

# **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:



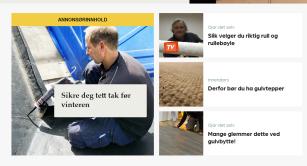
## **NEWSLETTER**

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!





#### ■ POPULÆRE VIDEOER



#### Slik velger du riktig rull og rullebøyle

Bred eller smal, tykk eller tynn hust Hva er egentlig den beste rullen for allmenn bruk? Det er mye å tenke over når du skal handle verktev til maleriobben, Malermester Roger



#### Sjekk utekranen før vinteren

I Norge går vi fra sommer til minusgrader raskt. På sommeren og høsten er utekranen ofte i bruk. Derfor er det viktig å sjekke både utekranen og hageslangen før minusgradene



#### Slik avretter du aulvet

En avrettingsmasse passer til deg som skal ha et rett og tynt topplag før du skal legge gulv. SuperFlow er en avrettingsmasse som fungerer utmerket under tepper, gulvbelegg,



#### Slik tapetserer du en fondvegg

Alt for mange gruer seg for å tapetsere. Det er det ingen grunn til mener Roar Aune hos Storeys. - Å tapetsere er mye enklere enn du tror: rull på limet, heng opp tapetet, og få ut..



#### Slik impregnerer du betong, naturstein og belegningsstein

bør du impregnere de. – Impregnere du mur, betong, naturstein eller belegningsstein, holder de seg fine lenger og de blir lettere å rengjøre,



#### Skader på grunnmuren? Så enkelt reparerer du dem!

og varierende, det kan ofte føre til små skader på grunnmuren. Om de ikke repareres raskt, vil de gradvis bli større og større. Frode Olaisen hos..

■ REDAKSJONEN ANBEFALER

# IFI.NO MAIN TOPICS IN 2023

## January

May

**Topic: Kitchen**50 300 people plans to renovate their kitchen this year

# June

outdoor

October

livingroom

**Topic: Livingroom** 

**Topic: Terrace/Deck** 27 491 people plans to renovate their terrace this year

### September

**Topic: Hallway** 58 800 people are planning to renovate their hallway this year

### **February**

**Topic: Outdoors** 

**Topic: Livingroom** 58 200 people plans to renovate their livingroom

39 3321 people plans to paint or stain

58 200 people plans to renovate their

## March Topic: B

**Topic: Bathroom** 50 800 people plans to renovate their bathroom

### July

**Topic: Outdoors**23 159 people plans to renovate doors and windows

#### November

**Topic: Bedroom** 59 300 people plans to renovate their bedroom this year

#### April

**Topic: Cabin**38 600 people plans to purchase cabin products this year

## August

**Topic: Nursery** 59 300 people plans to renovate their kids bedroom

#### 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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