NORR 2019
Media facts – topics, dates and rates
NORR facts & contacts

NORR Skandinavien-Magazin

NORR is the German magazine for outdoor, travelling and lifestyle in Scandinavia.

With four seasonal issues a year, NORR inspires its 70,000 readers in Germany, Austria and Switzerland to discover the beautiful northern landscapes and cultures.

NORR stands for an active, conscious and eco-friendly way of travelling and exploring nature.

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NORR readers

**BOTH MEN AND WOMEN**
- 58% male
- 42% female
- Ø 44.3 years

**WELL EDUCATED**
- 67% with university degree

**NATURE ENTHUSIASTS**
- 85% name outdoor activities as a main interest,
- 73% love to read about nature and environmental issues.

**DEDICATED TO SCANDINAVIA**
- 95% planning a multi-week trip to Scandinavia

**INSPIRED BY NORR**
- 78% are using NORR-information about travel offers/companies when planning their trip to Scandinavia.
- 91% consider NORR’s product news, tests, guides and eco-ratings as helpful when buying new outdoor wear/equipment.

**ECO-MINDED**
- 92% are willing to spend more money on an eco-friendly product.
- Over 85% consider environmental aspect as important when selecting a destination.

NORR distribution

- Total circulation: 30,000
- Readership in D/A/CH: ca. 78,000
- Outdoor shops*: ca. 11,000
- Subscribers: ca. 6,500
- Newsagents: ca. 7,500
- Travel fairs & partners: ca. 1,500
- Scandic hotels: ca. 2,000
- Leading outdoor fairs**: ca. 1,500

*more than 300 outdoor shops selected by our NORR Green Partners (more information on page 6)

**Scandinavian Village on the outdoor fairs ISPO (München) and OutDoor (Friedrichshafen)
Springtime

**Biking Scandinavia:**
Wonderful northern ways on two wheels

**Natural spectacle:**
Breath-taking bird watching in Östergötland

**Glamorous Camping:**
5*-tents on Danish festivals & Swedish islands

**Wild kids:**
Raising new outdoor generations in Lapland

**Mini-metropolis:**
Tampere

On Sale: March 7th
Booking deadline: January 31st
Material deadline: February 6th

Falltime

**The Hunter:**
Survival tales of Svalbard

**Nordic food adventures:**
Delicious life all over Scandinavia

**Utsi and the reindeers:**
Traditional sami life in beautiful images

**No fear of the bear:**
Natural therapy in Helsinglands wilderness

**Mini-metropolis:**
Trondheim

On Sale: September 19th
Booking deadline: August 15th
Material deadline: August 21st

Summertime

**Vanlife:**
Sweden & Norway in lovely mobile homes

**Dairymade for one summer:**
Basic life, tradition and wonderful cows

**Follow the river:**
Packrafting in Lapland & canoing in Skåne

**Hike the Island:**
Sweden’s flattest track on beautiful Öland

**Mini-metropolis:**
Uppsala

On Sale: May 23rd
Booking deadline: April 18th
Material deadline: April 24th

Wintertime

**Endless snow adventures:**
Fjäll-kiting and archipelago-ice-skating

**Winter action with new style:**
NoBoard trend from Swedish Lapland

**Meditation in the cold:**
Ice Bathing experience in Fjord Norway

**World champion destination:**
Jämtlands skiing paradise Åre

**Mini-metropolis:**
Akureyri

On Sale: November 29th
Booking deadline: October 25th
Material deadline: October 30th
NORR print ads

Ad formats & prices

<table>
<thead>
<tr>
<th>Format</th>
<th>Type Area</th>
<th>Trim Size *</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Backside Cover</td>
<td>---</td>
<td>210 x 280 mm</td>
<td>5 600 Euro</td>
</tr>
<tr>
<td>Inside Cover</td>
<td>---</td>
<td>210 x 280 mm</td>
<td>5 100 Euro</td>
</tr>
<tr>
<td>2/1 Full spread</td>
<td>390 x 244 mm</td>
<td>420 x 280 mm</td>
<td>8 400 Euro</td>
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<tr>
<td>1/1 Full Page</td>
<td>188 x 258 mm</td>
<td>210 x 280 mm</td>
<td>4 600 Euro</td>
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<td>1/2 Horizontal</td>
<td>188 x 120 mm</td>
<td>210 x 140 mm</td>
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</tr>
<tr>
<td>1/2 Vertical</td>
<td>90 x 258 mm</td>
<td>104 x 280 mm</td>
<td>2 600 Euro</td>
</tr>
<tr>
<td>1/3 Horizontal</td>
<td>188 x 80 mm</td>
<td>210 x .95 mm</td>
<td>1 950 Euro</td>
</tr>
<tr>
<td>1/3 Vertical</td>
<td>59 x 258 mm</td>
<td>73 x 280 mm</td>
<td>1 950 Euro</td>
</tr>
</tbody>
</table>

Discounts: 2 ads: 10% 3 ads: 15% 4 ads: 20%

Spezial ad formats

Supplements
Distribute catalogues, flyers, brochures, book samples etc. with NORR.
From 1 900 Euro
Targeted distribution and stitched inserts on request.

Branded stories
Tell an authentic story about your product, experience, service or destination in NORR.
From 4 300 Euro
Production prices on request.
Please download our product sheet with different examples, formats and prices.

NORR Spezial:
Present your focus region or subject in a distinctive special edition of NORR.
Prices & possibilities on request.
**Online banners**

<table>
<thead>
<tr>
<th>Format</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Panorama Banner (web)</td>
<td>60 EUR/1 000 ad Impressions</td>
</tr>
<tr>
<td>Rectangle Banner (web)</td>
<td>45 EUR/1 000 ad impressions</td>
</tr>
<tr>
<td>Box Banner (web)</td>
<td>25 EUR/1 000 ad impressions</td>
</tr>
<tr>
<td>Exclusive Newsletter Banner</td>
<td>500 EUR 11 000 subscribers</td>
</tr>
<tr>
<td>Content partnership (advert., quiz, slide show)</td>
<td>900 EUR (incl. social media)</td>
</tr>
</tbody>
</table>

**Content partnership**

- **NORR Guide partner**: Guides and informative articles linked to your products or offers
- **Social Media Spread**: All sponsored content is shared on social media and in the newsletter

**Partner of the month (website and newsletter package):**

Panorama Banner (min. 20 000 AI) + Exclusive Newsletter Banner **950 EUR**

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*norrmagazin.de (20 000 vis/mon)*
Leading German website for Outdoor & Lifestyle in Scandinavia

*NORR Post (8 000 subscribers)*
High quality monthly newsletter to 8 000 Scandinavia enthusiasts

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**Nordlicht statt Feuerwerk: Sechs Silvester-Tipps in Skandinavien**

Vergessen Sie winterliche Ausflugsziele, die Ihnen an Ausflugszielen durch die Skandinavien führen. Hier sind fünf Tipps für die Silvesterfeiern, die Sie nicht verpassen sollten.

**Guido Partner**

**NORR quiz partner**
Illustrated competition linked to a NORR subject and your brand

**NORR Slide Show Partner**
Big format slide show linked to a NORR feature and your brand

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*NORR digital ads*
NORR partnerships

NORR Travel Partner program

EDITORIAL PRESENTATION IN THE MAGAZINE

Company profiles & travel offers
Sponsored stories, guides & portraits

+ PRESENTATION ON NORRMAGZIN.DE/REISEN

Own partner page
Online travel offers
Links on relevant pages

→ TRAVEL PARTNER PACKAGES

1/2 page print advertorial* + partner page + 6 online offers 1 400 EUR
1/1 page print advertorial* + partner page + 12 online offers 2 600 EUR
2/1 page print advertorial* + partner page + 12 online offers 3 400 EUR

*Taken in the travel section

NORR Green Partner program

TAKING STEPS TOGETHER

Green Partner idea:
In the Green Partner program we cooperate with the leading outdoor brands regarding sustainability.
We help them to spread their message to more than 300 retailers and 70 000 ecology minded outdoor fans.

Green Partner benefits:
✓ Editorial presentation in the magazine and online
✓ Presentation of new sustainable products
✓ Up to 50% discount on ads and banners
✓ Free magazines for own stores and retail partners

ARE YOU OUR NEW GREEN PARTNER?

Do you have a Code of Conduct for suppliers and/or staff?
Do you work with reducing hazardous substances? How?
Did you run through certification systems like bluesign, PWF etc.?

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NORR donates 5% of the Green Partner proceeds to the environmental foundation Naturarvet to save natural forests in Sweden