

# REIS



RATECARD 2021



# REIS - *Be inspired*

Magazine REIS has a Magazine REIS clear profile as a slightly more upscale travel magazine for conscious connoisseurs. For us travel is more than what you do on your vacation, travels and adventures are a part of a lifestyle. Our readers are constantly exploring, not only in the world - but also in their everyday lives. For them traveling is more an extension of a lifestyle that is all about appearance, adventure and zest for life. Our readers are a group of curious people with a great interest in everything that makes life a pleasure: food and drink, art and design, nature and culture. REIS-combines all this. We should be equally good at inspiring you as we are at informing you. Editorial in REIS is built on three pillars: news, inspiration and knowledge.

## NEWS

The news in REIS is about everything that is important for ratings and we prioritize substance which coincides with our readers interests: cultural events, information about new hotels, new restaurants and attractions. All published under vignette Transit must meet four criteria: new, true, interesting and relevant.

## INSPIRATION

Reader's enjoyment is important for us at REIS. We defend the literary reportage and imagery with artistic height. Inspirational articles represent the majority of the page count. We will communicate an experience already by reading the magazine. REIS should be experienced as rewarding by anyone interested in contemporary magazines. REIS will provide relaxation and be interesting even if you do not even plan to travel to the places we write about.

## KNOWLEDGE

All editorial content in REIS must maintain high quality, with an emphasis on information value and knowledge. REIS helps and guides our readers to destinations and provides subjective evaluations of the offer (hotels, restaurants, etc.) based on local knowledge and our reviewers' preferences. The aim of our travel guides is to present the best the chosen destination has to offer. In this way we help actively the travelers to make the most of their trip.

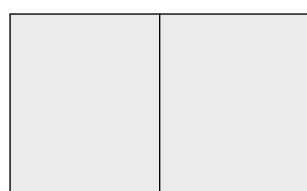


Tom Andersson  
Editor



*“Our readers are a group of curious people with a great interest in everything that makes life a pleasure: food and drink, art and design, nature and culture. REIS-combines all this.”*

# ADVERTISEMENT RATE CARD 2021



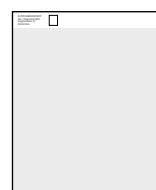
## Double page

Satsflate: 396 x 236 mm  
Utfallende: 420 x 297 mm\*  
Pris: 52 400 NOK



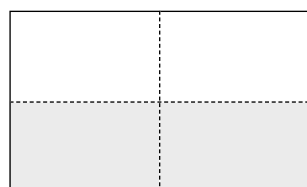
## Full page

Type area: 186 x 270 mm  
Bleed: 210 x 297 mm\*  
Pris: 29 800 NOK



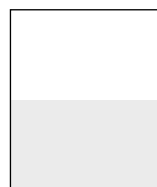
## Full page back page

Bleed: 210 x 277 mm\*  
Pris: 35 000 NOK



## 1/2 double page

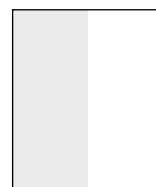
Type area: 362 x 116 mm  
Bleed: 420 x 148,5 mm\*  
Pris: 29 800 NOK



## Half page horizontal

Type area: 176 x 126 mm

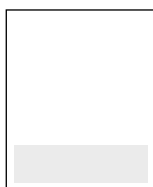
Pris: 17 400 NOK



## Half page vertical

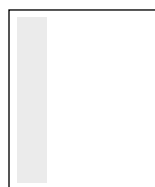
Type area: 86 x 258 mm

Pris: 17 400 NOK



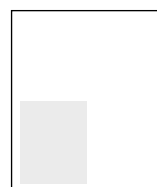
## Quarterpage horizontal

Type area: 181 x 60 mm  
Pris: 10 000 NOK



## Quarterpage vertical

Type area: 43 x 236 mm  
Pris: 10 000 NOK



## Quarterpage

Type area: 88,5 x 116 mm  
Pris: 10 000 NOK

## Special placement

First double page: 59 200 NOK,  
booked position: + 10%

## Other formats

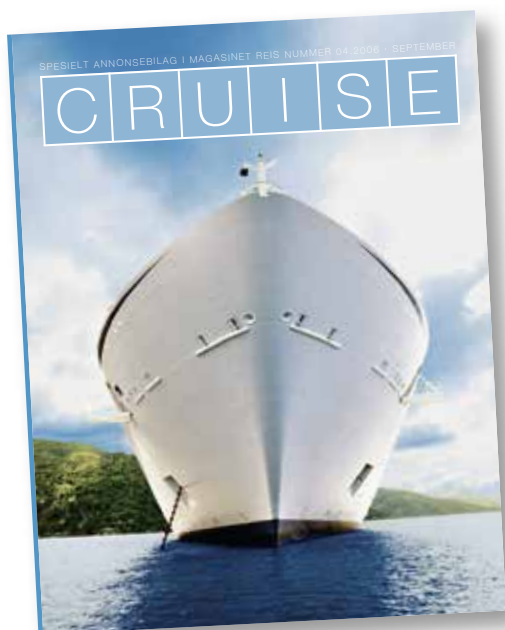
For foldout, split cover, or other special solutions: ask for quote.

\* Attention! + 3 mm bleed on all sides for trimming shall be calculated by bleed ad.



## RELEASE DATES 2021

	Nr 1/2021	Nr 2/2021	Nr 3/2021	Nr 4/2021	Nr 5/2021	Nr 6/2021
Release	19. Feb.	08. Apr	22. June.	10. Sept	29. Oct.	17. Dec.
Material	28. Jan.	22. Mar.	04. June	25. Aug.	12. Oct.	26. Nov.



## SPECIAL SECTIONS

Through our special sections we present our advertisers to readers in a slightly different way. As an advertiser you buy a double page where you can introduce yourself through your ad combined with editorial coverage of product.

For more information about upcoming special sections, prices and opportunities, or if you know a specific topic you think will interest our audience, contact David Kurtz at tlf. +47 93 48 15 42.

## AD MATERIAL

Please make sure the document is locked as: xAds, EPS, PDF or TIFF. The files should be optimized for print (at least 300 dpi) and saved in CMYK, meaning that all used pictures and colors must be defined as process CMYK.

Fonts and pictures must be included. Avoid open documents. If delivering open documents, as InDesign- or Illustratordocument, fonts in the document must be outlined. Pictures and colors must be optimized as described above.

Controlling the document: is possible, send a printed copy. Send an e-mail to david@reis.no to confirm when and how you will deliver your ad.

## TECHNICAL SPECIFICATIONS

**Printing method:** Offset.

**Screen:** Lines/inch

**Material:** Digital ad.

**Conditions:** Advertising tax included. VAT not included.

Any modifications required to material supplied will incur further cost.

Latest cancellation four working weeks prior to deadline.  
Latest cancellation of insert eight weeks prior to deadline.  
Preliminary bookings transferred to standard booking three weeks after receipt. Cancellations must be in writing.

Complaints must be made within seven days of publication.  
Complaints concerning invoices must be made within two weeks of invoice date.



## ADVERTISING

**David Kurtz**

Sales and marketing manager

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REIS magazine is published in Norway by Travel News Media  
Other publications from the publisher, Travel News, Discover America Magazine.



# REIS

## Annonser på reis.no

### Reis price list banner

**Top banner** 1280 x 228 pixler 15 000 NOK/mnd

**Sponsor banner** 300 x 250 pixler 10 000 NOK/mnd

**Article banner** 588 x 1159 pixler 12 000 NOK/mnd

### Production

**Production of web banners** 850 NOK/time

**Resizing of banners for web** 10% of total cost  
One-time sum for the facilitation of each ad if sent material is not adapted to TravelNews.no formats.

**Job postings on travelnews.no**  
**Job ad with the desired text with or without logo** 8 500 NOK/mnd

All pricers are excluding mva.

**Contact: David Kurtz**

**+47 934 81 542**

**david.kurtz@travelnewsmedia.no**

The screenshot displays the reis.no website layout with several advertising opportunities highlighted by red lines and labels:

- TOP BANNER** 1280 x 228 pixler: Located at the very top of the page.
- REIS** header: The main navigation bar with links like REPORTASER, VERDEN, NORGE, etc.
- Ut i verden** section: A grid of travel-related images with text overlays.
- SPONSOR BANNER** 300 x 250 pixler: Five red rectangular banners arranged in a row, each featuring a world map and a continent name (AMERIKA, EUROPA, ASIA, AFRIKA, OSEANIA).
- For abonnenter** section: A row of five images showing different travel destinations and experiences.
- For sansene** section: A row of four images showing people enjoying travel experiences.
- ARTICLE BANNER** 588 x 1159 pixler: A large red rectangular banner located at the bottom right of the page.