



MEDIA PLAN

FARGEMAGASINET

2024	READERS: 20 000	CIRCULATION: 4000	ISSUES: 4	FOR THE PROFESSIONALS
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TARGET GROUPS

- PAINTSHOPS
- CONSTRUCTION MATERIAL COMPANIES
- INTERIOR BUSINESS
- CERTIFICATED DECORATING- AND BUILDING COMPANIES
- ARCHITECTS
- INTERIORARCHITECTS
- SUPPLIERS
- PRODUCERS
- WHOLESALERS
- AGENTS

FACTS

Fargemagasinet is produced and published by the non-profit organization IFI. IFI is an industry ambassador, inspirator and driving force for the start-up of large and small renovation and construction projects in Norway. The business activities range from consumer information to industry events.

ADVERTISE IN FARGEMAGASINET – IT PAYS OFF!

1. Fargemagasinet is the only 100% trade journal for everyone working in the industry.
2. The magazine is the link between the producer, management and staff in the field of color trading and building hardware.
3. It contains articles on trends, colour knowledge, practical and technical advice, sales and finance, and industry and product news.
4. Fargemagasinet is a priceless tool for everyone in sales.

ISSUES 2024

Please see Norwegian version of this PDF.

PRICES

2/1 page: NOK 44 900,-

1/1 page: NOK 29 400,-

1/2 page: NOK 18 600,-

1/4 page: NOK 12 100,-

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Kikki Valby

Phone: +47 901 19 121

E-mail: kikki@salgsfabrikken.no

Wenche Huser Sund

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*INFLUENCE
PURCHASERS, CRAFTS-
MEN AND DECISION-
MAKERS TO CHOOSE
YOUR PRODUCTS!*

TECHNICAL DATA

Format: 208 x 278 mm

Print Surface: 192 x 262 mm

Bleed Dimensions: 216 x 286 mm

Text and important details must be kept 12 mm within the specified format.

Paper quality cover: 250 grams of coated gloss
Paper quality feed: 100 grams of coated silk

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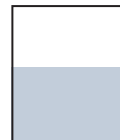
FORMATS FARGEMAGASINET



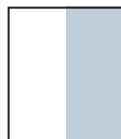
2/1 page:
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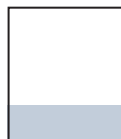
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1/2 page floor:
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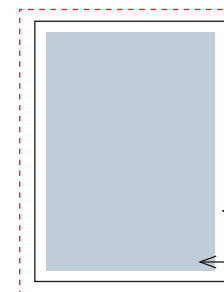
1/2 page skyscraper:
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Bleed: 112 x 286 mm
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1/4 page floor:
Net format: 192 x 65 mm



1/4 page corner:
Net format: 96 x 130 mm
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PRINT FORMATS

Gross: 216 x 286 mm
(gross target is net plus 4 mm bleed)

Net: 208 x 278 mm

Print Surface: 192 x 262 mm