

WEB ADVERTISING – IFI.NO

FORMATS

TOP BANNER / PANORAMA

Our largest ad format on ifi.no. With the top banner, you are at the top of the page throughout the visit and get a lot of attention.

Panorama: 980x240/400x250
(Desktop / Tablet / Mobile) (list/
article pages)

SKYSCRAPER

With a skyscraper, the ad is next to the editorial content.

Skyscraper: 180x500/400x250
(Desktop/Tablet/Mobile) (list/
article pages)

FLOATING SKYSCRAPER

The most visible ad surface. The ad follows the reader as they move down the article so that it is visible throughout the visit.

Floating skyscraper:
180x500/400x250 (Desktop/
Tablet/Mobile) (list/article pages)

PARALLAX

Large ad located in the middle of the scroll bar and which stands still as you scroll down.

Parallax: 1920x1080/400x800
(Desktop/Tablet/Mobile) (home
page)

HALF PAGE/ FLOATING BANNER

Half page: 300x600/400x250
(Desktop/Tablet/Mobile) (list/
article pages)

CHECK THE WEB- TRAFFIC ON IFI.NO:



NETBOARD

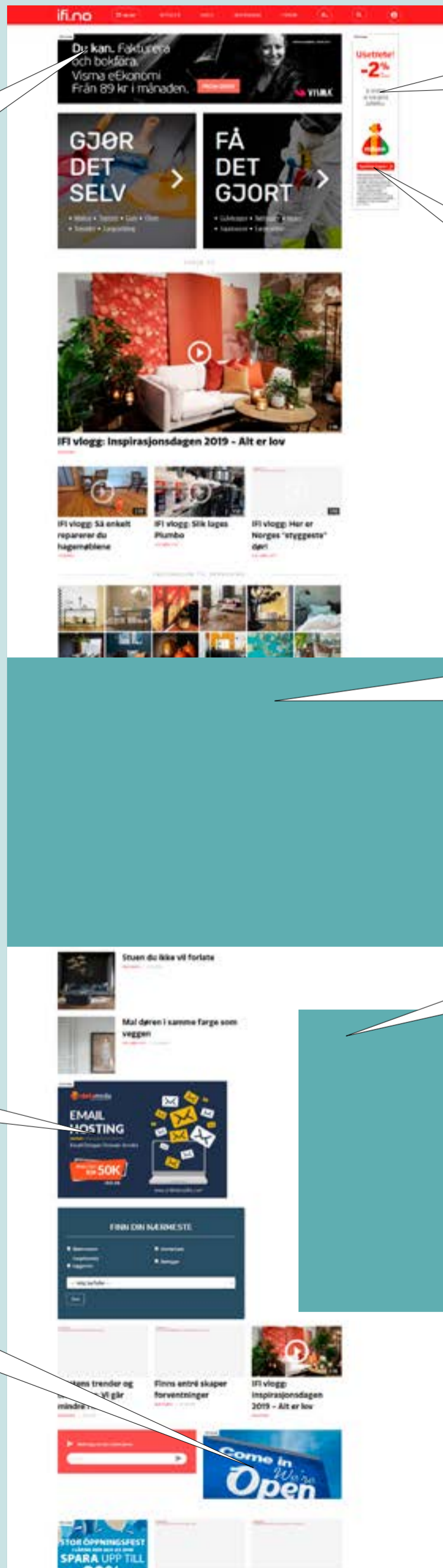
Netboard: 580x400/400x150
(Desktop/Tablet/Mobile)
(list/article pages)

WIDESCREEN:

480x240/400x150 (Desktop/
Tablet/Mobile) (list pages/
article pages)

ALL-YEAR DEAL 2020

Please contact:
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MEDIA PLAN IFI.NO

MONTHLY READERS
150 000

TARGET THE
CONSUMERS

TARGET GROUPS

As an advertiser on ifi.no, you meet 135 000 potential customers every month who are looking for news, solutions and ideas for refurbishing their home. **For updated website traffic, check here:**



UNIQUE AD

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 5000, - ex. mva.

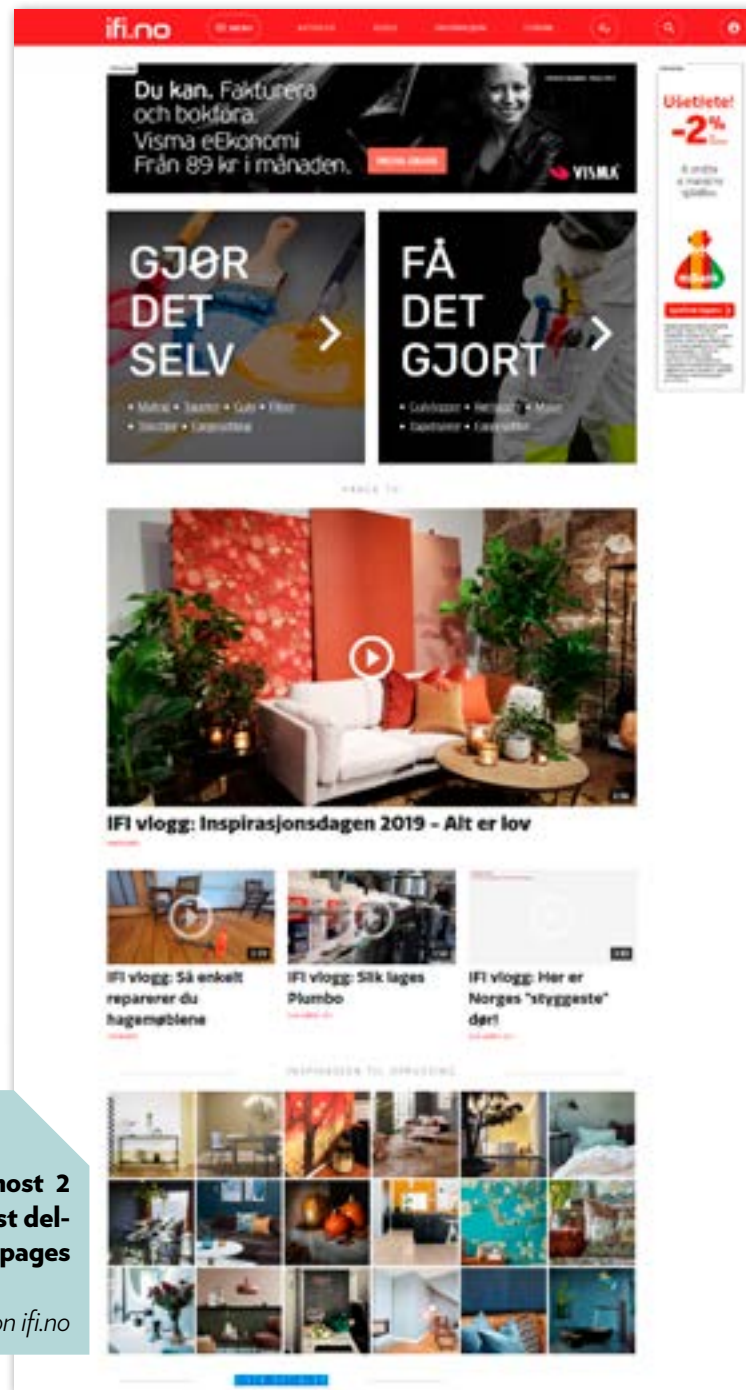
EDITORIAL AD ON SOME

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 7000 followers. The ad is labeled «Advertiser Content» and costs only NOK 10 000, - ex.mva!

ABOUT IFI.NO

“I have been sitting for almost 2 hours now! These are the most delicate, neat and informative pages I’ve found on the internet.”

- visitor on ifi.no



MAIN TOPICS – IFI.NO 2020

January  Topic: kitchen* *50 300 people plans to renovate the kitchen this year	February  Topic: livingroom* *58 200 people plans to renovate the livingroom	March  Topic: bathroom* *50 800 people plans to renovate the bathroom	April  Topic: cabin* *38 600 people plans to purchase cabinproducts this year
May  Topic: uteplass* *27 491 people plans to renovate the terrace this year	June  Topic: utendørs* *39 3321 people plans to paint or stain outdoor	July  Topic: utendørs* *23 159 people plans to renovate doors and windows	August  Topic: nursery* *59 300 people plans to renovate the kids bedroom
September  Topic: hallway* *58 800 people are planning to renovate the hallway this year	October  Topic: livingroom/light* *58 200 people plans to renovate the livingroom	November  Topic: bedroom* *59 300 people plans to renovate the 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

FORMAT OG PRICES

Product	Channel	Price	Format	Format mobile
Top banner	Desktop/tablet/mobile	NOK 20 000/month*	980*240	400*250
Skyscraper	Desktop/tablet/mobile	NOK 24 000/month*	180*500	400*250
Floating skyscraper	Desktop/tablet/mobile	NOK 25 000/month*	180*500	400*250
Parallax/fullscreen	Desktop/tablet/mobile	NOK 42 000/month*	1920*1080	400*800
Netboard	Desktop/tablet/mobile	NOK 20 000/month*	580*400	400*150
Netboard	Desktop/tablet/mobile	NOK 25 000/month*	580*400	400*150
Widescreen	Desktop/tablet/mobile	NOK 12 000/month*	480*240	400*150

*every third view

ADVERTISING/SALES

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