

MEDIA KIT

2023

ISSUES, EDITORIAL SUBJECTS,
ADVERTISING PRICES, TARGET GROUPS,
CIRCULATION/READERS AND TECHNICAL DATA



PUBLICATION PLAN 2023

NO.:	EDITORIAL SUBJECT:	COPY DEADLINE:	PUBL. DATE:
1: March	Car dealer and workshop management	10.02	08.03
2: April	The automotive industry of tomorrow	14.03	18.04
3: September	Used cars	25.08	19.09
4: November	The Norwegian Automotive Conference 2023	13.10	07.11

OTHER INFORMATION

All ads in the PDF version of the magazine are clickable. Click the ads to access advertisers web pages.
PDF versions of the magazine are also published on our web site: nbf.no.
NBF's weekly newsletter makes references to the magazine.
The magazine will be available on conferences arranged by Norges Bilbransjeforbund.
The magazine will be sent to all members of Norges Bilbransjeforbund.

CONFERENCES

NBFs Annual Conference: 26.04
The Norwegian Automotive Conference 2023: 14.11. - 15.11

TECHNICAL DATA

Magazine size:	210 x 297 mm
Printing area:	185 x 266 mm
Binding:	Stapled
Bleed pages:	Yes
Paper weight:	90 g matt
Cover:	170 g gloss
Material:	High resolution PDF, CMYK

ADVERTISING PRICES FROM 01.01.2023

SIZE:	PRICE:
2/1 page	NOK 28 600
1/1 page	NOK 15 400
1/2 page	NOK 8 800
1/3 page	NOK 7 150
1/4 page	NOK 6 050
1/8 page	NOK 3 300
Front inside:	NOK 17 600
Back inside:	NOK 14 300
Back outside:	NOK 19 800



BILBRANSJEN
"MARKETPLACE":
85 x 60 mm
NOK 2 200

2 pages Content Marketing:

You choose yourselves what you wish to include on the pages, as long as it is within the boundaries of Norwegian law. We can offer you 2 full pages, including copy and artwork for NOK 22 000.

You have to supply the photos/illustrations needed yourself.

If you prefer to deliver complete finished material for the pages, the price for the space will be NOK 16 000.

Content marketing has to be marked with «advertiser content»

Prices do not include VAT (Norwegian VAT is 25%).

SUPPLEMENT PRICES FROM 01.01.2023

SUPPLEMENTS:	PRICE:	Rates do not include VAT. (Norwegian VAT is 25%)
2 page flyer	NOK 22 000	
4 page flyer	NOK 27 500	
4 page stapled	NOK 27 500	

ADVERTISING FORMATS

FORMATS:	VERTICAL:	HORIZONTAL:
2/1 page	394 x 266 mm	
1/1 page	185 x 266 mm	
1/2 page	90 x 266 mm	185 x 130 mm
1/3 page	58 x 266 mm	185 x 85 mm
1/4 page	90 x 130 mm	185 x 60 mm
1/8 page	90 x 60 mm	

Measurements: horizontal x vertical.

Bleed print is available for 2/1 and 1/1 pages.

2/1 page: 420x297 mm. - 1/1 page: 210x297 mm. Add 3 mm bleed.

TARGET GROUPS

"Bilbransjen" covers nearly 100% of the Norwegian motortrade: Car dealers, car repair shops, painting, weight stations and vocational schools. The members of **Norges Bilbransjeforbund (NBF)** pay for a subscription of the magazine for their leaders. The magazine has a considerable circulation in these units. The magazine is also distributed to a lot of public institutions.

READERSHIP

The magazine has about 25 000 readers

IMPORTANT INFORMATION

CANCELLATION DEADLINE: 2 weeks prior to publication date. Complaint claims do not apply if the copy does not meet the deadline.

PAYMENT TERMS: 21 days from billing date.

AGENCY COMMISSION: 3,5%

YEARLY SUBSCRIPTION IN NORWAY: NOK 495

YEARLY SUBSCRIPTION ABROAD: NOK 580

PUBLISHER

Norges Bilbransjeforbund

Visitors address: Middelthunsgate 27, Oslo

Mailing address: Pb. 5486 Majorstuen, 0303 OSLO

Phone: +47 22 54 21 00 Internet: www.nbf.no

Publisher is on Facebook, Twitter and has its own blog:

facebook.com/bilbransjen

twitter.com/bilbransje

norgesbilbransjeforbund.blog

MANAGING EDITOR: Egil Steinsland

Phone: +47 99 48 52 68 E-mail: egil.steinsland@nbf.no

MANAGING DIRECTOR: Stig Morten Nilsen

Phone: +47 91 17 78 90 E-mail: stig.morten.nilsen@nbf.no

JOURNALIST: Frank Williksen

Phone: +47 92 26 10 64 E-mail: frank@williksen.no

ADVERTISING:

Asbjørg Harstad Antonsen Phone: +47 98 22 38 13

E-mail: asbjorg.harstad.antonson@nbf.no

GRAPHIC DESIGN: Jan Almås

E-mail: jan@almaasdesign.no

PRINT: BK Grafisk AS

E-mail: post@bkgrafiske.no



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