



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!

The screenshot shows the ifi.no website interface. At the top, there is a navigation bar with categories like 'Innendørs', 'Utendørs', 'Gjør det selv', 'Fargesetting', 'Culv', 'Vegg', 'Håndverkerhjelp', and 'Maling'. The main content area features a large article titled 'Ny palett for personlig fargesetting' with a sub-headline 'Nå lanserer Pure & Original Paint den ander av til sammen fire fargepaletter med KOI fargestudio sine særegne farger. «Grounded Beautitude» består av syv farger i både sterke og klare nyanser og støvete og bløke.' Below this, there are several smaller articles and video thumbnails. One video thumbnail shows a man working on a roof with the headline 'Sikre deg tett tak før vinteren'. Another shows a man holding a roll of material with the headline 'Slik velger du riktig rull og rullebøyle'. There are also articles about 'Derfor bør du ha gulvtepper' and 'Mange glemmer dette ved gulvbytte!'. A section titled 'POPULÆRE VIDEOER' contains three video thumbnails with headlines like 'Slik velger du riktig rull og rullebøyle', 'Sjekk utekranen for vinteren', and 'Slik avretter du gulvet'. At the bottom, there are more video thumbnails with headlines like 'Slik tapetserer du en fondvegg', 'Slik impregnerer du betong, naturstein og belegningsstein', and 'Skader på grunnmuren? Så enkelt reparerer du dem!'. The footer includes a section for 'REDAKSJONEN ANBEFALER'.

IFI.NO MAIN TOPICS IN 2023

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*		

SALES CONTACT

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*every third view