

NORTHERN SEAFOOD

The Magazine for Buyers, Sellers and Processors



Media plan 2012



Media plan 2012



NORTHERN SEAFOOD

Northern Seafood is a brand new, English language magazine focussing on seafood from the Nordic countries. Some of the main areas to be covered include why the region's fish and shellfish are among the most sought after in the world, the great variety of species that can be found in Nordic waters and what the possibilities are in the use of seafood from the north.

Northern Seafood's target group includes buyers/decision-makers at importers and distributors of seafood worldwide. The number of copies printed will be 8,000 and the magazine will be distributed at the largest seafood fairs in the world – not only at stands but also to the visitors of the fair. Northern Seafood will also be accessible online.

Environment, sustainability, quality and health are four important concepts in today's seafood market. Through stylish, illustrated articles we will focus on the origin of the seafood from clean waters, caught by modern vessels and regulated in a way that ensures sustainability and which minimizes harm done to the environment. We will also focus on the extensive work done in order to ensure healthy, good food, which consumers appreciate around the world.

Northern Seafood will be a high-quality, glossy magazine in regard to printing, layout and contents. We will work together with the northern European seafood industry and we wish to raise awareness of the market and be a supporter for seafood from the Nordic countries.

The first edition will be published in connection with the large seafood event "European Seafood Exposition".



Media plan 2012



PUBLICATION PLAN

1st. Edition	Ad deadline	Trade Fair	Location
	23th. March	The European Seafood Exposition: 24-26 April	Brussel
2nd. Edition	17th. August	World Seafood Moscow: 17-20 September Seafood Barcelona: 15-17 October	Moscow Barcelona
3rd. Edition	28th. September	The China Fisheries & Seafood Expo: 6-8 November	Dalian (China)

ADVERTISEMENT SIZES/PRICES

Page 2 og 3:	216 x 281 mm	NOK. 24.000 (ex. taxes)
Last page:	216 x 241 mm	NOK. 30.000 (ex. taxes)
Whole page	216 x 281 mm	NOK. 18.500 (ex. taxes)
Double page:	426 x 281 mm	NOK. 32.000 (ex. taxes)
Halfpage horizontal:	177 x 118 mm	NOK. 10 500 (ex. taxes)
Half page vertical	88 x 242 mm	NOK. 10 500 (ex. taxes)
Quarter page vertical:	88 x 118 mm	NOK. 6 000 (ex. taxes)
Quarter page horizontal:	177 x 56 mm	NOK. 6 000 (ex. taxes)

All prices do not include VAT, and all prices are based on an ad with four colours.

TECHNICAL SPECIFICATIONS

We receive the following materials for ads:

PDF files in CMYK and a resolution of 300 dpi

Files up to 10 MB can be received via email. Larger files have to be sent on a CD.

If you have materials in other formats/programmes, you should contact Findexa Forlag, Bergen, so that we can find a format that we can work with.

EDITOR-IN-CHIEF:
Edmund Mongstad
Tel: +47 95 20 41 59
Edmund@atlanticforlag.no

ADVERTISEMENTS:
Hilde V. Moe
Tel: +47 48 06 78 50
hilde@atlanticforlag.no

ADVERTISEMENTS:
Kjersti Morvik
Tel: + 47 48 22 98 52
kjersti@atlanticforlag.no

Topp banner

Skyscraper

WEB advertising

www.northernseafood.no

PRIZES / SIZES

Topp banner	768 x 150 pixels	kr 5.000 pr month
Skyscraper	150 x 500 pixels	kr 3.000 pr month
Spot	150 x 100 pixels	kr 1.000 pr month
Help wanted banner	150 x 100 pixels	kr 2.000 pr month
Small board	468 x 60 pixels	kr 2.000 pr month
Poster	468 x 400 pixels	kr 4.000 pr month

Spot

Small board



Poster

www.northernseafood.no

