



# 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.

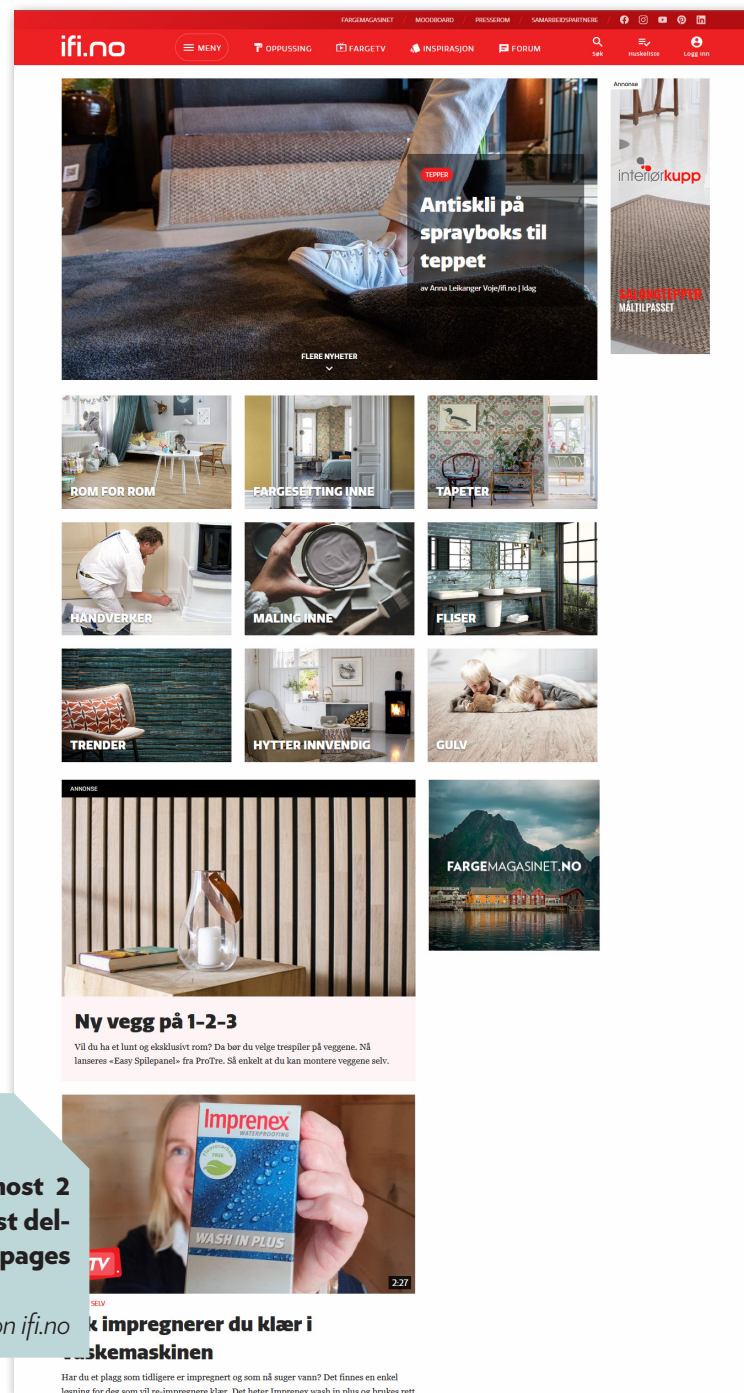
## EDITORIAL AD ON SOME

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 20 000, - 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 2021

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

## 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 16 000/month*	980*240	400*250
Skyscraper	Desktop/tablet/mobile	NOK 20 000/month*	180*500	400*250
Floating skyscraper	Desktop/tablet/mobile	NOK 22 000/month*	180*500	400*250
Parallax/fullscreen	Desktop/tablet/mobile	NOK 36 000/month*	1920*1080	400*800
Half page	Desktop/tablet/mobile	NOK 18 000/month*	300*600	400*250
Netboard	Desktop/tablet/mobile	NOK 22 000/month*	580*400	400*250
Widescreen	Desktop/tablet/mobile	NOK 10 000/month*	480*240	400*150
Nyhetsbrev	Desktop/tablet/mobile	NOK 6 000/month*	600*150	400*150
Redaksjonell på Some	Desktop/tablet/mobile	NOK 20 000/month*		

\*every third view

## ADVERTISING/SALES

**Jostein Værnes**

Phone: +47 99 35 23 46

E-mail: jostein@media-team.no

Media Team As

Hønsveien 58B, 1384 Asker

www.media-team.no

