

2021 Media facts Apéritif

Apéritif is the leading on trade food and drink magazine, well known and respected for its in depth articles. Readers work in the licenced horeca business. Distribution also includes members of The Norwegian Sommelier Association and the monopoly shops. The total number of readers is 42 000 according to Kantar Business press 2019.

The magazine can boast top quality high integrity editorial, photos and print. The publisher is dominating in Norway's food and drink scene through the country's by far most important web site on food and drink, www.aperitif.no.

Issues

NO	DATE OF ISSUE	DEADLINE AD MATERIAL
1	16 February	2 February
2	23 March	9 March
3	4 May	20 April
4	15 June	1 June
5	31 August	17 August
6	5 October	21 September
7	9 November	26 October
8	7 December	23 November

Audited by the Norwegian Trade Press Association 2020: 4 990 copies

Ad sales

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Visit our website: www.aperitif.no

Prices & details

All rates in NOK

	B/W + 2C		
2/1 p	41.600		
1/1 p	22.400		
A5-format	16.300		
1/2 p	16.100		
1/4 p	10.800		
Back cover page	29.000		
2. and 3. cover page	26.000		
Inserts	< 30 g	31—50 g	51—100 g
Incl. plastic wrapping:	31.000	36.000	48.000

Format A4. **Paper quality cover** 250 g Gloss UV lacquered.

Paper quality inside 130 g Gloss. **Raster** 70 lines.

Printing method Offset. **Ad material** Digital transfer .

For any other kind of material the advertiser will be charged the additional costs. Commission to agency: 9 per cent.

	UPRIGHT W/H	LYING W/H
2/1 page		385/260
1/1 page	172/260	
Bleeding	210/297	420/297
2/3 page	112/260	172/168
A5	148/210	
1/2 page	83/260	172/127
1/3	68/260	172/105
1/4 page	83/127	172/60

Cancellations must be made 2 weeks ahead of issue date. The right to complaint is lost if the deadline for ad material is not met with. Complaints, corrections and cancellations must be in written. The publisher takes no responsibility for telephone messages.

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