

# MAISON INTERIØR

# 2010

## The interior magazine for the conscious and interested

MAISON Interior Magazine focuses on showing a variety of interior – mostly from Norwegian homes but also several international top class homes. We are present at most of the large interior exhibitions in cities like Paris, Köln, Milano and Stockholm.

MAISON Interior Magazine is the market leader magazine of the issues Bathroom and Kitchen. These issues are more than 300 pages long, and are very extensive in both number of pages and editorial content.

In 2009 MAISON Interior magazine has had a substantial growth in circulation (26 %) and have now a paid circulation of more than 30 000 copies. At the last survey the reader numbers showed an increase of 6%. MAISON Interior magazine is sold at 3 000 retailers all over Norway, and is distributed through Bladcentralen which is the largest distributor of magazines in Norway.

The magazine is read mainly by women and men between the age of 30 and 55 years old (70% women, 30% men), with an above average income (source: MMI Synovate). Most of them live in self-owned homes in larger cities or towns. Many also own country houses and are very interested in Norwegian produced articles. Our readers spend a substantial amount of money on their housing, country houses and on personal consumption, furniture, fabrics, travel, technology etc. Our advertisers report back to us that the response is very good, and many of them has had a relation to the magazine through the 20 years it has been on the market.



## PUBLISHING PLAN 2009

Edition	In stores	Theme	Deadline (digital mat.)	Contents
1	Mon 08. feb week 6	Floors	15.01.10	Hardwood floors, vinyl, linoleum, tiles or rugs. Large overview of materials, trends 2010 and ways of use.
2	Fri 22. mach week 12	Baths/accessories/ well-being	24.02.10	Big theme edition. Bathroom equipment, decorating and accessories. Spa. Articles, product news and trends. For everyone who wants to build, redecorate or renew.
3	Mon 7. june week 23	Summer and country houses	14.05.10	Norways finest country houses, the newest outdoor furniture, and accessories for the terrace and garden.
4	Mon 16. aug. week 33	Kitchen	16.07.10	Extensive kitchen edition. News, trends, accessories and excellent kitchen articles.
5	Mon 20. sep. week 38	Furniture, fabrics, bedroom	27.08.10	New furniture and fabrics for the fall, and the latest trends for the bedroom.
6	Mon 25. oct. week 43	Fire place, heating, illumination	21.09.10	New fireplaces and the latest within illumination.
7	Mon 29. nov. week 48	Christmas	05.11.10	The most beautiful Christmas decorations. Beautiful country houses.

We reserve the right to make changes.

# MAISON INTERIØR 2010

## ADVERTISING

Please contact the advertisement department for prices on enclosures, fold-outs, combination packages and more. For special placements we charge an additional 10 % of the original price.

VAT is not included in the prices.

### Advertisements

The advertisements must be delivered as digital, high resolution PDF-files either on a CD, by mail or Fast Send. A Color proof is also desirable. Coverpages must be delivered 3 days before the original deadline. Creation of an ad will be charged separately.

### Material delivery address

Uncle Grey Oslo AS

Sørkedalsvn 6, 0369 Oslo

Address: PO. box 2681, Solli, 0203 Oslo

E-mail: [annonser@uncle.no](mailto:annonser@uncle.no)

Fastsend: You will find a link to FastSend on [www.uncle.no](http://www.uncle.no) under contact (FileFlow)

Contact person Uncle: Lasse Breivold +47 90 91 24 17

Advertising agency commission 5%.

### Cancellation

Minimum 2 weeks before deadline.

### Reclaims

A written reclaim must be sent to us within 2 weeks after the original publishing date.

Schibsted Forlag AS

Apotekergt 12

Address: PO. box 6975 St.Olavs plass, 0130 Oslo

Tel: +47 24 14 69 40, fax: +47 24 14 69 41

### Contact the advertising department

Sales Director:

Vidar Herlufsen: tel. +47 24 14 69 39

[vidar.herlufsen@schibstedforlag.no](mailto:vidar.herlufsen@schibstedforlag.no)

Ruth-Anne Ytreeide: tel. +47 98 62 42 40

[ruth-anne.ytreeide@maison.no](mailto:ruth-anne.ytreeide@maison.no)

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Anne Cathrine Tangen: tel. +47 24 14 68 35

[anne.cathrine.tangen@maison.no](mailto:anne.cathrine.tangen@maison.no)

For banner ads, please contact the advertising department.

**Visit us at [www.maison.no](http://www.maison.no)**

DOUBLE PAGE SPREAD	
First spread (page 2+3)	52.300,-
Second spread (page 4+5)	49.700,-
Other spreads	47.100,-

Trim size: 450x290 mm (+5 mm bleeds + crop marks)

A DOUPE PAGE AD MUST BE DELIVERED AS TWO SINGLE PAGES

Type area: 398x262 mm

1/1 + 1/2 PAGE	
4-colors	39.900,-

Trim size: 335x290 mm (+5 mm bleeds + crop marks)

A 1 1/2 MUST BE DELIVERED AS TWO SINGLE PAGES

Type area: 321x262 mm

1/1 PAGE	
4-colors	26.900,-
2-3 cover	29.300,-
Back cover	44.900,-

Trim size: 225x290 mm

(+5 mm bleeds + crop marks)

Type area: 199x262 mm

1/2 PAGE	
4-color	14.200,-

Trim size: 199x129 mm

(no bleeds)

1/2 PAGE	
4-colors	14.200,-

Trim size: 97x262 mm

(no bleeds)

1/4 PAGE	
4-colors	8.900,-

Trim size: 97x129 mm

(no bleeds)

Crop marks

The diagram illustrates the layout of a page with various dimensions and markings. A solid black line represents the outer edge of the page. A dotted line represents the trim size, which is 225x290mm. A dashed line represents the type area, which is 199x262mm. A horizontal dashed line indicates the bleed area, which is 5mm. A diagonal dashed line in the top-left corner indicates the crop marks.

Add 5 mm for bleed

Trim size = 225x290mm

Type area (199x262 mm)