



MEDIA PLAN IFI.NO

MONTHLY READERS
150 000

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:**



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 6 300, - ex. mva.

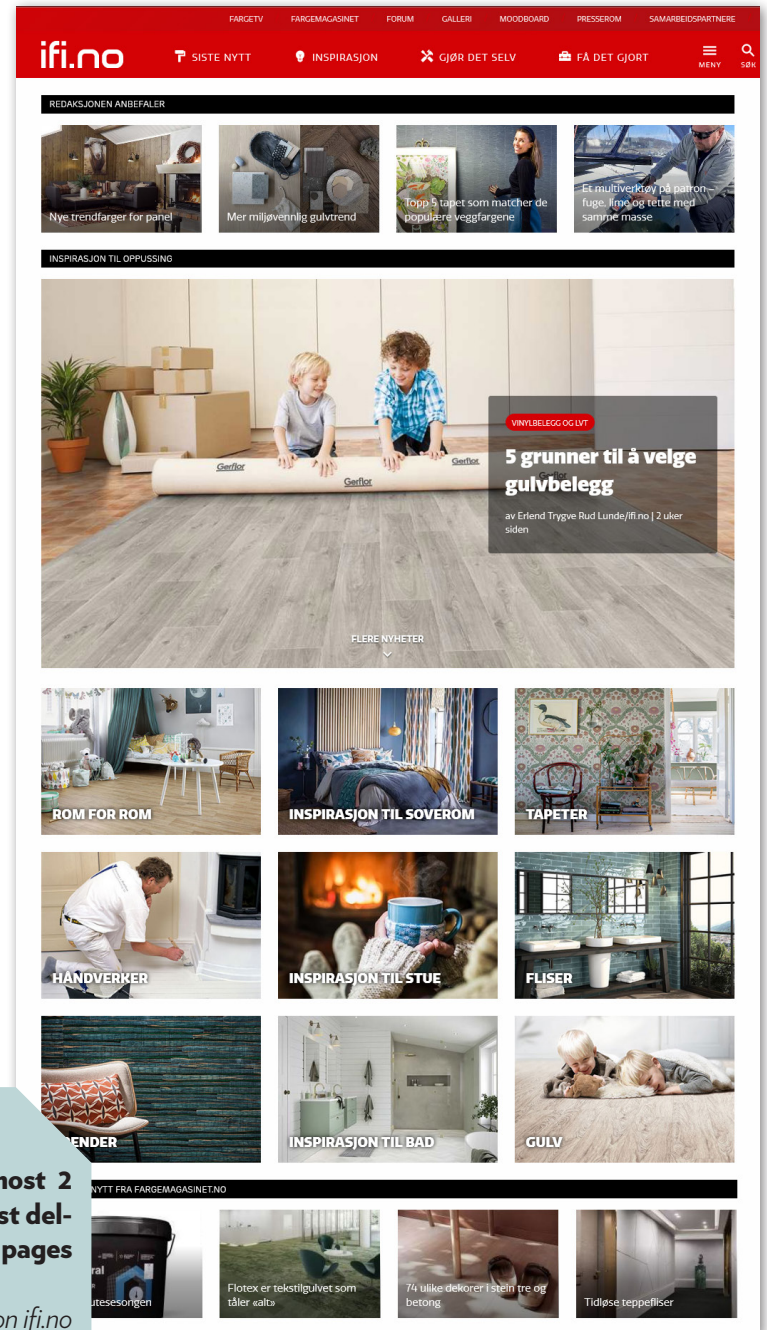
EDITORIAL AD ON SOME

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 8000 followers. The ad is labeled «Advertiser Content» and costs only NOK 21 000, - 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 2022

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 16 800/month*	980*240	400*250
Skyscraper	Desktop/tablet/mobile	NOK 21 000/month*	180*500	400*250
Floating skyscraper	Desktop/tablet/mobile	NOK 23 100/month*	180*500	400*250
Parallax/fullscreen	Desktop/tablet/mobile	NOK 37 800/month*	1920*1080	400*800
Half page	Desktop/tablet/mobile	NOK 18 900/month*	300*600	400*250
Netboard	Desktop/tablet/mobile	NOK 23 100/month*	580*400	400*250
Widescreen	Desktop/tablet/mobile	NOK 10 500/month*	480*240	400*150
Nyhetsbrev	Desktop/tablet/mobile	NOK 6 300/month*	600*150	400*150
Redaksjonell på Some	Desktop/tablet/mobile	NOK 21 000/month*		

*every third view

ADVERTISING/SALES

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