

MAISON INTERIØR

2011

The home decorating magazine for the savvy reader

MAISON Interior is one of Norway's leading interior magazines. We visit beautiful and personally decorated homes, wonderful mountain chalets and charming second homes by the sea. MAISON Interior has seven editions per year and each year in March and August you will find substantial special sections on bathrooms and kitchens, respectively. A current news section and inspirational shopping features are also among our popular items.

Our travel section features updated shopping and restaurant guides to international hot spots. MAISON Interior was founded in 1989 and is fully owned by Schibsted, Norway's largest publishing house.

Over the last years MAISON Interior has had a substantial growth in circulation in a very competitive market. Combined newsstand and subscription sales are now 29 000 copies. MAISON Interior is distributed to 3000 retailers throughout Norway through Bladcentralen, Norway's biggest magazine distributor. Our readership consists mainly of readers between ages 25 to 55 years old. 70 % of these are females with a household income well above the average for Norway.

Our readers spend a substantial amount of money on their homes and country houses - refurbishing, new furniture, textiles etc. They are also high spenders regarding travelling, home technology et al.

Advertisers reports of very good response after having marketed their products in MAISON Interior. The fact that many of our customers has used MAISON Interior as their main advertising channel in more than 20 years, is a clear evidence of the efficiency of an ad in Maison.



PUBLISHING PLAN 2011

| Edition | In stores | Theme | Material deadline |
|---------|----------------|---|-------------------|
| 1 | 14.02. week 07 | Floors | 21.01. |
| 2 | 11.04. week 15 | Bathroom/garden furniture. The terrace as the new room in the house. | 18.03. |
| 3 | 06.06. week 23 | Summerplaces | 13.05. |
| 4 | 15.08. week 33 | The kitchen as the gathering place. Technology sound/picture | 15.07. |
| 5 | 19.09. week 38 | Cottage, fireplace | 26.08. |
| 6 | 24.10. week 43 | Furniture, exhibition news, lighting, textiles | 30.09. |
| 7 | 28.11. week 48 | Christmas | 04.11. |

We reserve the right to make changes.

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ADVERTISING

Please contact the advertising 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.

Advertising material

The advertising material must be delivered as digital, high resolution PDF-files by e-mail, YouSendIt or on a CD. 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

Bates United

Address: PO. box 7094, St. Olavs plass, 0130 Oslo

E-mail: annonser@bates.no

If material is sent by e-mail you have to send an copy to:

vidar.herlufsen@schibstedforlag.no

YouSendIt: <http://dropbox.yousendit.com/Lassesdropbox>

Contact person Bates United: Lasse Breivold +47 90 91 24 17

Cancellation

Minimum 4 weeks before deadline.

Reclaims

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

Schibsted Forlag AS

Apotekergaten 12

Address: PO. box 6974 St. Olavs plass, 0130 Oslo

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Contact the advertising department

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Visit us at www.maison.no

| | |
|-------------------------|----------|
| DOUBLE PAGE SPREAD | |
| Spread (page 2-3) | 69.900,- |
| Spread (page 4-5 + 6-7) | 59.900,- |
| Other spreads | 52.900,- |

Trim size: 450x290mm (+5mm bleed + crop marks)

A double page ad must be delivered as two single pages

Type area: 420x260mm

| | |
|------------|----------|
| 1/1 PAGE | |
| 4-colors | 29.900,- |
| Cover 3 | 39.900,- |
| Back cover | 49.900,- |

Trim size: 225x290mm

(+5mm bleed + crop marks)

Type area: 195x260mm

| | |
|----------|----------|
| 1/2 PAGE | |
| 4-color | 15.900,- |

Trim size: 195x129mm

(no bleed)

| | |
|----------|----------|
| 1/2 PAGE | |
| 4-colors | 15.900,- |

Trim size: 97x260mm

(no bleed)

| | |
|----------|---------|
| 1/4 PAGE | |
| 4-colors | 9.900,- |

Trim size: 97x129mm

(no bleed)

Crop marks

The diagram illustrates the layout of a page with various margins and areas. 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 195x260mm. A dash-dot line represents the bleed area, which is 5mm. A diagonal dashed line in the top-left corner represents the crop marks.

Add 5mm for bleed

Trim size = 225x290mm

Type area (195x260mm)

Text and important elements should be within this area