

Utposten

ad fact sheet 2027

Magazine for general practice and public health has a circulation of 2000 and is published seven times a year with a double Christmas ssue. The editorial board consists of general practitioners and community medicine specialists.

SUBSCRIPTION: Regular subscription (print/online) NOK 850 per year. Online subscription NOK 690.

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
❶	13. January	27. January	9. February
❷	17 February	3. March	15. March
❸	31. March	14. April	26. April
❹	19. May	2. June	14. June
❺	11. August	25. August	6. September
❻	22. September	6. October	18. October
❼/❽	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*	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 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:
- **10.2:** 1-2027
- **17.3:** 2-2027
- **28.4:** 3-2027
- **16.6:** 4-2027
- **8.9:** 5-2027
- **20.10:** 6-2027
- **8.12:** 7/8-2027

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