

 **KYST** magasinet

Media kit 2022

 oceanspace media





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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, PC and mobile.

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 2022 we will publish 10 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!

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

- The fishing fleet in Norway
- Coastal fishing fleet
- The fishing fleet in Denmark
- The Fishing fleet in Faroe Island
- Organizations and associations
- Producers and distributors
- Industry

Circulation: 6000 issues

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

RELEASE

Issue	Deadline	Exhibitions
Nr. 1	14. January	
Nr. 2	15. March	Lofotfishing
Nr. 3	22. April	Havexpo/Atlantic Fair
Nr. 4	20. May	Icefish
Nr. 5	24. June	
Nr. 6	03. August	Nor- Fishing
Nr. 7	02. September	
Nr. 8	07. October	Shipyards conference in Aalesund
Nr. 9	01. November	
Nr. 10	01. December	

ADVERTIZINGSIZE/RATES (Mechanical specifications)

2/1 page full	420 x 275 mm*	kr. 27.800
1/1 page full	210 x 275 mm*	kr. 17.900
2/3 page vertical:	116 x 242 mm	kr. 13.400
1/2 page horizontal:	177 x 118 mm	kr. 10.900
1/2 page vertical:	88 x 242 mm	kr. 10.900
1/4 page vertical:	88 x 118 mm	kr. 5.900
1/4 page horizontal:	177 x 56 mm	kr. 5.900
1/8 page	88 x 56 mm	kr. 3.100

Selected pages:

Back Cover:	210 x 220 mm*	kr. 23.900
Page 3:	210 x 275 mm*	kr. 20.600

*** Add 3 mm bleed on all sides.**
(Example 1/1 page full: 216 x 281 mm)

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 Medievekst AS, avd. Bergen before submitting for advice.

KYST magasinet

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SALES MANAGER:

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ONLINE ADVERTISING

Website front page

Front Wide 1 Desktop 1110x200 Mobil 350x240 — NOK 6 500

Front Wide Below Nav Desktop 1110x150 Mobil 350x200 — NOK 5 900

Front Wide 2 Desktop 1110x200 Mobil 350x240 — NOK 4 900

Front square Desktop 350x350 Mobil 350x240 — NOK 4 500

Front poster 350x120 — NOK 2 500

Article

Article Wide Desktop 1110x200 Mobil 350x240 — NOK 6 500

Article Wide Below Nav Desktop 1110x150 Mobil 350x200 — NOK 5 900

Article Poster 350x240 — NOK 3 900

350x120 — NOK 2 500

Article Bottom Desktop 1110x200 Mobil 350x240 — NOK 3 900

Newsletter

Newsletter Top 800x200 — NOK 2 000

Newsletter Center 800x200 — NOK 2 000

Newsletter Bottom 800x200 — NOK 1 500

Web banner

All prices are per month

25% EX. VAT

- Daily news updates on kystmagasinet.no.
- The website receives app. **18 000 visitors** every month.
- **35 000 page viewings** per month.

Newsletter:

The newsletter is sent once a week to **over 3.000 recipients**

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A part of

 oceanspace media

DISTRIBUTION

A RELEVANT DISTRIBUTION CHANNEL

-Kystmagasinet 's main audience is the fishing fleet, and it continuously focuses on technology and equipment for vessels. 86% of the Norwegian vessels above 15 m receive Kystmagasinet.

Through 10 editions a year, you get an insight to the market along the entire Norwegian coastline, as well as significant news from export, aquaculture and research.

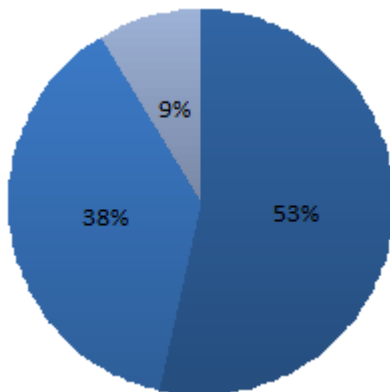


Copies: 6000
10 editions annually
Daily news on kystmagasinet.no
Weekly newsletter

86,2% of Norwegian vessels above 15 m receives Kystmagasinet.

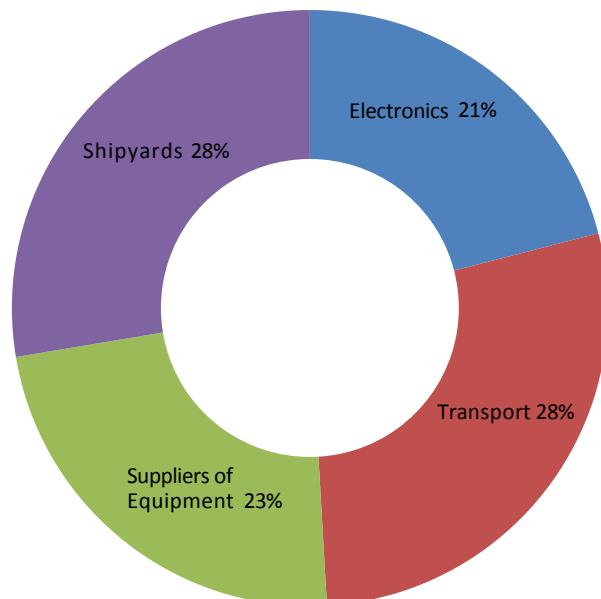
COASTAL AND DEEP-SEA FISHING

■ Norway ■ Nordic Countries ■ Europe



MARKET SEGMENT

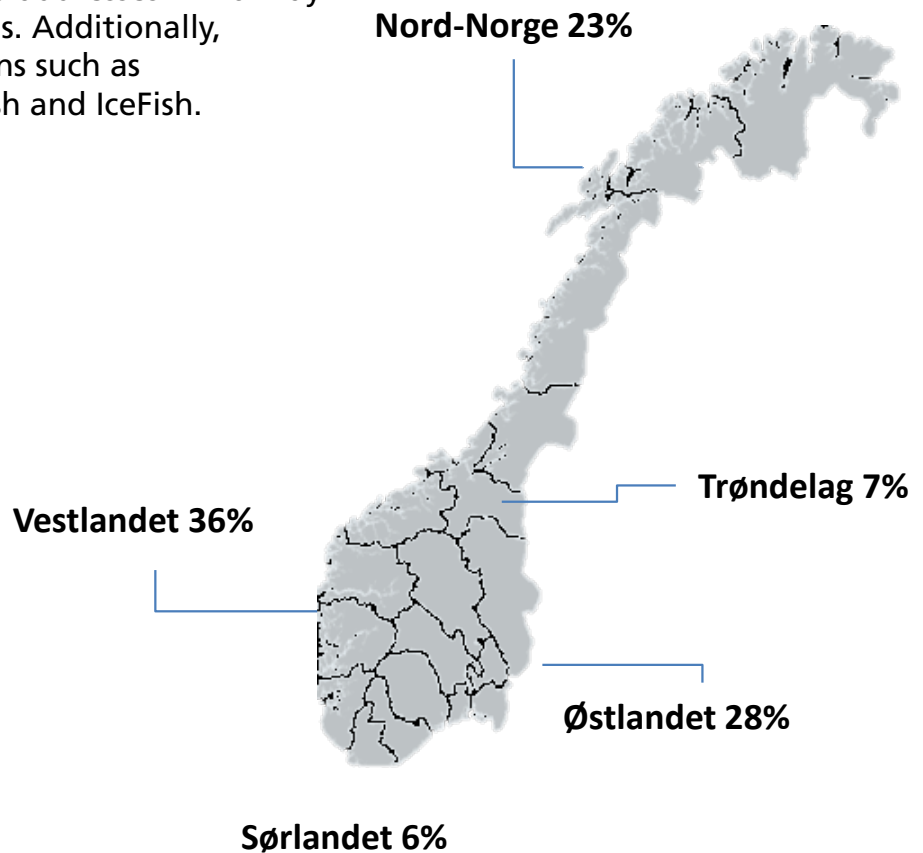
Producers and suppliers



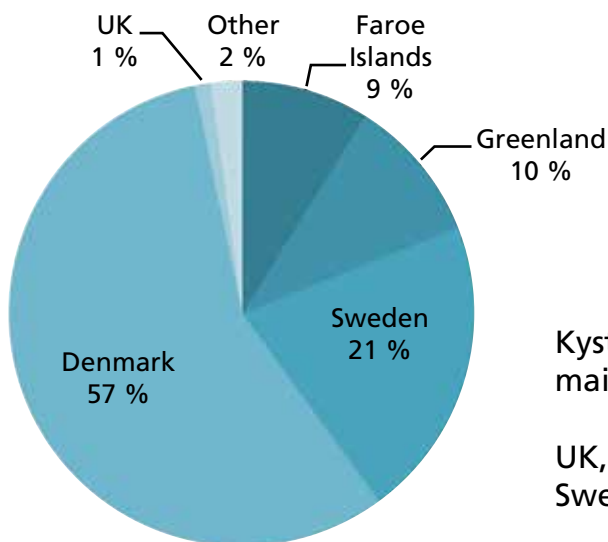
DISTRIBUTION

TARGETED DISTRIBUTION IN NORWAY AND THE NORDIC COUNTRIES

The magazine is distributed to addresses in Norway and the other Nordic countries. Additionally, handed out at large exhibitions such as Nor-Fishing, Aqua-Nor, DanFish and IceFish.



GEOGRAPHICAL OVERVIEW



Kystmagasinet is distributed internationally, mainly focusing on the Nordic Countries.

UK, Other, Faroe Islands, Greenland, Sweden, Denmark.

ANNUALLY:

50 000 copies of Kystmagasinet are circulated in total.
More than **200 companies** have adverts published on print
86% of vessels in Norway receive Kystmagasinet.

DISTRIBUTION

E-PUBLICATION

Increased digital focus

Over the past year, Kystmagasinet has moved towards digital publication, in addition to print. This means that the editions can now be read on all tablets, and are available on Kystmagasinet.no.

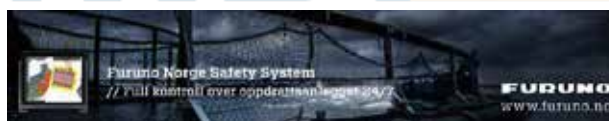
Engage the reader by integrating digital elements into your advert. Add social media, video, sound, interactive links etc.



All paying subscribers will get free access to the digital edition, in addition to the paper copy received by mail.



Newsletter:

The newsletter is dispatched to around 2000 recipients within the fishing industry, 3 times a week and has an average opening rate of 22%. (Average for the industry is 17,6%)



 <p>Ny praktskute i Herøyflåten Kystmagasinet 6.15: Havyard Ship Technology i Leirvik i Sogn har overlevert sitt byggenummer 121, den kombinerte ringnotsarperen/tråleren «Smaragd» til rederiet Smaragd AS 17. juli. 8. august var</p>	STILLINGER  <p>LEGG DEN UT HER</p>
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 <p>Ny brønnbåtkontrakt til Aas Mek. Verksted Aas Mek. Verksted AS har inngått kontrakt med Solvtrans AS fra Ålesund på ytterligere en brønnbåt. Brønnbåten er verfts egen design av type AAS 1802 ST med en lastekapasitet på 1800 m³ og s</p>	 <p>Verdens største møteplass for kjedene BRASIL: Norsk klippfisk var selvfølgelig representert under verdens største butikkjedemesse i São Paulo i starten av mai, men det er portugisiske produsenter som tjener penger på klippfisken.</p>	Stilling ledig? 
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 <p>Ny brønnbåt til Stord Aas Mek. Verksted AS leverte i dag sitt nybygg nr. 193, en brønnbåt av typen AAS 1802 ST. Rederiet, Bombo Brønnbåtsservice AS, som mottar MS Øyind, er hjemmehørende på Stord. Dette er den 14.</p>	 <p>Dialogmøte om nvg-sild Det var godt fremmøte da forskere og fiskere møttes for å snakke om sild på Havforskningsinstituttet torsdag.</p>
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Kystmagasinet AS
www.kystmagasinet.no - kontakt@kystmagasinet.no

A part of Oceanspace Media - www.oceanspacemedia.com