



Utposten

ad fact sheet 2025

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 850,- annually

TECHNICAL INFORMATION

ADVERTISING MANAGERS: Karianne Rutle

☎ +47 913 08 747 ✉ karianne.rutle@gmail.com

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 | 22. January | 3. February |
| ② | 19. February | 5. March | 17. March |
| ③ | 26. March | 9. April | 28. April |
| ④ | 21. May | 4. June | 16. June |
| ⑤ | 13. August | 27. August | 8. September |
| ⑥ | 24. September | 8. October | 20. October |
| ⑦/⑧ | 5. November | 26. November | 8. 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.

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:

- 5.2: 1-2025
- 19.3: 2-2025
- 30.4: 3-2025
- 18.6: 4-2025
- 10.9: 5-2025
- 22.10: 6-2025
- 10.12: 7/8-2025

WEB AD SALES MANAGER:

Karianne Rutle

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✉ karianne.rutle@gmail.com

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