

INTERIØR & MØBLER

NIL's YEARBOOK 2024

INFORMATION FOR ADVERTISERS

Publisher: Norwegian Association
of Interior Architects and Furniture
Designers / Orfeus Publishing
Published: August 2024
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 the best interior and furniture projects in Norway from the past year done by NIL's members.

By advertising in the NIL yearbook, you are guaranteed to reach important decision-makers in interior architecture and the building industry. The book is an efficient channel to reach 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.

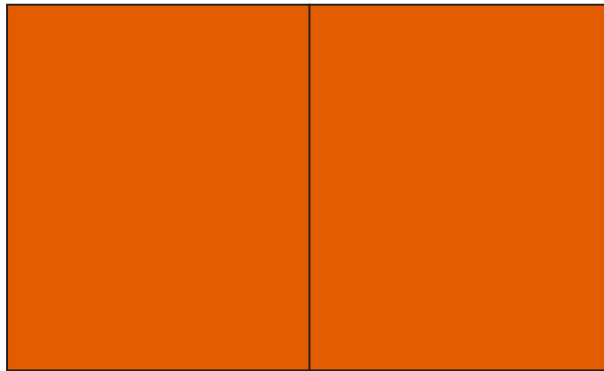
In addition to the printed book, the complete content – including the ads – is published on interiorogmobler.no and made available for everyone with interest in the subject.



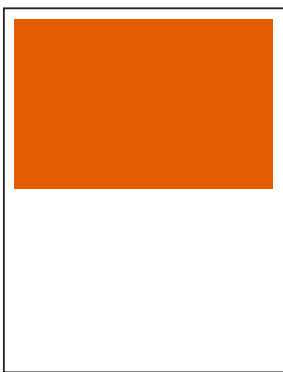
ADVERTISEMENT FORMATS INTERIØR & MØBLER 2024



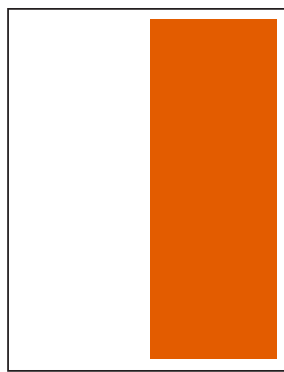
FULL PAGE
23 x 29,7 cm + 3 mm bleed



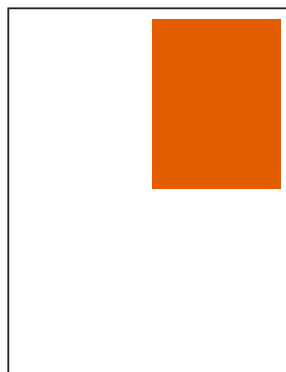
2/1 PAGE (SPREAD)**
46 x 29,7 cm + 3 mm bleed



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 39 900 (ca. EUR 3450)

1/1 side left
NOK 37 000 (ca. EUR 3200)

Special placement A* (1/1)
The first pages of the book:
Pp. 2, 3, 4, 5, 6, 7
NOK 58 000 (ca. EUR 5020)

Special placement B* (1/1)
The last two pages of the book,
and the page opposite the
advertisement index
NOK 49 000 (ca. EUR 4250)

2/1 page (spread)**
NOK 67 100 (ca. EUR 5800)

1/2 page
NOK 21 000 (ca. EUR 1820)

1/4 page
NOK 14 500 (ca. EUR 1250)

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.

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 the contact details below.

DELIVERY DUE DATE

Print-ready material should be delivered by **Thursday, April 4, 2024**.

Your print-ready PDF-file should be sent by e-mail to Steffen K. Ludvigsen, salgsleder@nil.no.

Files larger than 15 MB should be sent with a file transfer 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.

The invoice will be issued in NOK in April 2024 by e-mail with 14 days net. Invoicing in 2023 is possible upon request. Transaction costs are paid by the advertiser.

THE YEARBOOK

All advertisers receive one free copy of the book. Please contact your sales person for additional copies. Additional copies are sold to advertisers at a reduced rate, 250 NOK (ca. 22 EUR), included shipping.

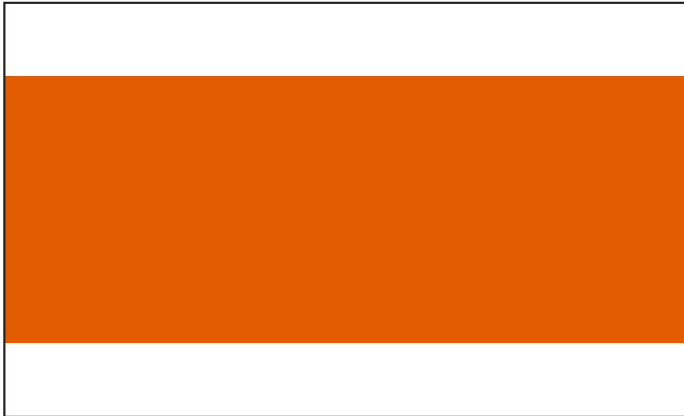
NEED ASSISTANCE WITH DESIGNING YOUR ADVERTISEMENT?

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 NOK 1300. Please find his contact information above.

* Special placements are only sold as full page format. These pages have an important placement in the yearbook and NIL reserves the right to suggest or request changes for improvements to ensure a high visual and technical standard. Repositioning can be done if it benefits the adverts on a spread visually. Changes will be made in dialogue with the advertiser.

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

EUR prices are based on September 2023 average conversion rate and are only indicative. Invoice is issued in NOK.



DESKTOP

WIDTH: 3800 PX
HIGHT: 1880 PX



MOBILE DEVICE

WIDTH: 752 PX
HIGHT: 1624 PX

ADVERTISEMENT LARGE

For advertisers with full page or special placement 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 and a small amount of text to ensure the advertisement's message to be efficiently communicated.

Do not add a small border around the ad the edges may vary slightly on different devices. Animation is not supported.

FREQUENCY

The display frequency of the ads are defined by the type of advertisement in the printed edition of INTERIØR & MØBLER. Larger ads will be displayed for longer periods.

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 written 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.