

MEDIA PLAN

- 150 000 MONTHLY READERS
- TARGET THE CONSUMERS!

TARGET GROUPS

As an advertiser on ifi.no, you meet 150 000 potential customers every month who are looking for news, solutions and ideas for refurbishing their home.

For updated website traffic, check here:



NEWSLETTER

Do you want as an advertiser to reach our 5 800 newsletter recipients with information about their products and services? Here we have only one ad pr. newsletter three times a week to NOK 8000, - excl. VAT.

EDITORIAL AD ON SOCIAL MEDIA

Editorial ad shared in the newsfeed on ifi.no with approx. 5000 visitors daily. The ad will also be shared on our Facebook page with 8000 followers. The ad is labeled «Advertiser Content» and costs only NOK 26 700, - excl.mva!





■ POPULÆRE VIDEOER





Slik velger du riktig rull og rullebøyle

Bred eller smal, tykk eller tynn busti-Hva er egentilg den heste millen for allmenn bruk? Det er mye å tenke over når di skal bandle verktøy til malerjobben. Malermester Roger Fridheim.



Ubondan

Sjekk utekranen før vinteren

I Norge går vi fra sommer til minnsgrader rask i. På sommer en og hassen er uteksamen ofte i bruk. Derfor er det viktig i sjekke både utekranen og luggeslangen for mintsgradene kommer...



Cjor det selv

Slik avretter du gulvet

En avrettingsmasse priver til deg som skal bis et rett og tynt topplig for du skal begge golv. Superflow er en avrettingsmasse som fungerer utmerket under sepper, galvbelegg, parlett,...



District selv

Slik tapetserer du en fondvegg

Alt for morage gruer seg for å tapetsere. Det er det ingen grunn til mener Roar Aune hos Storeys. – A tapetsere er mye enklere enn du tror: rull på limet, heng opp tapetet, og åt ut...



Ojar det selv

Slik impregnerer du betong, naturstein og belegningsstein

Har naturstein eller heller i hagen, da ber du impregnere de. – Impregnerer du mur, betong, naturstein eller belegningsstein, bolder de seg rine lenger og de blir lettere i rengjere,...



Opriget selv

Skader på grunnmuren? Så enkelt reparerer du dem!

Det nordiske klimaet kan være hardt og varierende, det kan ofte føre til små skader på grammuren. Om de ikke reparenes raskt, vil de gradvis hil større og større. Frude Olalsen hos...

■ REDAKSJONEN ANBEFALER

IFI.NO MAIN TOPICS IN 2024

January

May

Topic: Kitchen50 300 people plans to renovate their kitchen this year

Topic: Terrace/Deck27 491 people plans to renovate their terrace this year

September

Topic: Hallway 58 800 people are planning to renovate their hallway this year

February

Topic: Livingroom 58 200 people plans to renovate their livingroom

June

Topic: Outdoors39 3321 people plans to paint or stain outdoor

October

Topic: Livingroom 58 200 people plans to renovate their livingroom

March

Topic: Bathroom50 800 people plans to renovate their bathroom

July

Topic: Outdoors23 159 people plans to renovate doors and windows

November

Topic: Bedroom 59 300 people plans to renovate their bedroom this year

April

Topic: Cabin38 600 people plans to purchase cabin products this year

August

Topic: Nursery 59 300 people plans to renovate their kids bedroom

December

Topic: Christmas/House Cleaning

OUR VISITORS HAVE THE FOLLOWING PURCHASE PLANS:

- **86 200** persons are planning to buy furniture
- **75 600** persons are planning to buy floor materials
- **57 700** persons are planning to buy wallpaper
- **59 400** persons are planning to buy heat sources
- 93 000 persons are planning to buy curtains/ other fabrics
- **108 000** persons are planning to buy lighting equipment
- **112 000** persons are planning to buy paint/pickling/waterproofing

(source: user survey on ifi.no 2020)

FORMAT AND PRICES

Product	Channel	Price	Format	Format mobile
Top banner	Desktop/tablet/mobile	NOK 21 400/month*	980*240	400*250
Skyscraper	Desktop/tablet/mobile	NOK 26 700/month*	180*500	400*250
Floating skyscraper	Desktop/tablet/mobile	NOK 29 400/month*	180*500	400*250
Parallax/fullscreen	Desktop/tablet/mobile	NOK 47 700/month*	1920*1080	400*800
Half page	Desktop/tablet/mobile	NOK 27 900/month*	300*600	400*250
Netboard	Desktop/tablet/mobile	NOK 29 400/month*	580*400	400*250
Widescreen	Desktop/tablet/mobile	NOK 13 400/month*	480*240	400*150
Nyhetsbrev	Desktop/tablet/mobile	NOK 8 000/month*	600*150	400*150
Redaksjonell på Some	Desktop/tablet/mobile	NOK 26 700/month*		

SALES CONTACT

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