Format stående  
4:5 1080 x 1350

Kvadrat 1:1, 1936 x 1936 piksler  
(Maks 30 MB)  
Filtype: jpg eller png.





# Hegnar Media readership - Reported autumn 2022



**Finansavisen.no**  
124 000 daily  
347 000 weekly



**Finansavisen (print)**  
50 000 daily  
144 000 weekly



**MOTOR**  
139 000 per issue  
284 000 monthly  
(4 issues)



**Kapital**  
141 000 per issue  
314 000 monthly  
(4 issues)



**InteriørMagasinet**  
119 000 per issue  
363 000 yearly  
(6 issues)