

KYST magasinet
Media kit
2012





KYSTMAGASINET has the fishing fleet and the industry as its main target group. We give our advertisers a very high exposure towards this target group. For non-Scandinavian advertisers take your information to the core of the market if you are selling equipment and technology to the fishing fleet and related industries in the seafood sector.

KYSTMAGASINET focuses towards news related to technology and equipment for fishing vessels, including other editorial material of interest for the industry sector. Our approach and choice of magazine content has created a very positive feedback and response from both vessel owners and suppliers. It confirms our editorial approach to be correct.

As a media we will assist you in reaching the target group with news and information. "You provide the news – we provide the right readership".

Kystmagasinet has a website that is continuously updated to fully suit the needs for both our readers and advertisers. Please check out www.kystmagasinet.no. All news and information on our website can of course be accessed for free. Our magazine can also be downloaded for use on Ipad.

We strongly believe that your company will benefit from using Kystmagasinet as the right tool to reach the large Nordic market for fishery gear, equipment and industry. In 2012 we will publish 9 issues, filled to the brim with interesting articles for the fishing fleet and the seafood sector. We participate or are present in most of the important expositions, and our magazine is distributed to participants. Our printed circulation increases year by year, confirming our strategy to be right.

Join us as an advertiser!

TARGET GROUP/ CIRCULATION

Kystmagasinet main targets are owners, fishermen and company executives with relationship to:

- The fishing fleet in Norway
- Coastal fishing fleet
- The fishing fleet in Denmark
- The Fishing fleet in Faeroese Islands
- Organizations and Associations
- Producers and distributors
- Industry

EDITORIAL COVERAGE

Circulation: 5200 issue

The high circulation directed towards a very specified target group, makes Kystmagasinet the first choice for companies trying to promote products or services towards the Scandinavian fishing industry.

- Special editorial on deliveries of new vessels
- Research and development
- Fishery- and vessel electronics
- Technology
- Economy



PUBLISHING SCHEDULE

issue	deadline	Special topic	Exhibitions
1. Febr.	13. January	Marine Engines /propulsion	
2. March	10. february	Processing Industry	
3. May	16.march	Repairs and maintenance	
4. June	11. may	Fishing gear and catch technology	
5. July/aug.	22. june		Nor-Fishing
6. Sept.	24. aug.	Møre og Romsdal	
7. Oct.	28. sept.	Electronics	
8. Nov.	26. oct.	Shipbuilding/ Yards	
9. Dec.	30. nov.	Coast fisheries	

ADVERTIZINGSIZE/RATES (Mechanical specifications)

2/1 page full bleed:	426 x 281 mm	NOK 27.000
1/1 page full bleed:	216 x 281 mm	NOK 16.500
2/3 page vertical:	116 x 242 mm	NOK 13.000
1/2 page horizontal:	177 x 118 mm	NOK 9.900
1/2 page vertical:	88 x 242 mm	NOK 9.900
1/4 page vertical:	88 x 118 mm	NOK 5.500
1/4 page horizontal:	177 x 56 mm	NOK 5.500
1/8 page	88 x 56 mm	NOK 2.800

Additional cost selected pages:

Back Cover:	216 x 241 mm	NOK 22.000
Page 3:		NOK 19.000

24 % vat. not included in rates. All rates based on full color.

TECHNICAL SPECIFICATIONS

Material accepted:

PDF files in CMYK, 300 dpi resolution.

Files not larger than 20 MB accepted as e-mail attachment. Larger files have to be transferred to CD and sent by postal service/courier delivery. For any other formats, please contact Findexa Forlag AS, avd. Bergen before submitting for advice.

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WEB ADVERTIZING

www.kystmagasinet.no

Top banner

Spot top

MONTHLY RATES / SIZES

Top banner:	768 x 150	NOK 6 000
Spot top:	180 x 150	NOK 3 000
Vertical banner:	180 x 500	NOK 4 000
Small board:	768 x 104	NOK 3 000
Small poster:	468 x 400	NOK 4 000
Spot banner:	180 x 150	NOK 2 000
Large poster:	768 x 400	NOK 3 000

Prizes are per month.

Small board

Vertical banner 1

Vertical banner 2

Small poster

Vertical banner 3

Large poster

Spot banner

www.kystmagasinet.no

