

ENGLISH

ad info 2011

# Sport



[www.sportsbransjen.no](http://www.sportsbransjen.no)

Sportsbransjen as



# Sport

**Sport** is published by Sportsbransjen AS, being the trade journal for the Norwegian sport industry. **Sport** is the only journal that is distributed to executives and buyers representing the whole range of sport shops, -chains and companies.

**Sport** is an independent journal. Its principal aim is to provide news and current articles about and to the whole sport industry.

READER SURVEY  
AUTUMN 2007

## Reader survey conclusions:

- **Sport** is perceived as being up-to-date, independent and serious.
- Very good readability.
- Close to 70 per cent has read the journal for more than three years
- Most spend between a quarter and an hour reading the journal
- Some 50 per cent spend more than 30 minutes reading the journal.

## Statements made by advertisers:

- 63 %: Correct target group.
- 69 %: Make for good visibility in the trade.
- IN GENERAL: "Fresh and current journal that generates good value for advertising."

## Ad formats:

### DOUBLE PAGE SPREAD:

Format: 490 x 330 mm\*  
Type area: 460 x 290 mm

### FULL PAGE:

Format: 245 x 330 mm\*  
Type area: 218 x 290 mm

### HALF PAGE:

Horizontal: 218 x 140 mm  
Horizontal bleed: 245 x 168 mm\*  
Vertical: 106 x 290 mm  
Vertical bleed: 121 x 330 mm\*

### OTHER FORMATS:

Vertical 1/3 page: 68 x 290 mm  
Vertical 1/3 page bleed: 83 x 330 mm\*  
Quarter page: 106 x 140 mm  
Horizontal quarter page: 218 x 70 mm



\* All bleed ads must have a minimum 3 mm trim edge on all sides.

## Ad rates:

Format	Ordinary issue (NOK)	Trade show issue (NOK)
Full page	14 500	17 100
1/2 page	10 000	12 400
1/3 page	8 500	10 400
1/4 page	7 100	8 500
2 <sup>nd</sup> and 3 <sup>rd</sup> cover	15 900	18 800
Back cover	16 400	19 400
Centre spread	31 800	38 100
Inserts	Please contact advertising manager	

\* Eur exchange rate is adjusted at current rate on date of invoice. Invoices are issued in NOK. Iban no: NO2560870542480 Swift code: NDEANOKK All prices are ex VAT. **Subject to change,** see [www.sportsbransjen.no](http://www.sportsbransjen.no)

## Web ads:

FORMATS: Gif, Gif-animation, JPG and Flash (NB: Size is given in pixels)

KEEP IN MIND: Ad attached to correct web link.

### Flash ad 1

Shown on main page and adjoining pages

FORMAT: 1000 x 220 pixels

PRICE: NOK 20 000,- a month

### Flash ad 2

Shown on main page and adjoining pages

FORMAT: 550 x 143 pixels

PRICE: NOK 10 000,- a month

### Flash ad 3

Shown on main page and adjoining pages

FORMAT: 199 x 143 pixels

PRICE: NOK 6 000,- a month

### Flash ads 4 & 5

Shown on news pages

FORMAT: 530 x 60 pixels

PRICE: NOK 4 000,- a month

### Logo

Shown on main page and adjoining pages

FORMAT: 129 x 75 pixels

PRICE: NOK 1 000,- a month



**Vacancy ad web:** PRICE: NOK 6 000,- / shown 14 days after application date

## Volumdiscounts, pre-ordered ads:

10 per cent discount on orders over NOK 28 000

15 per cent discount on orders over NOK 35 000

20 per cent discount on orders over NOK 65 000

25 per cent discount on orders over NOK 110 000

30 per cent discount on orders over NOK 200 000

## Publication schedule:

Issue no:	Publication date:	Ad copy deadline:
1 Trade issue <sup>A, C, E</sup>	5 <sup>th</sup> January	15 <sup>th</sup> December
2 Increased distribution <sup>B, F, G</sup>	23 <sup>rd</sup> February	9 <sup>th</sup> February
3 Increased distribution <sup>C, D</sup>	12 <sup>th</sup> April	29 <sup>th</sup> March
4	7 <sup>th</sup> June	24 <sup>th</sup> May
5 Trade issue <sup>A, E, C</sup>	12 <sup>th</sup> August	2 <sup>nd</sup> August
6	26 <sup>th</sup> September	12 <sup>th</sup> September
7	8 <sup>th</sup> November	27 <sup>th</sup> October
8	13 <sup>th</sup> December	29 <sup>th</sup> November

Increased circulation with added distribution on trade shows:

A Norspo trade show (MX-Sport / Stadion/ Coop)

B On Snow - Skiteston on Geilo

C Sport 1 trade show

D Stadion trade show

E Gresvig trade show

F Coop Hardware trade show

G MX-Sport Hardware trade show

See trade shows updates on [www.sportsbransjen.no](http://www.sportsbransjen.no)

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2011

Publisher: Sportsbransjen AS, Sjølyst Plass 3, N-0278 Oslo, Norway

#### Technical data:

CIRCULATION: 3000  
METHOD OF PRINTING: Offset  
AD COPY: Digital, please see below

#### Submission of ad copy:

07 Aurskog, N-1930 Aurskog, Norway  
TELEPHONE: +47 63 86 44 63. TELEFAX: +47 63 86 44 02  
CONTACT: Morten Hernæs. E-MAIL: morten.hernaes@07.no

Submit ad copy electronically by mail, Fast Send or on CD.  
E-MAIL: Files smaller than 10 mb may be sent by e-mail to: morten.hernaes@07.no  
(please mark "Sport ed. + advertiser").

PDF: All fonts must be embedded and all colour elements must be in CMYK-mode. Standard resolution of pictures is 300 dpi, a minimum of 150 dpi is required.

FAST SEND: Alle files larger than 10 mb should be sent by Fast Send. Please go to [www.07.no](http://www.07.no) and choose "Send oss filer". Follow instructions. Choose 07 Aurskog and category: Annonser (adverts).

#### Ad design:

Can be done by the 07 Group, division Aurskog, by agreement.

#### Terms:

Terms of payment: 120 days after date of publication.  
All rates are ex VAT.

Cancellation must be in writing and no later than eight days before the deadline for material. In the event of a late cancellation, the customer must pay for the ad space even if it is used for editorial content or for other ads.

**In the event of late submissions of ad copy the customer may be charged for extra expences based on an hourly rate of NOK 700 for additional work. 07 will not honour complaints for errors in ads submitted after the ad copy deadline.**

The magazine's maximum liability is limited to the cost of the ad.  
Damage due to faulty workmanship will not be compensated.

#### Ad manager:

Hedda Sponland  
E-MAIL: [hedda.sponland@sportsbransjen.no](mailto:hedda.sponland@sportsbransjen.no)  
ADDRESS: Sjølyst Plass 3, N-0278 Oslo, Norway  
CELL PHONE: +47 928 55 222

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"Sport is a fresh and current journal that generates good value for advertising"

statement given by advertiser in *Sport* reader survey 2007