

# RETAIL

magasinet

# MEDIAKIT 2023

## Why advertise in Retailmagasinet?

- You reach out to leaders and decision makers within retail chains and shopping malls as well as leaders within wholesale in general
- Ad placed in correct editorial environment in a magazine with focus on news for traditional wholesale, e-commerce and shopping malls
- Visibility in Norway's only publication for the whole retail trade, distributed in 2000 ex.



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**Kine Holm**

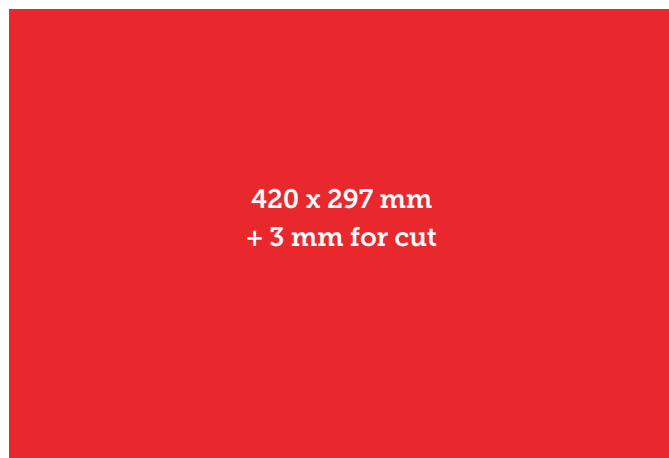
kine@a2media.no  
Tlf: + 47 958 94 913

## ISSUES:

	Deadline	Distribution date
Nr. 1	20.01	09.02
Nr. 2	17.02	09.03
Nr. 3	11.04	27.04
Nr. 4	19.05	08.06
Nr. 5	14.08	04.09
Nr. 6	22.09	12.10
Nr. 7	03.11	23.11

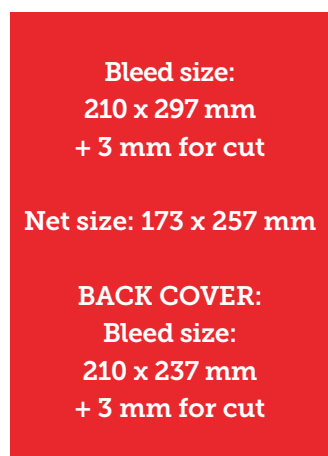


## AD SIZES:



420 x 297 mm  
+ 3 mm for cut

2/1-page bleed size

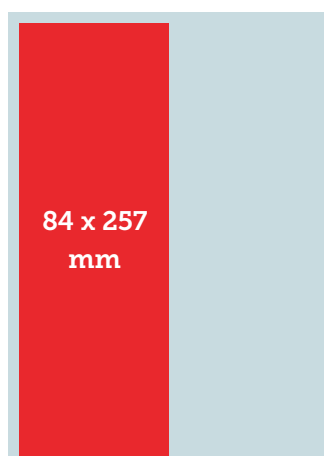


Bleed size:  
210 x 297 mm  
+ 3 mm for cut

Net size: 173 x 257 mm

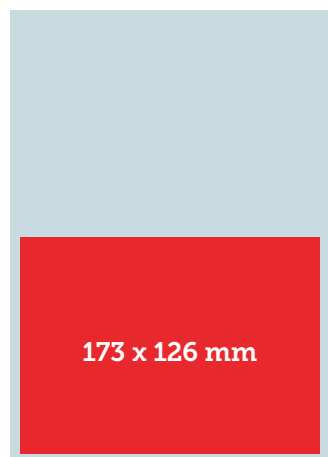
**BACK COVER:**  
Bleed size:  
210 x 237 mm  
+ 3 mm for cut

1/1-page



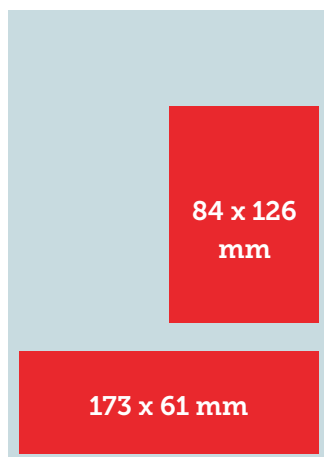
84 x 257  
mm

1/2-page vertical



173 x 126 mm

1/2-page horizontal



84 x 126  
mm

173 x 61 mm

1/4-page

## PRICES:

	Price
2/1-page	25.000,-
1/1-page	17.500,-
1/2-page	10.600,-
1/4-page	6.300,-
Back cover	21.000,-
Page 2	19.500,-

All prices are ex. mva

## EDITORIAL ADVERTISING PACKAGE

Either you send us a text, or our journalist write it for you. The editorial ad must be marked with "Advertisement" and will be distributed in our magazine, on our website, newsletter and LinkedIn.

2/1 page editorial ad marked with "sponsored article"  
+ 2/1 page profile ad.

2/1 page editorial ad marked with "sponsored article"  
+ 1/1 page profile ad.

## ADS:

Send to: [kine@a2media.no](mailto:kine@a2media.no) or [anita@a2media.no](mailto:anita@a2media.no)  
within deadline.

## Specs:

Ads must be sent as PDF-file with high resolution.  
CMYK colour

## SUPPLIER ADS:

Same ad on web and magazine.

## Standard:

40 x 55 mm: Price NOK 6.500,- pr. year.

## Big:

40 x 110 mm: Price NOK 9.500,- pr. year.

## INSERTS:

Contact for price

Your ad in **Retailmagasinet** reach out to decision makers in shops, retail chains and shopping malls. The target group is management and administration in retail, from big shoppingcenters to smaller shops.