



ifi.no

MEDIA PLAN

FARGEMAGASINET

2021

READERS:
20 000

CIRCULATION:
4000

ISSUES:
6

FOR THE
PROFESSIONALS

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 2021

NO.	THEME	AD DEADLINE	PUBLISHED
1	News & bathroom	19. februar	Week 9
2	Outdoor & Painting	21. maj	Week 22
3	Floor	20. august	Week 35
4	Light & Wallpaper	1. oktober	Week 41
5	Christmas & Livingroom	19. november	Week 48

PRICES

2/1 page: NOK 34 000,-

1/1 page: NOK 22 000,-

1/2 page: NOK 14 000,-

1/4 page: NOK 9 000,-

ORDER NOW

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Claim and cancellation: The cancellation deadline is 14 days before the material deadline. The right of claim is waived if the due date of the finished material is not met. Complaints, corrections and stop orders must be given in writing.

FORMATS FARGEMAGASINET



2/1 page:

Net format: 400 x 260 mm
Bleed format: 424 x 286 mm
(net + 4 mm)



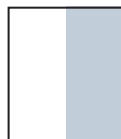
1/1 page:

Net format: 192 x 260 mm
Bleed format: 216 x 286 mm
(net + 4 mm)



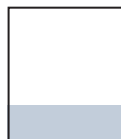
1/2 page floor:

Net: 192 x 130 mm
Bleed format: 212 x 147 mm
(net + 4 mm)



1/2 page skyscraper:

Net: 96 x 260 mm
Bleed: 112 x 286 mm
(net + 4 mm)



1/4 page floor:

Net format: 192 x 65 mm



1/4 page corner:

Net format: 96 x 130 mm
Bleed: 104 x 138 mm
(net + 4 mm)



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

TECHNICAL DATA

Format: 208 x 278 mm

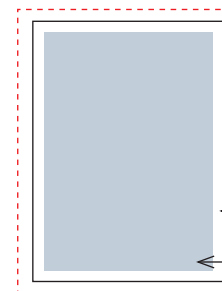
Print Surface: 192 x 262 mm

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

Delivery of finished material: PDF file is sent to:
jostein@media-team.no



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