

THE VERY BEST OF **SCANDINAVIA**

NORR Magazin 2015 | Content & Rates



NORR
SKANDINAVIEN-MAGAZIN

NORR Anniversary



A DECADE WITH NORR MAGAZIN!

Over the years, our Scandinavian magazine has become a fixture on the German-language magazine market. Over 70,000 people read **NORR**. They all share a great passion for nature and lifestyle in the Nordic countries. In **NORR**, readers will find inspiring wilderness reportage and the hottest travel tips, as well as the best of Scandinavian music, film, literature and photography.

A big thanks to all of you who have followed us throughout the years and have contributed to making this a very popular magazine. We look forward to continuing the journey with you during 2015.

Gabriel Arthur,
Editor in chief



NORR #1 SPRING

Sales: **6/2** Material: **12/2** On sale: **12/3**



HAPPY FISHING

Fly fishing with dad (SE)

The fisherwomen of the fjords (NO)

Guide: Scandinavian fishing paradises

Natural wonder High Coast (SE)

Whaling on the Faroese Islands (FO)

Culture: Swedish Jazz with a German label

Urban Nature: Copenhagen

NORR #2 SUMMER

Sales: **24/4** Material: **7/5** On sale: **28/5**



Special
edition
116
pages!

FAMILY ADVENTURES

Rømø - between Germany and Denmark (DK)

Wilderness adventures for kids in Kolmården (SE)

Guide: Family activities in Scandinavia

Kayaking in the Swedish archipelago (SE)

NORR-Review on the highlights 2005-2015

Environment: Lobster fishing for a better world (SE)

Urban Nature: Stockholm

FACTS & FIGURES

Range: ca. 70.000

Circulation: ca. 30.000

Subscriptions: ca. 4.000

Newsagents: ca. 6.000

Fairs (ISPO, OutDoor, ITB): ca. 4.000

Outdoor shops: ca. 16.000*

NORR #3 FALL

Sales: **21/8** Material: **3/9** On sale: **24/9**



MADE IN SCANDINAVIA

Culinary traveling with Hurtigruten (NO)

A visit to Gränsfors and Fiskars (SE/FI)

Guide: Best places for arts and crafts

Extreme sports in the Icelandic nature (IS)

Searching for truffles on Gotland (SE)

Pulse: Workout in nature (SE)

Urban Nature: Gothenburg

NORR #4 WINTER

Sales: **30/10** Material: **12/11** On sale: **3/12**



SNOWY ACTIVITIES

From the Alps to Trysil (NO)

Cross-country skiing in Finnish nature (FI)

Guide: The best spots for skiing

Homage to the beloved "Fjäll-Stuga" (SE)

The phenomenon of the winter sauna

Photography: Chasing the northern lights

Urban Nature: Helsinki

*NORR IS AVAILABLE IN OVER 400 OUTDOOR SHOPS

Our Green Partners (see more on page 4) purchase magazines that they pass on to their best retailers all over Germany, Austria and Switzerland.

NORR Online

YOUR
CLICK TO
THE NORTH



normmagazin.de was launched in 2013 and is on its way to become the most important German-speaking website for fans of Scandinavia and the Outdoors with approximately 15.000 visitors per month.

- Selected articles and stories
- News from the north
- City and outdoor guides
- Photo contest "Nordlicht"
- The best stories from our readers
- Travel and equipment tips



AUSZEIT SLIDE SHOW

Our big format photo show with linkage to the latest NORR-coverage, presented by a relevant partner.



SCANDINAVIA-QUIZ

Our carefully illustrated quiz about special topics regarding Scandinavia, presented by a relevant partner.

NORR Events

BERLIN MIDSOMMAR

Our popular Midsommar festival with more than 2.000 visitors, excellent Scandinavian bands, traditional Midsommar activities and Swedish food in the centre of Berlin.



PICTURES OF THE NORTH

Our big photo exhibition with a selection of the best pictures from the magazine and the NORDLICHT photo contest in Berlin and Hamburg.



NORR Green Partner

The NORR Green Partner programme is aimed for companies that actively work with environmental issues. The benefits:

- Up to 50 percent savings on regular ad rates
- Free NORR issues for selected retailers
- Company presentation in NORR and on normmagazin.de
- News und product presentations
- Contribution to our project that protects Scandinavian old forests

In cooperation with:



**GREENROOM
VOICE**
building Trust & Transparency

Lundhags

patagonia

Woolpower



VAUDE



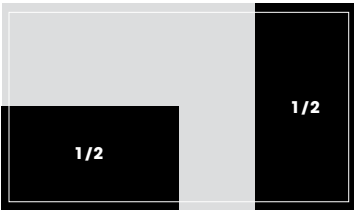
NORR Magazin / Rates and measurements



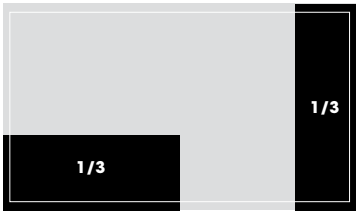
7 350 EUR
TS: 390 x 244 mm
BS: 420 x 280 mm



3 900 EUR **1 850 EUR**
TS: 188 x 258 mm TS: 84 x 270 mm
BS: 210 x 280 mm



2 200 EUR **2 200 EUR**
TS: 188 x 120 mm TS: 90 x 258 mm
BS: 210 x 136 mm BS: 104 x 280 mm



1 600 EUR **1 600 EUR**
TS: 188 x 80 mm TS: 59 x 258 mm
BS: 210 x 95 mm BS: 73 x 280 mm

Inside cover	4 350 EUR	2 ads: 10 % discount
Outside back cover	4 800 EUR	3 ads: 15 % discount
Supplements from	1 000 EUR	4 ads: 20 % discount

TS = Trim size, BS = Bleed size + 5 mm bleed. Four colour model (CMYK). For profiles contact katja@norrmagazine.com

NORR Website / Banners and measurements



Panorama
60 EUR (CPM)
1068 x 120 px



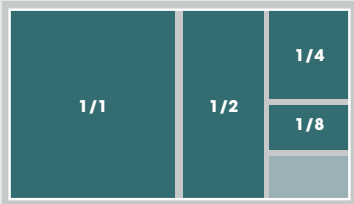
Rectangle
45 EUR (CPM)
528 x 264 px

Slideshow "Auszeit"	900 EUR (Duration: 1 month)
Scandinavia-Quiz	700 EUR (Duration: 1 month)

CPM (Cost per mille) = cost for 1.000 ad views. For more infos contact phillipp@norrmagazine.com

NORR Scandinavia partner

PRINT CLASSIFIED



1/1: 184 x 247 mm
1/2: 90 x 247 mm
1/4: 90 x 120 mm
1/8: 90 x 55 mm

PRINT ADVERTORIAL



1/1: 1.500 characters, picture, info, logo
1/2: 600 characters, picture, info, logo
1/4: 300 characters, picture, info, logo
1/8: 300 characters, picture, info, logo



norrmagazin.de/links

PRINT&ONLINE PACKAGE

Favourable and effective possibility of presentation for travel agents, destinations, holiday cottages, hotels, distributors of Scandinavian products etc. Book your ad or advertorial as a package in the magazine and online.

PRINT	ONLINE	PACKAGE PRICE
1/1	Big advertorial	2.400 EUR
1/2	Big advertorial	1.200 EUR
1/4	Big advertorial	600 EUR
1/8	Small advertorial	300 EUR



NORR Readership

NORR READERS LOVE SCANDINAVIA

95% plan to travel more than one week in Scandinavia.

NORR READERS TRAVEL INDIVIDUALLY

94 % plan their trip to Scandinavia on their own.

The most popular transportation:

1. Car **71%**
2. Ferry **49 %**
3. Plane **35 %**
4. Train **28 %**

NORR READERS CONSIDER THE ENVIRONMENT

90 % are willing to pay more for a sustainable product. For over 80 % environmental considerations are important when choosing their destination.

NORR READERS ARE ACTIVE

89 % plan to purchase outdoor clothes and equipment in the coming year.

Top 10 interests

1. Hiking **92%**
2. Paddling **79%**
3. Biking **79%**
4. Exploring nature **76%**
5. Climbing/Trekking **69%**
6. Skiing **66%**
7. Cities/Sightseeing **55%**
8. Food and drink **53%**
9. Animal watching **50%**
10. Camping **46%**

»The list of places I want to see gets longer and longer for every issue..«

Katharina Matthiesen, Hamburg

*»Reading **NORR** is pure relaxation and downshifting for me.«*

Marco Thomsen, Kiel

*»**NORR** is not a usual travel magazine, nature comes always first.«*

Joachim Flade, Stegaurach

NORR READERS
are happy

Over **90%** consider texts, photos and layout as good or very good. **87%** keep **NORR** Magazin

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