

NORR 2020

Media facts – topics, dates and rates.

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 Nordic nature.



NORR Agency | Stockholm
norragency.com
+ 46 8 462 07 07

Karen Hensel | **Outdoor**
+ 46 76 906 67 24
karen@normagazine.com

Philipp Olsmeyer | **Destinations**
+ 46 76 297 70 22
philipp.olsmeyer@norragency.com

Victoria Reim | **Travel, Lifestyle**
+ 46 73 640 95 63
victoria@normagazine.com

NORR readers



Both men and women
53% male
47% female
44,3 years



Well-educated
63% with university degree



Nature enthusiasts
85% name *outdoor activities* as a main interest.
73% love to read about *nature and environmental* issues.



Really dedicated to Scandinavia
95% planning a multi-week trip to Scandinavia this or next year.



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 or service.
85% consider environmental aspect as important when selecting their next travel destination.

NORR distribution

Total circulation	30 000	Readership in D/A/CH	ca. 75 000
Outdoor shops*	ca. 12 000	Travel fairs	ca. 2 000
Subscribers	ca. 6 500	Leading outdoor fairs**	ca. 1 500
Newsagents	ca. 6 500	Partners and promotions	ca. 1 500

*more than 300 outdoor shops selected by our NORR Green Partners (more information on page 5)

**Scandinavian Village on the outdoor fairs ISPO (winter) and OutDoor by ISPO (summer) in Munich.



Spring

Relaxing & Soulfulness

Astonishing retreats, forest bathing and wilderness escapes

Plus:

Horseback riding and cycling from farm to farm in picturesque countryside

Adventurous outdoor experiences on UNESCO world heritage Högå kusten

Urban Insiders: Helsinki

On Sale: March 5th

Booking deadline: January 31st

Material deadline: February 7th



Summer

Islands & Seas

Secret spots on Bornholm, Gotland and the Stockholm archipelago

Plus:

Coastal survival skills and midnight sun hiking in arctic landscapes

Swimming and long distance running in spectacular nature sites

Urban Insiders: Malmö

On Sale: May 20th

Booking deadline: April 17th

Material deadline: April 24th



Autumn

Grey gravel & colourful trees

Biking and hiking through wonderful Scandinavian autumn landscapes

Plus:

Craft and design: Shape and create your own Nordic-style items

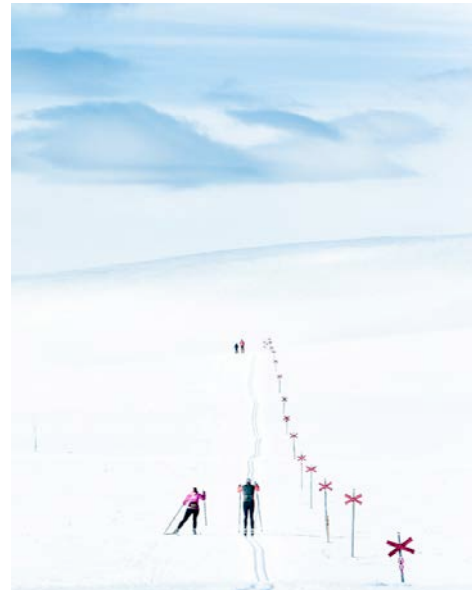
The sound of silence: How to discover Sweden's most peaceful places

Urban Insiders: Bergen

On Sale: September 18th

Booking deadline: August 14th

Material deadline: August 21st



Winter

Glide & Explore

Cross-country skiing, snow kiting and ice skating in the North

Plus:

Breath-taking snow and ice photography from the Arctic region

Northern light spotting from cosy huts in the wilderness.

Urban Insiders: Copenhagen

On Sale: November 26th

Booking deadline: October 23rd

Material deadline: October 30th

Print

Ad formats:



Formats	Type Area	Trim Size	Price
Backside Cover	---	210 x 280 mm	5 500 Euro
Inside Cover	---	210 x 280 mm	5 100 Euro
2/1 Full spread	390 x 244 mm	420 x 280 mm	8 400 Euro
1/1 Full Page	188 x 258 mm	210 x 280 mm	4 600 Euro
1/2 Horizontal	188 x 120 mm	210 x 140 mm	2 600 Euro
1/2 Vertical	90 x 258 mm	104 x 280 mm	2 600 Euro
Discounts:	2 ads: 10%	3 ads: 15%	4 ads: 20%

Supplements:



Distribute catalogues, flyers, brochures, book samples etc. with NORR.

From 1 900 Euro

Targeted distribution and stitched inserts on request.

Native advertising:



Tell the story about your product, experience, service or destination in NORR.

From 4 300 Euro

Production prices on request. Please ask for our product sheet.

Specials:

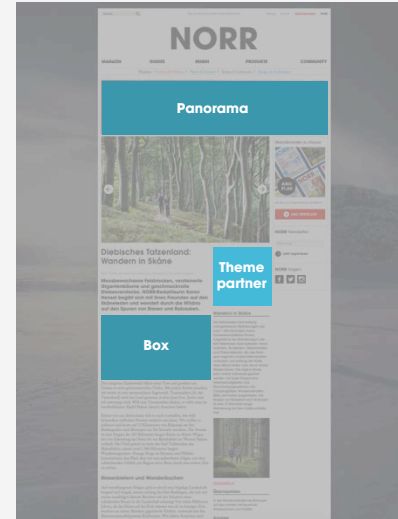


Present your focus region or subject in a special edition distributed via NORR.

Prices/possibilities on request

Digital publication and an own theme page included.

Digital



norrmagazin.de

is the leading website for outdoor and lifestyle in Scandinavia visited by 20 000 Nordic nature enthusiasts each month.

Formats*

Panorama: Eye-catching, representative banner at the page top | 60 Euro/1 000 AI

Box: Thematically integrated banner in features and guides | 30 Euro/1 000 AI

Theme partner: Company presentation and link on all content about a certain region or subject | **Prices on request**

**the site will be completely re-launched in April 2020. Please contact us for more information and exact sizes.*

Newsletter:



Bi-weekly newsletter focused on a specific subject/region to more than 15 000 subscribers

Banner: 500 Euro

Please contact us for the upcoming topics and dates

Online advertorial:



Sponsored story or guide about/linked to your product, travel offer or destination.

From 1 500 Euro

Concept, text production and SEOOptimizing included.

Social Media targeting:



Spread your message to a defined target group via our social media channels.

From 500 Euro

Included for all online advertorial bookings.

NORR Travel Partner

For accommodations, ferries, travel companies and experiences.



Magazine



Editorial print presentation

Tell the story about your company or product with an article in the popular travel section of NORR magazine.

Digital



Online Communication

Partner page, thematically placed product teasers on normmagazin.de and newsletter/social media teasers.

Package prices:

1/2 page print advertorial + partner page + 3 online offers + 1 newsletter teaser	1 400 Euro
1/1 page print advertorial + partner page + 6 online offers + 2 newsletter teaser	2 400 Euro
2/1 page print advertorial + partner page + 9 online offers + 3 newsletter teaser	3 400 Euro

NORR Green Partner

For sustainable travel companies, destinations and outdoor brands.



Green Partner concept:

NORR's mission is to help and inspire people to discover Nordic nature in both the most exciting and the most sustainable way.

In the Green Partner program we are cooperating with outdoor brands, travel companies and destinations that share our mission and mind-set and work actively with environmental questions.

We help them to spread their message and present sustainable products, trips and experiences to 300 retailers and 75 000 ecology minded outdoor fans.

Green Partner benefits:

- ✓ 25% discount on all ad, advertorial and digital communication prices
- ✓ Editorial company presentation in the magazine and online
- ✓ Presentation of new sustainable products, travel concepts and experiences print and online
- ✓ Free magazines and test subscriptions for customers, own stores and retail partners
- ✓ 5% of the proceeds are donated to the environmental foundation Naturarvet to save natural forests

Join us!

Become a Green Partner? Please let us know more about your company or organisation, your sustainability approach and your communication needs.

Contact:

Philipp Olsmeyer
 philipp.olsmeyer@norragency.com
 + 46 76 297 70 22