



ifi.no

MEDIA PLAN

# INSPIRASJON ROM FOR ROM

<h2>2020</h2>	<p>READERS: <b>1 000 000</b></p>	<p>CIRCULATION: <b>120 000</b></p>	<p>ISSUES: <b>1</b></p>	<p>TARGET THE <b>CONSUMERS</b></p>
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### TARGET GROUPS

- INDIVIDUALS IN PURCHASE MODE WHO HAVE DECIDED TO DECORATE THEIR HOMES.
- EMPLOYEES AND MANAGEMENT IN STORES.

### FACTS

Here you will target customers in purchase-mode! The unique thing about Inspirasjon is that the store buys the magazine of IFI, and share them for free to their customers. Here you have the opportunity to reach customers as well as to market yourself with profile and products in various stores regardless of agreements.

## ADVERTISE IN INSPIRATION – MEET THE CONSUMERS IN SHOPPING MODE

1. Here you meet the customers in shopping mode in progress with renovating plans.
2. By advertising in Inspirasjon, you hit a target market that is genuinely interested in refurbishment.
3. Inspiration room for room is so popular that stores pay to get to share it out to their customers.

### ISSUES 2020

NO.	AD DEADLINE	PUBLISHED
1	27. March	Week 16

### PRICES

- 2/1 page NOK 99 000,-
- 1/1 page NOK 69 000,-
- 1/2 page NOK 39 000,-
- 1/4 page NOK 25 000,-

### ORDER NOW

**Jostein Værnes**  
 Phone: +47 99 35 23 46  
 E-mail: jostein@media-team.no

Ellinor Kittilsen  
 Phone: +47 90 82 06 63  
 E-mail: ellinor@media-team.no

MediaTeam As  
 Hønsveien 58B, 1384 Asker  
 www.media-team.no

**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.



*BY PUBLISHING IN  
 INSPIRASJON YOU WILL  
 PINPOINT A TARGET  
 GROUP GENUINE INTER-  
 ESTED IN DECORATING  
 WHILE BEEING IN A  
 CONSUMING MODE.*

### 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](mailto:jostein@media-team.no)

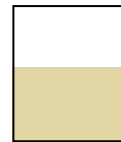
### FORMATS INSPIRASJON ROM FOR ROM



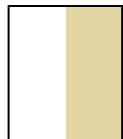
**2/1 page:**  
 Net format: 400 x 260 mm  
 Bleed format: 424 x 286 mm  
 (net + 4 mm)



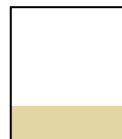
**1/1 page:**  
 Net format: 192 x 260 mm  
 Bleed format: 216 x 286 mm  
 (net + 4 mm)



**1/2 page floor:**  
 Net: 192 x 130 mm  
 Bleed format: 212 x 147 mm  
 (net + 4 mm)



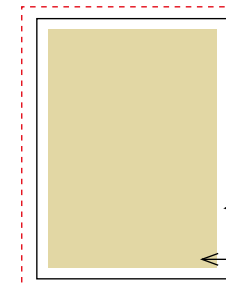
**1/2 page skyscraper:**  
 Net: 96 x 260 mm  
 Bleed: 112 x 286 mm  
 (net + 4 mm)



**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)



### 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