

# **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:



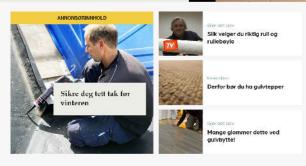
# **NEWSLETTER**

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 bust? Hva er egemilg den heste rullen for allnenn bruk? Det er mye å tenke over når di skal bandle verktøy til malerjobben. Malermester Roger Fridheim



#### Chandan

#### Sjekk utekranen før vinteren

I Norge går vi fra sommer til minnsgrader raskt. Påsomerer en og hassen er mekramen ofte i bruk. Derfor er det viktig f sjekke blide mekramen og lugeslangen for minnsgradene



#### Gjør det selv

#### Slik avretter du gulvet

En avertingsmasse passer til deg som skal bra et ent og tynt topplig for du skal begge golv. Superflow et en avredlingbæsses som fungerer utmerket miller æpper, galvbelegg, parkett,...



Clar det selv

### Slik tapetserer du en fondvegg

Alt for monge groer seg for å tapetsere. Det er det ingen grunn til mener Roar Aune hoe Storeys. A tapetsere er mye enklere enn du tror: rull på limet, heng opp tapetat, og åf ut...!



Ojor det seiv

#### Slik impregnerer du betong, naturstein og belegningsstein

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



#### projet selv

#### Skader på grunnmuren? Så enkelt reparerer du dem!

da Die nordiske klimaet kan være hardt er og varierende, det aan ofte fore til små skader på granniuren. Om de tike reparenes baskt, vil de gradds bli større og større. Frind: Obisen hos...

■ REDAKSJONEN ANBEFALER

# IFI.NO MAIN TOPICS IN 2024

# January

May

**Topic: Kitchen**50 300 people plans to renovate their kitchen this year

**Topic: Terrace/Deck**27 491 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

**Topic: Outdoors**39 3321 people plans to paint or stain outdoor

### October

June

**Topic: Livingroom** 58 200 people plans to renovate their livingroom

# March

**Topic: Bathroom**50 800 people plans to renovate their bathroom

## July

**Topic: Outdoors**23 159 people plans to renovate doors and windows

### November

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

## April

**Topic: Cabin**38 600 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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