



## About The National Defense Magazine

As a professional medium, our task is to conduct journalism and create debate. The editors have a free and independent position in accordance with the Media Responsibility Act, and work in line with the Editor's poster.

By advertising in Forsvarets forum's magazine, you target a wide spectrum of readers. Everything from thousands of conscripts to generals, colonels and politicians.

A large part of the recipients of the magazine are reservists, who work in the civilian sector. Among our readers you will find managers and key persons in a wide range of public and private enterprises, many working within security and preparedness in a broad sense.

Our readers are also interested in technology, cars, boats, motorhomes, cabin life, hunting, hiking, travel, books/film/music (especially military).

**We can offer customized advertising packages which includes both Print and Web.**



## Ad Formats and Prices in the Journal (ex. vat)

<p><b>2-sided spread</b> 454 x 290 mm + 3 mm bleed</p> <p><b>NOK 52.500,-</b></p>	<p><b>1/1 back page bleed</b> 227 x 230 mm + 3 mm bleed</p> <p><b>NOK 36.500,-</b></p>	<p><b>1/1 page cover, plus page 3/4/5</b> 227 x 290 mm + 3 mm bleed</p> <p><b>NOK 33.500,-</b></p>	
<p><b>1/1 page</b> 201 x 266 mm (no bleed)</p> <p><b>NOK 31.500,-</b></p>	<p><b>1/1 page bleed</b> 227 x 290 mm + 3 mm bleed</p> <p><b>NOK 31.500,-</b></p>	<p><b>1/2 page width</b> 201 x 131 mm</p> <p><b>NOK 17.500,-</b></p>	<p><b>1/2 page height</b> 98x266 mm</p> <p><b>NOK 17.500,-</b></p>

**Circulation: 40.600** (3.600 digital)  
About 100.000 readers of each issue.

**Appendix to the magazine:**  
It is now possible to have attached attachments to the magazine.

Contact advertising seller for offer.

**Key figures for the Defense online forum:**  
Approximately 22,000 unique users per day.  
Newsletter: Over 18,500 subscribers on daily newsletters  
Facebook: 34,000 followers.  
Instagram: 13,000 followers.  
LinkedIn: 7,000 followers.

## Publication Plan 2024

No	Material Deadline	Release
1	January 22	February 7
2	April 2	April 17
3	August 12	August 28
4	November 11	November 27

**Do you want to advertise? Contact:**

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