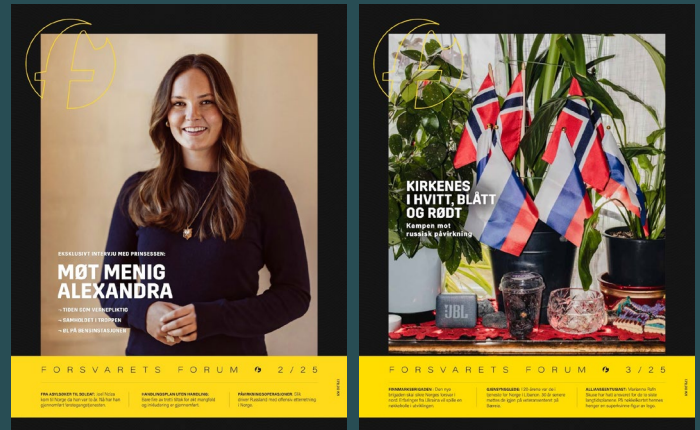


MEDIA PLAN 2026

Forsvarets forum is Norway's largest and most important professional publication, featuring national and international news about defense, preparedness, and security.



Ca 100.000
readers of each issue.

Print run 40.600

About the magazine – Forsvarets Forum

- Norway's largest and most important professional medium in the defense and security industry.
- Daily news, reports, analyses, and opinions related to defense and security.
- Employees in the Armed Forces, politicians, and key figures in the defense-related industry make up the largest readership

The editorial team has a free and independent position in accordance with the Media Liability Act and works in line with the Code of Ethics for the Press and the Editor's Code.

You can follow us on [Facebook](#) and [Instagram](#). You can also subscribe to our newsletters by [clicking here](#).

We can customize advertising packages that include both print and digital.

Would you like to advertise on our podcast «Ukamuflet»? Contact us for a quote.
www.forsvaretsforum.no/podkast

Publication Plan 2026

No	Material deadline	Release
1	10. februar	11. march
2	27. april	1. june
3	21. august	23. september
4	20. november	11. december

Ad Formats and Prices in the magazine (ex. vat)

Format	Ad format	Price excl. VAT
2-page spread	454x290 mm + 3mm bleed	64.100,-
2-page spread, pages 2-3	454x290 mm + 3mm bleed	70.000,-
1/1 page bleed	227x290 mm + 3 mm bleed	39.100,-
1/1 page, bleed Cover, pages 3, 4, 5	227x290 mm + 3 mm bleed	41.400,-
1/1 back page bleed	227x230 mm + 3 mm bleed	44.900,-
1/2 page width	201 x 131 mm	21.600,-
1/2 page height	98x266 mm	21.600,-
Gatefold	Contact us for a price	

Page views per week

360.000

Average unique users per day

23.000

Average reading time

1.20 min

Facebook

35.000

Instagram

14.000

Linkedin

5 600

**Newsletter to 25,000 subscribers every day.
Buy your banner ad for 1 week = 175,000 impressions!**



In 2024, we reached a record-high 18 million page views

Online advertising (excl. VAT)		
Advertisement	Size	Price excl. VAT
Top banner	Desktop: 1066 x 300px Mobil: 320 x 320px	18 100,-
Front page banner	Desktop: 1066 x 300px Mobil: 320 x 320px	16 900,-
Article board	Desktop: 580 x 400px Mobil: 320 x 320px	15 200,-
Skyscraper	Desktop: 300 x 600px	11 000,-
Newsletter	1066 x 300px	12 200,-

We can also offer CPM

* The middle banner is placed lower on the page than, for example, the top banner.

* Rotation of 4 on all placements, except for the newsletter.

Job advertisement	Included	Price excl. VAT
Job advertisement basic	Job advertisement in the portal, carousel, newsletter, and on Facebook.	11 200,-
Extra job advertisement	Same as Basic, plus a banner for one week in the newsletter.	20 700,-

**Would you like to advertise?
Contact us!**

Fredrik T. Larsen
+47 456 54 170
fredrik@salgsfabrikken.no

Elisabeth Retteraasen Wåde
+47 919 03 208
elisabeth@salgsfabrikken.no



We can customize ad packages that include both print and online.