

YEAR 48

Kondis

Media Schedule

Kondis is an organisation for runners, cross country skiers and cyclists 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 is distributed to the members of The Norwegian Road Runners Association - total circulation 17.000 copies.

Advertisement prices

Regular issues (17.500 copies)
 2/1 page: NOK. 23.500,-
 1/1 page: NOK. 13.500,-
 1/2 page: NOK. 7.800,-
 1/4 page: NOK. 4.400,-
 1/8 page: NOK. 2.500,-

Race Calendar - summer (34.000 copies):
 2/1 page: NOK. 42.000,-
 1/1 page: NOK. 23.500,-
 1/2 page: NOK. 12.600,-
 1/4 page: NOK. 7.900,-
 1/8 page: NOK. 4.600,-

Race Calendar - winter (34.000 copies):
 2/1 page: NOK. 31.500,-
 1/1 page: NOK. 18.500,-
 1/2 page: NOK. 10.000,-
 1/4 page: NOK. 6.400,-
 1/8 page: NOK. 3.800,-

Prices includes colour..

Discount:
 2 inserts: 10% discount
 3-4 inserts: 15% discount

Advertisement prices - events

Regular issues (17.500 copies)
 1/1 page: NOK. 7.400,-
 1/2 page: NOK. 4.300,-
 1/4 page: NOK. 2.450,-
 1/8 page: NOK. 1.500,-

Race Calendar (34.000 copies):
 1/1 page: NOK. 13.250,-
 1/2 page: NOK. 6.950,-
 1/4 page: NOK. 4.400,-
 1/8 page: NOK. 2.500,-

Race Calendar - winter (34.000 copies):
 1/1 page: NOK. 13.250,-
 1/2 page: NOK. 6.950,-
 1/4 page: NOK. 4.400,-
 1/8 page: NOK. 2.500,-

Prices includes colour.

Discount:
 2 inserts: 10% discount
 3-4 inserts: 15% discount

Ad Formats (width x height)

1/1 page: 210 x 297 + 5 mm
 1/2 page:
 or: 90 x 270 mm
 1/4 page: 190 x 130 mm
 90 x 130 mm

Advertising

Trond Hansen
 Tlf. + 47 41 27 84 72
 E-post:
 trond.hansen@kondis.no

Publication plan 2016

Issue	Deadline	Publication
NO. 1	January 21th	February 3th
NO. 2	February 25th	March 9th
NO. 3	April 7th	April 20 th
NO. 4	April 21th	May 4th
NO. 5	June 2th	June 15 th
NO. 6:	June 22th	August 10th
NO. 7	September 15th	September 28th
NO 8	October 13th	October 26th
NO. 9	November 10th	November 23th
NO. 10	December 1th	December 14th

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.

kondis.no

Number of readers

Unique visitors: 80.000 per. month
 Visits: 175.000 per month
 Pageviews: 700.000 per month

Monthly advertising

Advert	width x height	per month
Midbanner first page:	645 x 100 pixels	NOK 13.125,-
Nettboard under articles:	468 x 400 pixels	NOK 7.350,-
Skyscraper right placement:	180 x 150 pixels	NOK 10.500,-

Campaign advertising - weekly full domination

Advert	width x height	per week
Top midbanner first page:	645 x 100 pixels	NOK 3.500,-
Top nettboard under articles:	468 x 400 pixels	NOK 2.500,-
Skyscraper right place:	180 x 500 pixels	NOK 3.000,-
Totally all 3 placements:		NOK 9.000,-

Event advertisements

Ad	width x height	per month
Running Ad:	180 x 250 pixels	NOK 4.725,-
Bicycle & Cross contry ski ad:	180 x 250 pixels	NOK 2.250,-
Electronic race schedule:	120 x 100 pixels	NOK 2.000,-