

# Media Schedule 2020

**Our readers are great consumers of exercise equipment and sports articles. They are active in skiing, cycling and running. Our readers do not want to get in shape - they are in shape!**

## Ads 2020

### Regular issues (14.000 copies)

|           |            |
|-----------|------------|
| 2/1 page: | NOK 30.950 |
| 1/1 page: | NOK 17.500 |
| 1/2 page: | NOK 10.350 |
| 1/4 page: | NOK 5.950  |
| 1/8 page: | NOK 3.500  |

### Racecalendar (34.000 copies)

#### Oslo Marathon special edition (25.000 readers)

#### Bergen City Marathon special edition

#### (14.000 copies) Sentrumsløpet special edition

#### (20 000 readers)

|           |            |
|-----------|------------|
| 2/1 page: | NOK 55.650 |
| 1/1 page: | NOK 31.450 |
| 1/2 page: | NOK 16.750 |
| 1/4 page: | NOK 10.500 |
| 1/8 page: | NOK 6.150  |

### Race calendars, spring, summer & fall

Contains more than 2.000 races, bike races and triathlons. Distributed in 34.000 copies (to members + sport stores).

### Winter

Contains more than 450 races in running and cross country skiing and other winter events. Distributed in 34.000 copies.

### Prices attachments

Kondis takes attachments, either loose or as part of the magazine. Price on request.

### All prices are inclusive colors

Price between NOK 300-500 for help completing advertisement

### Discount:

|             |              |
|-------------|--------------|
| 2 inserts   | 10% discount |
| 3-4 inserts | 15% discount |
| 5-6 inserts | 20% discount |
| 7-9 inserts | 25% discount |

### Technical specifications

|             |                                                       |
|-------------|-------------------------------------------------------|
| Format:     | A4 (210 x 297 mm.)                                    |
| Print area: | 260 x 185 mm.                                         |
| Paper:      | 115 g gloss cover<br>16 pages, 90 g gloss             |
| Print:      | Offset                                                |
| Ads:        | Print-ready PDF, images in 300 dpi.<br>Colors in CMYK |

### Ad Formats

(with x height)

|           |                           |
|-----------|---------------------------|
| 1/1 page: | 210x297 mm + 5 mm         |
| 1/2 page: | 190x130 mm + 90x270 mm    |
| 1/4 page: | 90x130 mm eller 190x60 mm |
| 1/8 page: | 190x30 mm eller 90x60 mm  |

### Delivery:

Print-ready PDF, images in 300 dpi. Colors in CMYK

### Contact:

Trond Hansen Phone. 41 27 84 72  
E-mail: trond.hansen@kondis.no

Kondis is an organisation for runners, cross country skiers, cyclists and triathletes who put a lot of resources and time to participate in races and stay in a good shape. The organisation is a nonprofit organization which target is to encourage endurance training and competing. Kondis has 11 003 members per 1.1.2020



## Media Schedule 2020

| Edition           | Deadline | Distribution | Comments                                   |
|-------------------|----------|--------------|--------------------------------------------|
| 1                 | 15. jan  | 29. jan      |                                            |
| *Special edition  | 31. jan  | 25. april    | Sentrumsløpet 40 year (digital edition)    |
| 2                 | 24. feb  | 11. mar      |                                            |
| 3                 | 03. apr  | 29. apr      | Terminliste summer 34.000 copies           |
| Special edition   | 08. apr  | 23-25. apr   | Bergen City Marathon-special 14.000 copies |
| 4                 | 6. mai   | 20. mai      | Triathlon-special                          |
| 5                 | 10. jun  | 24. jun      |                                            |
| **Special edition | 15. juni | 19. sep      | Oslo Maraton-special (digital edition)     |
| 6                 | 02. sep  | 16. sep      |                                            |
| 7                 | 14. okt  | 28. okt      |                                            |
| 8                 | 02. des  | 16. des      | Terminliste winter 34.000 copies           |
| 9                 | 02. des  | 16. des      |                                            |

\* 20,000 readers (newsletter, available at sentrumsløpet.no and posted on social media)

\*\* 25,000 readers (newsletter/Oslo marathon App, available at oslomaraton.no and posted on social media)

