

# MEDIA GUIDE 2021 ARKITEKTNYTT

**Architectural News is Norway's magazine for architects, interior architects and landscape architects. The magazine focuses on topics that affect the Norwegian architectural industry, where interior architects, landscape architects, construction industry and public administration also play a central role.**

**ARKITEKTNYTT** brings you the news from Norway and abroad on architecture, interior architecture and landscape architecture. The magazine focuses on architects working at different levels. Besides being a current affairs magazine, Arkitektnytt is an arena for debate, subject criticism and technical innovation. The magazine is published 11 times a year, with a circulation of 5 700.

**ARKITEKTNYTT** is published by the National Association of Norwegian Architects (NAL) in cooperation with the Norwegian Association of Interior and Furniture Designers (NIL) and the Norwegian Association of Landscape Architects (NLA) and the Architects' Trade Union Federation (AFAG).

11 editions  
a year

## Target group specifications

Architects MNAL, AFAG and students	4116
Interior architects and designers MNIL	472
Landscape architects and students MNLA	705
Subscriptions	261
Others	103
<b>Totalt</b>	<b>5 657</b>

Each edition has an average of 8700 readers.

## Readers and reading time

- Around 80% have read the last 4-6 editions
- 60% say they read mostly or selected parts of the magazine
- About 60% spend up to one hour on each issue
- 54% read Arkitektnytt twice or more
- 57% take care of Arkitektnytt for 6 months or more

## How they read Arkitektnytt

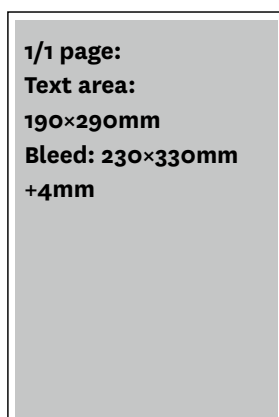
- 84% considers Arkitektnytt a serious journal
- About 80% believe they are up to date key news and current topics through the magazine
- 75% believe the magazine is valuable to their profession

## How are the product Ads read?

- More than 50% of Arkitektnytt readers states that product ads are useful in the workplace context
- Nearly half seek more information about advertised products
- 33% discuss advertised products with colleagues



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## RATES IN NOK

1/1 page	NOK 27.000
1/2 page	NOK 18.900
1/4 page	NOK 13.500
1/8 page	NOK 9.300
Cover inside	NOK 30.300
Back cover	NOK 31.500
Double page	NOK 43.400

All prices excl. VAT.

## INSERTS

Sending of attachments includes plastic packing with the magazine, addressing and distribution.

0–20 grams	NOK 6 per piece
21–50 grams	NOK 8 per piece
51–100 grams	NOK 10 per piece

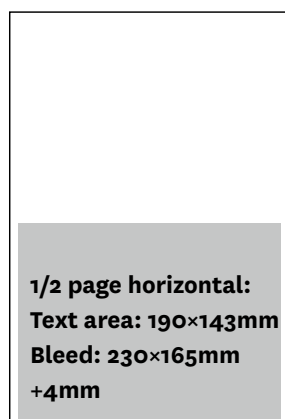
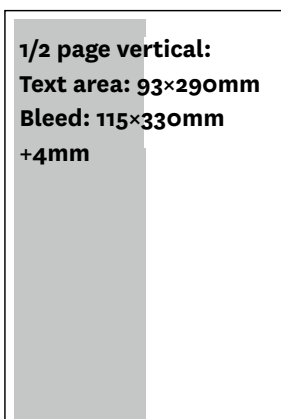
If the voucher weighs more, please contact us for an offer.

## DISCOUNTS

Discounts are given by annual Agreements or more ad impressions. Have in mind that discounts are also obtained by ordering together with Arkitektnytt and digital advertising. Agency Commissions 2%

## CANCELLATION DEADLINE

Cancellation must be made in writing within 2 weeks before material deadline. Remember to get a confirmation from us in return. The right to complaint lapses if material deadline is not complied. Complaints and corrections must be given in writing.



## EDITIONS 2021

No	Material deadline	Insert deadline	Publication date	Week
1	06.01	13.01	22.01	3
2	03.02	10.02	19.02	7
3	03.03	10.03	19.03	11
4	07.04	14.04	23.04	16
5	05.05	12.05	26.05	21
6	02.06	09.06	18.06	24
7	04.08	11.08	20.08	33
8	01.09	08.09	17.09	37
9	06.10	13.10	22.10	42
10	03.11	10.11	19.11	46
11	01.12	08.12	17.12	50

## TECHNICAL DATA

Magazine format 230×330mm  
Text area: 190×290mm  
Paper Cover 110g Edixion  
Papir Matter 110g Edixion

## CONTACT / ADVERTISING

### MATERIAL

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