


REIS

A romantic couple is walking away from the camera on the deck of a cruise ship. The man is wearing a white long-sleeved shirt and light-colored trousers, while the woman is wearing a white sleeveless dress and high heels. They are holding hands and looking at each other. The deck is made of light-colored wood, and the ship's railing is visible. The background shows the ocean and a bright, hazy sky, suggesting a sunset or sunrise.

RATECARD 2018

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

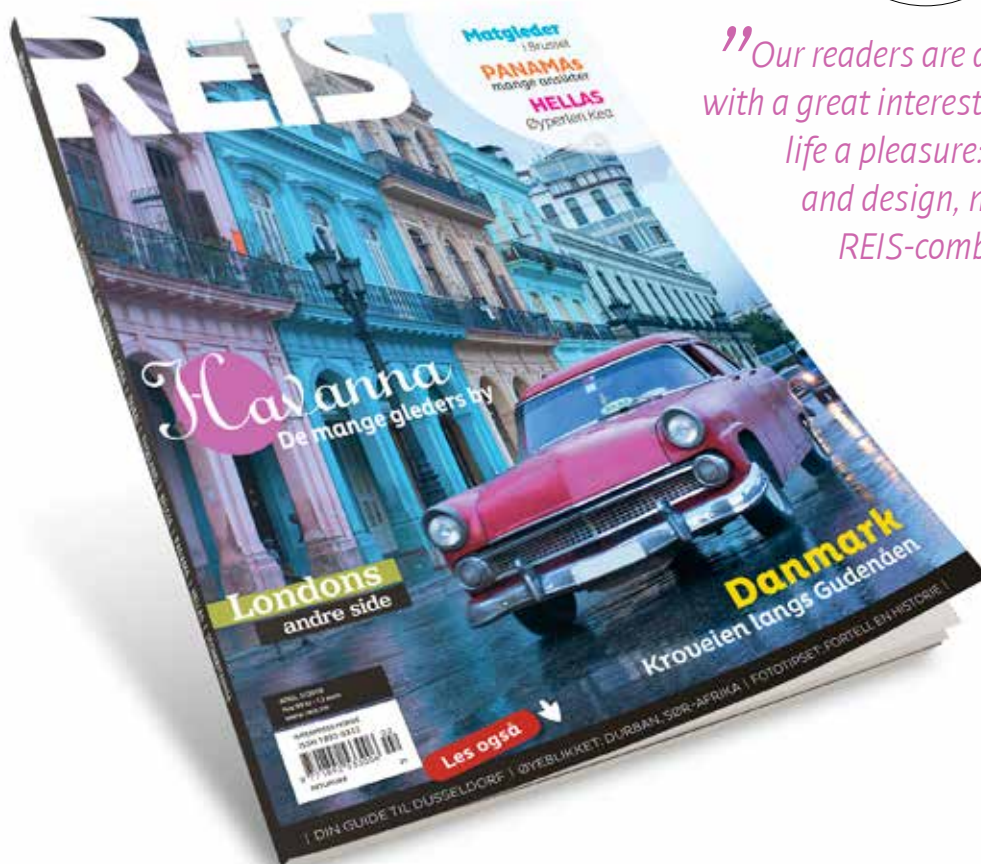
Reader's enjoyment is important for us at REIS. We defend the literary reportage and imagery with artistic height. Inspirational articles represent the majority of the page count. We will communicate an experience already by reading the magazine. REIS should be experienced as rewarding by anyone interested 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 2018



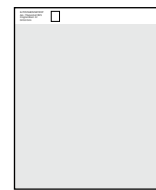
Double page

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 Pris: 52 400 NOK



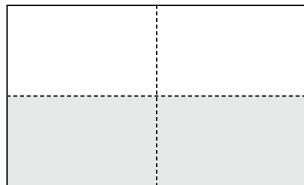
Full page

Type area:
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 Bleed:
 215 x 275 mm*
 Pris: 29 800 NOK



Full page back page

Bleed:
 215 x 255 mm*
 Pris: 35 000 NOK



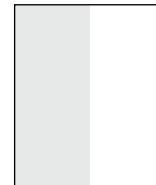
1/2 double page

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 430 x 136 mm*
 Pris: 29 800 NOK



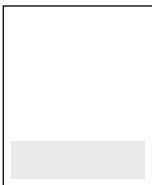
Half page horizontal

Type area:
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 Bleed:
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 Pris: 17 400 NOK



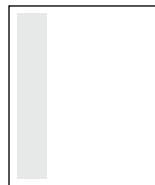
Half page vertical

Type area:
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 Bleed:
 105,5 x 275 mm*
 Pris: 17 400 NOK



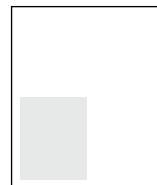
Quarterpage horizontal

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 2018

	Nr 1/2018	Nr 2/2018	Nr 3/2018	Nr 4/2018	Nr 5/2018	Nr 6/2018
Release	06. Feb.	13. Mar	12. June.	23. Aug.	11. Oct.	13. Dec.
Material	23. Jan.	01. Mar.	22. Mai.	08. Aug.	26. Sept..	28. 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

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FIRST Magazine, KystMagasinet, Padling and Norway Exports.

WWW.REIS.NO ADVERTISEMENT RATE CARD 2018

REIS bli inspirert

REPORTASJER NYHETER JAND FERISANGENE BOLD I UTLANDET REIS MED OSS BUBBER OM REIS PUBLIKUMSPROSJEN 2018

TOPPBANNER 15000 NOK
980 x 150 pixler

SIDEBANNER 12000 NOK
150 x 500 pixler

SIDEBANNER 12000 NOK
150 x 500 pixler

SIDEBANNER 12000 NOK
150 x 500 pixler

Articles on the page include: "Sjøsafari i Alaska", "Hawaii - strand, natur og historie", "Løsefer familiefer i Alpene", "Wintertyven", "Brukte tre milliarder på å pusse opp hotellet", "Sverige jakter på 'den siste nordmann'", "Alle vil til Spania, Kreta - og Kroatia", "Hartigruten og iselandar på gatten", "Tevens nye hjerte", and "Route 66 - IKONISK HIGHWAY".



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