

# REIS

A chef with a beard and mustache, wearing a white chef's coat, is leaning over a stainless steel counter in a kitchen. He is focused on plating a dish. In front of him are two black pans containing a mix of vegetables, including asparagus, carrots, and potatoes. To his right, there is a red cutting board with a knife and a green squeeze bottle. The background shows a typical kitchen environment with various equipment and a tiled wall.

RATECARD 2024

# 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.

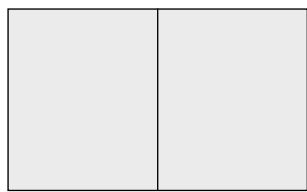


Tom Andersson  
Editor




*“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.”*

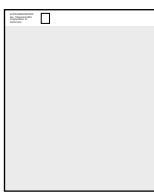
# ADVERTISEMENT RATE CARD 2024



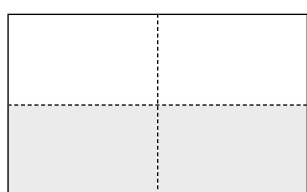
**Double page**  
Satsflate: 396 x 236 mm  
Utfallende: 420 x 297 mm\*  
Pris: 52 400 NOK



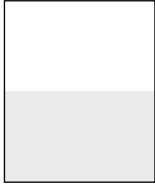
**Full page**  
Type area: 186 x 270 mm  
Bleed: 210x 297 mm\*  
Pris: 29 800 NOK



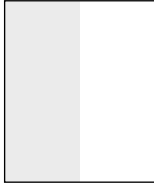
**Full page back page**  
Bleed: 210 x 277 mm\*  
Pris: 35 000 NOK



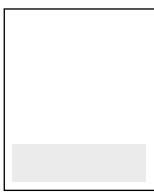
**1/2 double page**  
Type area: 362 x 116 mm  
Bleed: 420 x 148,5 mm\*  
Pris: 29 800 NOK



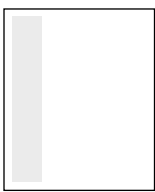
**Half page horizontal**  
Type area: 176 x 126 mm  
  
Pris: 17 400 NOK



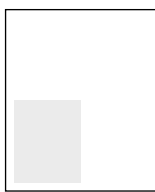
**Half page vertical**  
Type area: 86 x 258 mm  
  
Pris: 17 400 NOK



**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%

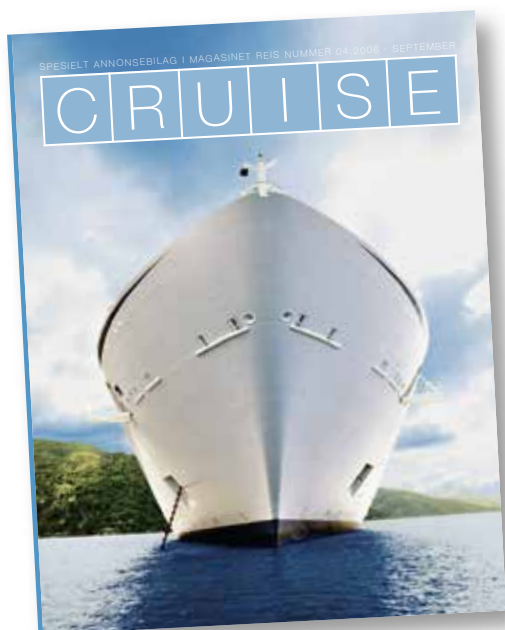
**Other formats**  
For foldout, split cover, or other special solutions: ask for quote.

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



## RELEASE DATES 2024

	Nr 1/2024	Nr 2/2024	Nr 3/2024	Nr 4/2024	Nr 5/2024	Nr 6/2024
Release	20. Feb.	16. Apr	18. June.	09. Sept	12. Nov.	18. Dec.
Material	16. Feb.	12. Apr.	14. June	04. Sept.	08. Nov	13. Dec.



## 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:** Digital.

**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**

**CEO/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

## Annonsér på reis.no

### Reis price list banner

**Premium banner** 20 000 NOK/mnd  
1280 x 288 pixler

**Side banner** 15 000 NOK/mnd  
400 x 400 pixler

**Top & Article banner** 22 000 NOK/mnd  
728 x 100 pixler

### Production

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

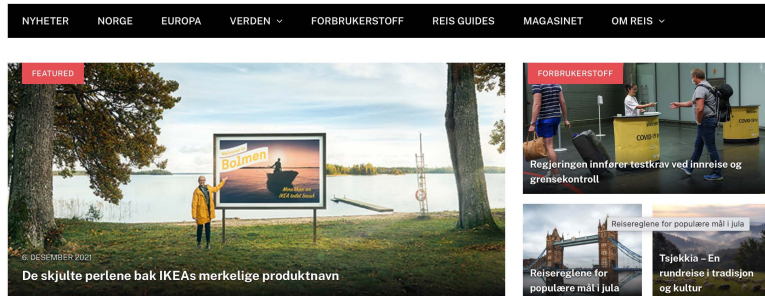
**Resizing of banners for web** 10% of total cost  
One-time sum for the facilitation of each ad if sent material is not adapted to Reis.no formats.

All pricers are excluding mva.

**PREMIUM BANNER**  
1280x 288 pixler

# REIS

Top and Editorial banner  
728 x 100 px



UT I VERDEN ALL ASIA OSEANIA SØR-AMERIKA AFRIKA NORD-AMERIKA



23. november 2021 0

**Tsjekkia – En rundreise i tradisjon og kultur**

Mat og drikke, spa i verdensklasse, vill og vakker natur, håndverk med tradisjoner tilbake til Middelalderen – Tsjekkia er et skattkammer som bare venter på å bli åpnet.



22. november 2021 0

**Dubai ønsker norske turister velkommen**

Nå som reiserådene er endret, ser Dubai frem til å ønske norske turister velkommen igjen.



18. november 2021 0

**November-utgaven av REIS er ute nå – helt gratis!**

Et enkelt klikk gir deg gratis tilgang til november-utgaven av REIS, som i denne rekordstore utgaven byr på hele 154 sider med spennende reisetips fra hele verden!



12. november 2021 0

**Norges første digitale Reiselivsmesse**

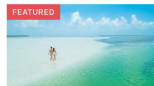
Reiselivsmessen tilbyr nå for aller første gang en heldigital reiselivsmesse – søndag.



5. november 2021 0

**Athens skjulte perler**

Bebodd siden yngre steinalder regnes Athen som Europas historiske hovedstad. Byen nådde toppen av sin lange og



27. oktober 2021 0

**En melding fra Florida Keys og Key West**

Med USA planlagt å gjenåpne for internasjonal turisme vil våre venner i Florida Keys &

Side Banner  
400 x 400 px

GREECE



All you want is Greece.

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**mobil: +47 934 81 542 - david@travelnewsmedia.no**