



Utposten

ad fact sheet 2024

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: Paper-/online ed.: NOK 850,- annually / Online ed.: NOK 690,-

TECHNICAL INFORMATION

ADVERTISING MANAGERS: Karianne Rutle

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ADS

Electronic (e-mail / file transfer service, see: www.aksell.no)

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

TYPE AREA: 185 x 249,5 mm 3 columns

PRINTERY: Aksell, Aurveien 14, NO-1930 Aurskog, Norway. www.aksell.no

CONTACT: Morten Hernæs

☎ +47 916 98 412 ✉ morten.hernaes@aksell.no

ISSUE	AD ORDER DEADLINE	AD COPY DEADLINE	DATE OF PUBLICATION
①	8. January	17. January	29. January
②	14. February	28. February	11. March
③	10. April	24. April	6. May
④	22. May	5. June	17. June
⑤	14. August	28. August	9. September
⑥	25. September	9. October	21. October
⑦/⑧	6. November	27. November	9. December

AD INFO

FORMAT		AD SIZE	AD SIZE BLEED	COLOUR	B/W
1/1		185 x 238,2	210 x 297*	14 000,-	6 900,-
Back cover		-	210 x 237*	18 000,-	-
2/3	↑	122 x 238,2	136 x 297*	11 500,-	6 100,-
1/2	↔	185 x 122	210 x 147,5*	8 500,-	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.

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): 4500,- 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:

- 31.1: 1-2024
- 13.3: 2-2024
- 8.5: 3-2024
- 19.6: 4-2024
- 11.9: 5-2024
- 23.10: 6-2024
- 11.12: 7/8-2024

WEB AD SALES

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