



# Utposten

## ad fact sheet 2021

Magazine for general practice and public health has a circulation of 2000 and is published seven times a year with a double Christmas issue. Eight primary doctors are editors of *Utposten*.

**SUBSCRIPTION:** NOK 650,- annually

### TECHNICAL INFORMATION

**ADVERTISING MANAGERS:** Tove and Karianne Rutle

RMR, Sjøbergvn. 32, NO-2066 Jessheim, Norway

☎ +47 913 08 747 ✉ karianne.rutle@gmail.com | rmrtove@online.no

### ADS

Electronic (e-mail/07 file transfer service, see: [www.07.no](http://www.07.no))

**FORMAT:** A4, 210 x 297 mm + 3 mm bleed

**TYPE AREA:** 185 x 249,5 mm 3 columns

**PRINTERY:** 07 Media, Aurveien 14, NO-1930 Aurskog, Norway. [www.07.no](http://www.07.no)

**CONTACT:** Morten Hernæs ☎ +47 916 98 412 ✉ morten.hernaes@07.no

ISSUE	AD ORDER DEADLINE	AD COPY DEADLINE	DATE OF PUBLICATION
①	20. Januaryy	3. February	15. February
②	24. February	10. March	22. March
③	26. March	14. April	26. April
④	19. May	2. June	14. June
⑤	18. August	1. September	13. September
⑥	29. September	13. October	25. October
⑦/⑧	3. November	24. November	6. December

### AD INFO

FORMAT		AD SIZE	AD SIZE BLEED	COLOUR	B/W
1/1		185 x 238,2	210 x 297*	12 000,-	6 900,-
Back cover		-	210 x 237*	16 000,-	-
2/3	↓	122 x 238,2	136 x 297*	10 000,-	6 100,-
1/2	↔	185 x 122	210 x 147,5*	8 100,-	4 300,-
1/3	↓	59 x 238,2	73 x 297*	7 400,-	3 700,-
1/3	↔	185 x 92	210 x 117*	7 400,-	3 700,-
1/4	↔	185 x 61	210 x 87*	6 500,-	2 800,-

\* Please use 3 mm bleed all sides

**INSERT:** Price on request.

**DISCOUNT:** When advertising in each issue, the last one is offered free.

# WEB

show your ad on the  
website of **Utposten**

### FORMAT AND PLACEMENT

Your ad will be shown on all pages of the website of [Utposten.no](http://Utposten.no).

Information of format and placement will be given on request.

### STANDARD PRICE

- Standard display (ad will be live on web page in one period counting from the start of each issue going online for two months): 3500,- without VAT
- Other possible ways of displaying ad is given on request

In order to reach the maximum number of readers, a good combination is to publish ads in the paper edition of the magazine as well as on the web page.

### DATE OF ISSUES GOING ONLINE:

- 20.12.2020: 8-2020
- 1.2.2021: 7-2020
- 12.4: 1-2021
- 18.5: 2-2021
- 21.6: 3-2021
- 9.8: 4-2021
- 15.11: 5-2021
- 6.12: 6-2021
- 13.12: 8-2021
- 31.1.2022: 7-2021

### WEB AD SALES MANAGER:

Karianne Rutle

☎ + 47 913 08 747

✉ karianne.rutle@gmail.com

[WWW.UTPOSTEN.NO](http://WWW.UTPOSTEN.NO)