



MEDIA PLAN

- **150 000** MONTHLY READERS
- **TARGET THE CONSUMERS!**

TARGET GROUPS

As an advertiser on ifi.no, you meet 150 000 potential customers every month who are looking for news, solutions and ideas for refurbishing their home.

For updated website traffic, check here:

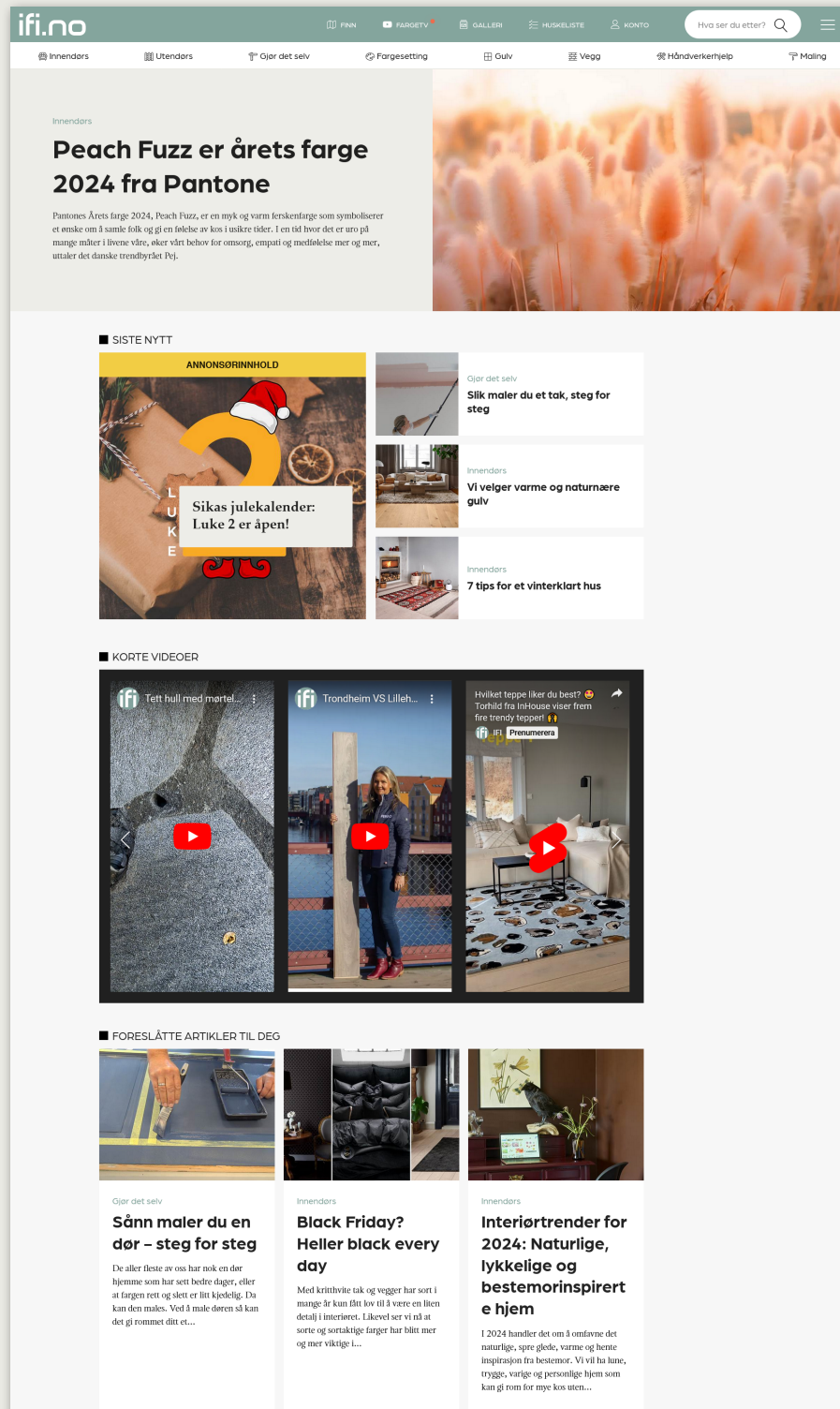


NEWSLETTER

Do you want as an advertiser to reach our 5 800 newsletter recipients with information about their products and services? Here we have only one ad pr. newsletter three times a week to NOK 8000, - excl. VAT.

EDITORIAL AD ON SOCIAL MEDIA

Editorial ad shared in the newsfeed on ifi.no with approx. 5000 visitors daily. The ad will also be shared on our Facebook page with 8000 followers. The ad is labeled «Advertiser Content» and costs only NOK 26 700, - excl.mva!



IFI.NO MAIN TOPICS IN 2024

| | | | |
|---|---|---|---|
| January Topic: Kitchen 50 300 people plans to renovate their kitchen this year | February Topic: Livingroom 58 200 people plans to renovate their livingroom | March Topic: Bathroom 50 800 people plans to renovate their bathroom | April Topic: Cabin 38 600 people plans to purchase cabin products this year |
| May Topic: Terrace/Deck 27 491 people plans to renovate their terrace this year | June Topic: Outdoors 39 3321 people plans to paint or stain outdoor | July Topic: Outdoors 23 159 people plans to renovate doors and windows | August Topic: Nursery 59 300 people plans to renovate their kids bedroom |
| September Topic: Hallway 58 800 people are planning to renovate their hallway this year | October Topic: Livingroom 58 200 people plans to renovate their livingroom | November Topic: Bedroom 59 300 people plans to renovate their bedroom this year | December Topic: Christmas/House Cleaning |

OUR VISITORS HAVE THE FOLLOWING PURCHASE PLANS:

- **86 200** persons are planning to buy furniture
- **75 600** persons are planning to buy floor materials
- **57 700** persons are planning to buy wallpaper
- **59 400** persons are planning to buy heat sources
- **93 000** persons are planning to buy curtains/ other fabrics
- **108 000** persons are planning to buy lighting equipment
- **112 000** persons are planning to buy paint/ pickling/waterproofing

(source: user survey on ifi.no 2020)

FORMAT AND PRICES

| Product | Channel | Price | Format | Format mobile |
|----------------------|-----------------------|-------------------|-----------|---------------|
| Top banner | Desktop/tablet/mobile | NOK 21 400/month* | 980*240 | 400*250 |
| Skyscraper | Desktop/tablet/mobile | NOK 26 700/month* | 180*500 | 400*250 |
| Floating skyscraper | Desktop/tablet/mobile | NOK 29 400/month* | 180*500 | 400*250 |
| Parallax/fullscreen | Desktop/tablet/mobile | NOK 47 700/month* | 1920*1080 | 400*800 |
| Half page | Desktop/tablet/mobile | NOK 27 900/month* | 300*600 | 400*250 |
| Netboard | Desktop/tablet/mobile | NOK 29 400/month* | 580*400 | 400*250 |
| Widescreen | Desktop/tablet/mobile | NOK 13 400/month* | 480*240 | 400*150 |
| Nyhetsbrev | Desktop/tablet/mobile | NOK 8 000/month* | 600*150 | 400*150 |
| Redaksjonell på Some | Desktop/tablet/mobile | NOK 26 700/month* | | |

*every third view

SALES CONTACT

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