



Utposten

ad fact sheet 2026

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: Regular subscription (print/online) NOK 850 per year. Online subscription 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	7. January	21. January	2. February
②	18. February	4. March	16. March
③	25. March	8. April	27. April
④	20. May	4. June	15. June
⑤	12. August	26. August	7. September
⑥	23. September	7. October	19. October
⑦/⑧	4. November	25. November	7. 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:

- 4.2: 1-2026
- 18.3: 2-2026
- 29.4: 3-2026
- 17.6: 4-2026
- 9.9: 5-2026
- 21.10: 6-2026
- 9.12: 7/8-2026

WEB AD

SALES MANAGER:

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