

About The National Defense Magazine

- Norway's largest and most important professional medium in the defense and security industry
- News, reports, analyses, and opinions related to defense and security
- Strong commitment to relevant advertising
- 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](#).



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

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

Gatefold 3
(1+2 pages)

Gatefold 4
(1+3 pages)

Gatefold 3: NOK 90.000,-
Gatefold 4: NOK 120.000,-

2-sided spread
454 x 290 mm
+ 3 mm bleed

NOK 55.000,-
Page 2-3: NOK 60.000,-

1/1 page bleed
227 x 290 mm
+ 3 mm bleed

NOK 33.500,-

Cover and page
3/4/5: NOK 35.500,-

1/1 back page bleed
227 x 230 mm
+ 3 mm bleed

NOK 38.500,-

1/2 page width
201 x 131 mm

NOK 18.500,-

1/2 page height
98x266 mm

NOK 18.500,-

Circulation: 40.600 (3.600 digital)
About 100.000 readers of each issue.

Appendix to the magazine:
It is now possible to have attached attachments to the magazine.

Contact advertising seller for offer.

Key figures for the Defense online forum:
Approximately 21,000 unique users per day.
Newsletter: Over 20,000 subscribers on daily newsletters
Facebook: 33,000 followers.
Instagram: 13,000 followers.
LinkedIn: 5,600 followers.

Publication Plan 2025

| No | Material Deadline | Release |
|----|-------------------|--------------|
| 1 | February 3 | February 19 |
| 2 | May 5 | May 21 |
| 3 | August 25 | September 10 |
| 4 | November 24 | December 10 |

**Do you want to advertise?
Get in touch!**

Vidar Hovind
+47 913 33 035
vidar@salgsfabrikken.no