

# INTERIØR& MØBLER

NIL's YEARBOOK 2022

## INFORMATION FOR ADVERTISERS

**Publisher:** Norwegian Association  
of Interior Architects and Furniture  
Designers / Orfeus publishing

**Published:** August 2022

**Edition:** 3000 copies

**Format:** 23 x 29,7 cm

INTERIØR&MØBLER (INTERIOR&FURNITURE) is an established publication that has been published since 1988. The book presents 50–60 of the best interior and furniture projects in Norway from the past year. The projects are curated by a jury in collaboration with the editorial board.

By advertising in the NIL yearbook, you are guaranteed to reach decision-makers of interior architecture and the building industry. The book is sent to all members of NIL. You also reach governmental and private contractors, municipalities and counties, government agencies, real estate agents, entrepreneurs, all Norwegian embassies abroad, libraries, educational institutions and the media.

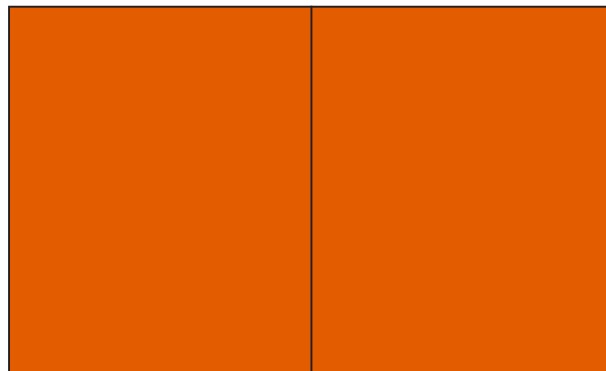
As NIL in 2020 celebrated its 75th anniversary we launched a digital edition of the yearbook, [www.interiorogmobler.no](http://www.interiorogmobler.no), as an addition to the printed edition. The content found on the digital edition is the same as on print – also the ads.



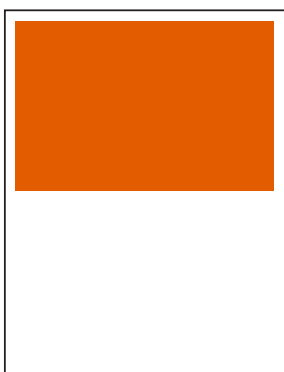
# ADVERTISEMENT FORMATS FOR THE PRINTED EDITION



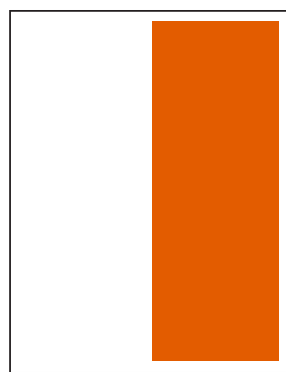
**FULL PAGE**  
23 x 29,7 cm + 3 mm bleed



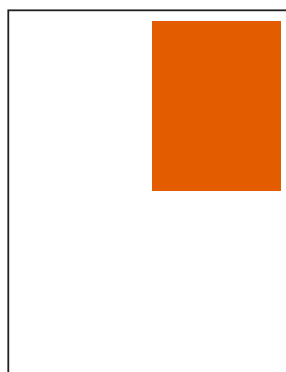
**2/1 PAGE (SPREAD)\*\***  
46 x 29,7 cm + 3 mm bleed



**1/2 PAGE**  
Horizontal format  
19,5 x 13 cm



**1/2 PAGE**  
Vertical format  
9,5 x 26,6 cm



**1/4 PAGE**  
Vertical format only  
9,5 x 13 cm

**1/1 side right**  
NOK 37 100 (approx. 3615 EUR)

**1/1 side left**  
NOK 33 480 (approx. 3260 EUR)

**Special page\* A (1/1)**  
The first pages of the book:  
Pp. 2, 3, 4, 5, 6, 7  
NOK 53 550 (approx. 5220 EUR)

**Special page\* B (1/1)**  
The last two pages of the book,  
and the page opposite the  
advertisement index  
NOK 45 350 (approx. 4420 EUR)

**2/1 page (spread)\*\***  
NOK 62 350 (approx. 6075 EUR)

**1/2 page**  
NOK 19 100 (approx. 1860 EUR)

**1/4 page**  
NOK 13 000 (approx. 1265 EUR)

## REQUIREMENTS TO THE MATERIAL

Material must be submitted ready to print, in the form of a high-resolution PDF in CMYK colour space.

Full page advertisements must have crop marks and 3 mm bleed.

Half and quarter-page advertisements do not need crop marks or bleed. We recommend crop marks if your advertisement has a thin line around it.

## Images

Resolution images: 300 ppi  
CMYK-colour profile: PSO Coated v3 (FOGRA51)

NIL does not proof-read or colour-check advertisements before printing. Problems caused by faulty material does not give right to complain.

Questions regarding technical requirements should be addressed to Steffen K. Ludvigsen, please find contact information below.

## DELIVERY DUE DATE

Print-ready material should be delivered by **Wednesday, April 6, 2022**.

## Delivery

Your print-ready PDF-file should be sent by e-mail to Steffen K. Ludvigsen, [salgsleder@nil.no](mailto:salgsleder@nil.no).

Material over 15 MB should not be sent directly by e-mail, but can be sent with a file transfer system of your choice, for example the free service Hightail or Wetransfer, or your own FTP system.

## ORDER CONFIRMATION AND INVOICE

An order confirmation will be sent via e-mail when the order is placed. The advertiser must within a week confirm the reception and notify if any changes. The agreement is binding.

## Payment

Invoice will be issued in NOK in April 2022 by e-mail with 14 days net. Transaction costs are paid by the advertiser.

## THE YEARBOOK

All advertisers receive one copy of the book. Contact your sales person for additional copies. The price for each additional copy is 250 NOK (approx. 25 EUR), included shipping.

## NEED ASSISTANCE WITH DESIGNING YOUR ADVERTISEMENT?

Graphic designer Steffen K. Ludvigsen may be contacted if you are in need of help to design your advertisement, or adjust existing material. This is done via Ludvigsen's company, separately from NIL. Ludvigsen's hourly fee is EUR 90. Please find his contact information above.

\*Special pages are only sold as full page format. These pages have an important placement in the yearbook and NIL reserves the right to quality-check the design of these advertisements, and give suggestions to improvements to ensure a high visual and technical standard. Changes will be made in dialogue with the advertiser, who must approve the final result.

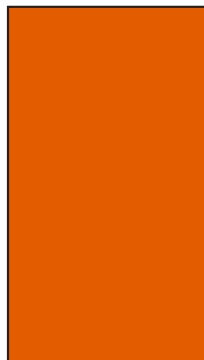
\*\*Price for regular pages (non-special pages).

# ADVERTISEMENT FORMATS FOR THE ONLINE EDITION



DESKTOP

WIDTH: 3800 PX  
HIGHT: 1880 PX



MOBILE DEVICE

WIDTH: 752 PX  
HIGHT: 1624 PX

## ADVERTISEMENT BIG

For advertisers with full page or special page advertisement in the printed edition



DESKTOP

WIDTH: 3300 PX  
HIGHT: 592 PX



MOBILE DEVICE

WIDTH: 752 PX  
HIGHT: 700 PX

## ADVERTISEMENT MEDIUM

For advertisers with half or quarter page advertisement in the printed edition

### ADVERTISEMENT LAYOUT

We recommend that the advertisement has a simple and clear design without too much text to ensure the advertisement's message to be efficiently communicated.

The ad should not have a border around it, nor animation.

### FREQUENCY

Digital advertisements are displayed in a frequency defined by the type of advertisement in the printed edition of INTERIØR&MØBLER.

### REQUIREMENTS TO THE MATERIAL

The advertisement is to be delivered in two formats, for desktop and mobile device.

To ensure the best possible quality/resolution on all screens, the sizes above are specified in double sizes.

The advertisement files is to be delivered in RBG colour profile and in 72 ppi. The files should be delivered with the highest compressing quality and will automatically be compressed and scaled in our system. Accepted file formats are JPG, PNG and GIF.

### ADVERTISER INDEX AND DIRECTING

Together with the file delivery, please provide us with the commercial name to be set in the advertiser index and the webpage address to which the ad shall direct.

### DELIVERY

Advertisement files are sent by email to Steffen K. Ludvigsen, salgsleder@nil.no.