



2026 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 2024.

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.

Every week a digital newsletter is distributed to 2 400 decision makers in the horeca business. The unique opening rate for the newsletters is very high, 39 per cent, as of November 2025.

Prices & details

All rates in NOK	B/W + 2C
2/1 page	43 900,-
1/1 page	23 900,-
1/2 page	16 900,-
1/4 page	10 900,-
Back cover page	30 900,-
2. and 3. cover page	27 900,-
Inserts incl plastic wrapping	36 000,-

Digital newsletter: prices on request.

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.

Formats

	UPRIGHT W/H	LYING W/H
2/1 page		385/260
1/1 page		172/260
Bleeding	210/297	420/297
1/2 page	83/260	172/127
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.

Issues

NO.	DATE OF ISSUE	DEADLINE AD MATERIAL
1	24 February	10 February
2	28 April	14 April
3	16 June	2 June
4	8 September	24 August
5	13 October	29 September
6	24 November	10 November

*Audited by the Norwegian Trade Press Association
2025: 4 851 copies Newsletter subscribers: 2 400
(November 2025).*