



MEDIA PLAN

FARGEMAGASINET

2020	READERS: 20 000	CIRCULATION: 4000	ISSUES: 6	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 2020

NO.	THEME	AD DEADLINE	PUBLISHED
1	News and Exhibition	6. February	Week 8
2		17. April	Week 18
3		29. May	Week 24
4	Floor edition	14. August	Week 35
5		2. October	Week 42
6		20. November	Week 49

PRICES

2/1 page: NOK 47 900,-
 1/1 page: NOK 29 200,-
 1/2 page: NOK 17 200,-
 1/4 page: NOK 12 900,-

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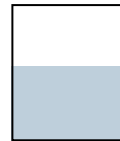
FORMATS FARGEMAGASINET



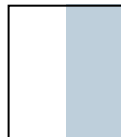
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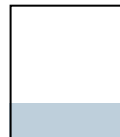
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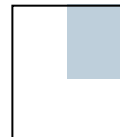
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1/4 page floor:
 Net format: 192 x 65 mm



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

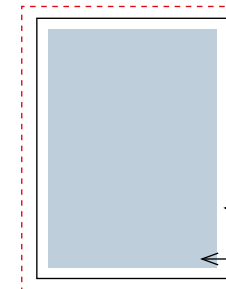
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Paper quality cover: 250 grams of coated gloss

Paper quality feed: 100 grams of coated silk

Delivery of finished material: PDF file is sent to:

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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