

A media company – The Egmont Family



A world map where the landmasses are colored in a dark olive green. The right side of the map, including North America, South America, Europe, and Africa, is highlighted in a bright yellow. The word "EGMONT" is written in the top right corner.

EGMONT

Egmont
publishes media
in more than 30
countries

We bring stories to life



Egmont Magazines

- #1 magazine publisher in Norway; Egmont Hjemmet Mortensen
- Leading publisher in Scandinavia with more than 100 titles



Egmont Kids Media

- #1 kids publisher in Nordic, Poland, Germany, Russia and Turkey
- Books, magazines and websites in more than 30 countries



Egmont Books

- #1 Norwegian book publisher
- #2 Danish book publisher
- #1 school book publisher, Denmark & Norway
- #1 children's book publisher, Denmark
- Oslo's largest chain of bookstores



Egmont Nordisk Film

- #1 cinema operator in Denmark
- #1 console distributor in Scandinavia
- #1 film producer in the Nordic countries

A photograph of two young men on a rooftop. The man on the right is holding a tablet and looking at it with a wide, joyful smile. The man on the left is leaning in, also smiling and looking at the tablet. They are both wearing casual clothing. The background shows a cityscape with buildings and a church spire under a clear sky.

TV 2

- The leading commercial broadcaster in Norway
- One of Norway's leading suppliers of news, sports and entertainment as well as services for electronic media platforms
- From February 1 2012, fully owned by Egmont

Charitable Activities

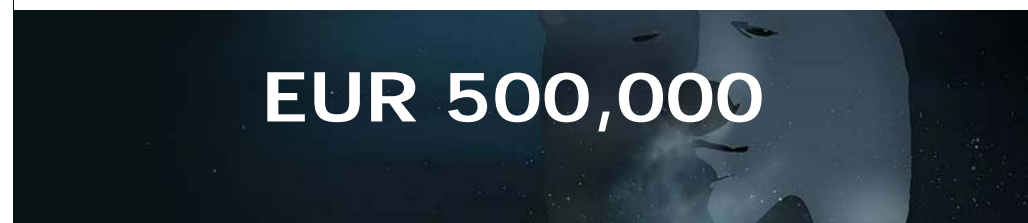
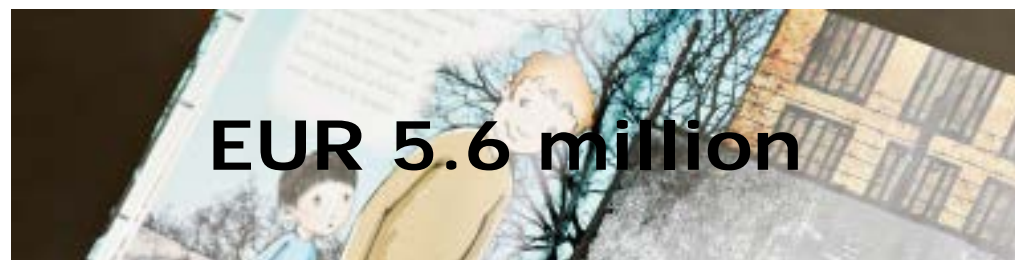
The charitable vision of the Egmont Foundation is to help improve **the lives of children and young people**

An illustration from a children's book showing a boy with orange hair in a yellow sweater and blue pants, and a girl with black hair in a blue top and red pants, walking together. They are in front of a grey, textured wall. In the background, there are bare trees and a building with many windows. The scene is set in a somewhat desolate, outdoor environment.

Henrik havde været bange for, at nogle af fangerne skulle flygte, mens han og onkel kom forbi. Det behøvede han ikke være bange for, havde onkel sagt, for muren var så høj, at det var næsten helt umuligt at klatre over den. Onkel havde forklaret, at ikke alle fængsler havde høje mure. Nogle havde bare et hegn, som ikke var så vanskeligt at klatre over. "Det kalder man *åbne fængsler*," sagde onkel. "Så kan de jo bare flygte," sagde Henrik forskrækket.

Charitable Activities

- EUR 240 million since 1920
- EUR 6.7 million in 2011
- EUR 5.6 million for 22 projects
- EUR 600,000 in support to single parent families
- EUR 500,000 to movie causes through The Nordisk Film Foundation



The magazines of Egmont Hjemmet Mortensen 2013

Norway's biggest magazine publisher

(Source: Readership 2013.1)

We bring stories to life

About Egmont Hjemmet Mortensen

- Egmont Hjemmet Mortensen publishes family magazines, speciality magazines, women's and men's magazines. We are the biggest magazine publisher in Norway.
- Our editors pride themselves in knowing how to best tell a story to the widest possible audience. Our hearts are in our work, and we consciously aim to supply you with relevant reading experiences.
- The feeling for a good story is what binds our many editors together. Our magazines are there to entertain you, regardless of whether you are travelling, relaxing on your sofa on a rainy day, or sunbathing on the beach.
- We always aim to create dialogue with our readers, and lately you can communicate with Egmont Hjemmet Mortensen through communities and blogs.

Number of readers for magazines

- Improved and more dynamic media index for magazine and weekly press was launched autumn 2012. In the new magazine and weekly press measurements, we are leaving the traditional number of readers as the selling point.
- This is replaced with the new selling point, GEP (Gross Exposure Points). There are many improvements in the new measurements, one of the advantages being that it will be easier to compare across different media channels.
- GEP is a measurement number consisting of three components:
 - Number of readers
 - Ratio of how much of the magazine you read the last time
 - Number of times an average issue is read
- Below the GEP values for Egmont HMs magazines are shown, spring 2013 – numbers in 1000.

Young women
Magazine time is
exclusive time



Det Nye

Fashion and much more



EGMONT

Hjemmet Mortensen

Det Nye is Norway's largest women's magazine, issued every third week. We focus mainly on fashion and beauty, and are associated with high profile professionals in these areas.

That means that we always carry inspiring fashion and beauty material, and are one of the first to capture new trends. Our readers love to shop, and we are committed to providing a short path from magazine to store. That means fashion material with an accessible profile.

The target audience is girls aged 18-35, regardless of marital status, residence and education/job. Det Nye will inform and engage, and be the good girl friend you can identify with and look up to.

Det Nye

Net circulation	30 712 *
GEP (Gross Exposure Points)	302 479
Women	86 %
Men	14 %
Number of times an average issue is read	3,0
Number of issues	17

Source:

GEP: TNS Gallup 2013.1

GEP (GrossExposure Points) = numbers in 1000

*Audited circulation, whole year 2012

We bring stories to life

Det Nye

Publishing dates and prices 2013

EGMONT
Hjemmet Mortensen

Det Nye			
No.	Material deadline	Publishing date	Week
2	07.12.12	11.01.13	2
3	04.01.13	01.02.13	5
4	25.01.13	22.02.13	8
5	15.02.13	15.03.13	11
6	15.03.13	12.04.13	15
7	04.04.13	03.05.13	18
8	22.04.13	24.05.13	21
9	15.05.13	14.06.13	24
10	07.06.13	05.07.13	27
11	28.06.13	26.07.13	30
12	19.07.13	16.08.13	33
13	09.08.13	06.09.13	36
14	30.08.13	27.09.13	39
15	27.09.13	25.10.13	43
16	25.10.13	22.11.13	47
01	21.11.13	20.12.13	51

Det Nye	
Format	4 color
4/1 p.	161 500
2/1 p.	95 000
1/1 p.	58 900
1/2 p.	47 500
Page 2-3	121 500
Page 4-5	117 500
Page 6-7	115 500
by content	70 500
Left hand side by editorial	70 500
First right hand side	69 000
Second right hand side	68 000
3rd cover	68 000
Back cover	89 500

We bring stories to life

Det Nye Shape Up

Norway's best fitness and beauty magazine



EGMONT
Hjemmet Mortensen

The target audience is women aged 20-39 that are interested in fitness, diet and beauty, on which they spend a great portion of their income

Det Nye Shape Up is a fitness and beauty magazine to inspire the reader to get fresh and sexy

Det Nye Shape Up

Net circulation	15 294 *
GEP (Gross Exposure Points)	101 983
Women	84 %
Men	16 %
Number of times an average issue is read	3,2
Number of issues	8

Source:

GEP: TNS Gallup 2013.1

GEP (GrossExposure Points) = numbers in 1000

*Audited circulation, whole year 2012

We bring stories to life

Det Nye Shape Up

Publishing dates and prices 2013

EGMONT

Hjemmet Mortensen

Det Nye ShapeUp			
No.	Material deadline	Publishing date	Week
1	28.11.12	07.01.13	2
2	01.02.13	04.03.13	10
3	18.03.13	22.04.13	17
4	29.04.13	03.06.13	23
5	14.06.13	15.07.13	29
6	19.07.13	19.08.13	34
7	06.09.13	07.10.13	41
8	18.10.13	18.11.13	47

Det Nye ShapeUp	
Format	4 color
4/1 p.	73 100
2/1 p.	43 000
1/1 p.	25 000
1/2 p.	18 000
1/4 p.	12 000
Page 2-3	54 000
Page 4-5	52 000
by editorial	31 000
by content	31 000
1st right hand page	29 000
2nd right hand page	28 000
3rd cover page	27 000
Back cover	36 000

We bring stories to life

Kamille

All aspects of you



EGMONT
Hjemmet Mortensen

The reader is an established, modern woman inhabiting different phases of life and playing several roles as mother, friend, colleague and wife/partner

A "feel-good" magazine from A to Z, for women who want to relax with topics such as fashion, beauty, food, health, married life, interior decorating and vacations

Kamille

Net circulation	41 295 *
GEP (Gross Exposure Points)	268 818
Women	89 %
Men	11 %
Number of times an average issue is read	3,0
Number of issues	26

Source:

GEP: TNS Gallup 2013.1

GEP (GrossExposure Points) = numbers in 1000

*Audited circulation, whole year 2012

We bring stories to life

Kamille

Publishing dates and prices 2012

EGMONT
Hjemmet Mortensen

Kamille			
No.	Material deadline	Publishing date	Week
1	05.12.11	06.01.12	1
2	16.12.11	20.01.12	3
3	04.01.12	03.02.12	5
4	18.01.12	17.02.12	7
5	01.02.12	02.03.12	9
6	15.02.12	16.03.12	11
7	27.02.12	30.03.12	13
8	09.03.12	13.04.12	15
9	21.03.12	27.04.12	17
10	04.04.12	11.05.12	19
11	23.04.12	25.05.12	21
12	04.05.12	08.06.12	23
13	22.05.12	22.06.12	25
14	06.06.12	06.07.12	27
15	20.06.12	20.07.12	29
16	04.07.12	03.08.12	31
17	18.07.12	17.08.12	33
18	01.08.12	31.08.12	35
19	15.08.12	14.09.12	37
20	29.08.12	28.09.12	39
21	12.09.12	12.10.12	41
22	26.09.12	26.10.12	43
23	12.10.12	09.11.12	45
24	24.10.12	23.11.12	47
25	07.11.12	07.12.12	49
26	21.11.12	21.12.12	51

Kamille	
Format	4 color
2/1 p.	79 500
1/1 p.	51 500
1/2 p.	42 500
Page 2-3	94,000
Page 4-5	90,000
Page 6-7	87 500
First right hand side	56,000
Second right hand side	55,000
3rd cover	52,000
Back cover	73,000
by editorial	56,000
by content	54,000

We bring stories to life

Kamille Jul



EGMONT
Hjemmet Mortensen

Last year's new effort, Kamille Jul, is a special magazine dedicated to Christmas, in the brilliant universe of the successful magazine Kamille. This year too, Kamille will spread Christmas cheer and Christmas spirit to homes near and far, with good Christmas ideas, beautiful Christmas homes and delightful recipes.

Utgivelser og priser 2013

Kamille Jul			
No.	Material deadline	Publishing date	Week
1	12.09.12	08.10.12	41

Kamille Jul	
Format	4 color
2/1 p.	49 000
1/1 p.	32 500
1/2 p.	21 500
Page 2-3	54 500
Page 4-5	52 500
by editorial	34 000
First right hand side	33 000
3rd cover	31 500
Back cover	41 500

We bring stories to life

Women

Top-up, surplus energy
and joie de vivre



Hjemmet

Norway's biggest women's magazine



EGMONT
Hjemmet Mortensen

The core reader is a modern woman, leading an active life. She is family oriented, but also wants to satisfy her own needs.

Deals with daily life, dreams and entertainment, and is best at food, interior decorating and crossword puzzles.

Hjemmet

Net circulation	169 258 *
GEP (Gross Exposure Points)	1 664 071
Women	73 %
Men	27 %
Number of times an average issue is read	4,1
Number of issues	52

Source:

GEP: TNS Gallup 2013.1

GEP (GrossExposure Points) = numbers in 1000

*Audited circulation, whole year 2012

We bring stories to life

Hjemmet

Publishing dates and prices 2013

EGMONT
Hjemmet Mortensen

Hjemmet			
No.	Material deadline	Publishing date	Week
1	03.12.12	02.01.13	1
2	10.12.12	07.01.13	2
3	17.12.12	14.01.13	3
4	20.12.12	21.01.13	4
5	07.01.13	28.01.13	5
6	14.01.13	04.02.13	6
7	21.01.13	11.02.13	7
8	28.01.13	18.02.13	8
9	04.02.13	25.02.13	9
10	11.02.13	04.03.13	10
11	18.02.13	11.03.13	11
12	25.02.13	18.03.13	12
13	26.02.13	22.03.13	13
14	04.03.13	02.04.13	13
15	11.03.13	08.04.13	15
16	18.03.13	15.04.13	15
17	21.03.13	22.04.13	17
18	08.04.13	29.04.13	18
19	11.04.13	06.05.13	19
20	17.04.13	13.05.13	20
21	22.04.13	21.05.13	21
22	30.04.13	27.05.13	22
23	07.05.13	03.06.13	23
24	15.05.13	10.06.13	24
25	27.05.13	17.06.13	25
26	30.05.13	24.06.13	26

Hjemmet			
No.	Material deadline	Publishing date	Week
27	10.06.13	01.07.13	27
28	17.06.13	08.07.13	28
29	24.06.13	15.07.13	29
30	01.07.13	22.07.13	30
31	08.07.13	29.07.13	31
32	15.07.13	05.08.13	32
33	22.07.13	12.08.13	33
34	29.07.13	19.08.13	34
35	05.08.13	26.08.13	35
36	12.08.13	02.09.13	36
37	19.08.13	09.09.13	37
38	26.08.13	16.09.13	38
39	02.09.13	23.09.13	39
40	09.09.13	30.09.13	40
41	16.09.13	07.10.13	41
42	23.09.13	14.10.13	42
43	30.09.13	21.10.13	43
44	07.10.13	28.10.13	44
45	14.10.13	04.11.13	45
46	21.10.13	11.11.13	46
47	28.10.13	18.11.13	47
48	04.11.13	25.11.13	48
49	11.11.13	02.12.13	49
50	18.11.13	09.12.13	50
51	25.11.13	16.12.13	51
52	28.11.13	20.12.13	52

Hjemmet	
Format	4 color
8/1 p.	389 283
6/1 p.	309 137
4/1 p.	228 990
3/1 p.	184 700
2/1 p.	134 700
1/1 p.	81 900
3/4 p.	71 900
1/2 p.	48 100
1/4 p.	27 000
1/8 page	14 700
Page 2	95 000
Page 2-3	161 200
First right hand page	96 600
3rd cover	90 400
Back cover	98 800

We bring stories to life

Norsk Ukeblad

A bit younger, a bit fresher



EGMONT

Hjemmet Mortensen

The target audience is younger, active and established women over 25, who are interested in beauty and well-being, travel, fashion and interior decorating.

Appears as modern, feminine, friendly and credible, with regular topics such as health, beauty and well-being, travel, fashion, food and interior decorating.

Norsk Ukeblad

Net circulation	82 142 *
GEP (Gross Exposure Points)	826 327
Women	74 %
Men	27 %
Number of times an average issue is read	3,6
Number of issues	52

Source:

GEP: TNS Gallup 2013.1

GEP (GrossExposure Points) = numbers in 1000

*Audited circulation, whole year 2012

We bring stories to life

Norsk Ukeblad

Publishing dates and prices 2013

EGMONT
Hjemmet Mortensen

Norsk Ukeblad			
No.	Material deadline	Publishing date	Week
1	03.12.12	02.01.13	1
2	10.12.12	07.01.13	2
3	17.12.12	14.01.13	3
4	20.12.12	21.01.13	4
5	07.01.13	28.01.13	5
6	14.01.13	04.02.13	6
7	21.01.13	11.02.13	7
8	28.01.13	18.02.13	8
9	04.02.13	25.02.13	9
10	11.02.13	04.03.13	10
11	18.02.13	11.03.13	11
12	25.02.13	18.03.13	12
13	26.02.13	22.03.13	13
14	04.03.13	02.04.13	13
15	11.03.13	08.04.13	15
16	18.03.13	15.04.13	16
17	21.03.13	22.04.13	17
18	08.04.13	29.04.13	18
19	11.04.13	06.05.13	19
20	17.04.13	13.05.13	20
21	22.04.13	21.05.13	21
22	30.04.13	27.05.13	22
23	07.05.13	03.06.13	23
24	15.05.13	10.06.13	24
25	27.05.13	17.06.13	25
26	30.05.13	24.06.13	26

Norsk Ukeblad			
No.	Material deadline	Publishing date	Week
27	10.06.13	01.07.13	27
28	17.06.13	08.07.13	28
29	24.06.13	15.07.13	29
30	01.07.13	22.07.13	30
31	08.07.13	29.07.13	31
32	15.07.13	05.08.13	32
33	22.07.13	12.08.13	33
34	29.07.13	19.08.13	34
35	05.08.13	26.08.13	35
36	12.08.13	02.09.13	36
37	19.08.13	09.09.13	37
38	26.08.13	16.09.13	38
39	02.09.13	23.09.13	39
40	09.09.13	30.09.13	40
41	16.09.13	07.10.13	41
42	23.09.13	14.10.13	42
43	30.09.13	21.10.13	43
44	07.10.13	28.10.13	44
45	14.10.13	04.11.13	45
46	21.10.13	11.11.13	46
47	28.10.13	18.11.13	47
48	04.11.13	25.11.13	48
49	11.11.13	02.12.13	49
50	18.11.13	09.12.13	50
51	25.11.13	16.12.13	51
52	28.11.13	20.12.13	52

Norsk Ukeblad	
Format	4 color
8/1 p.	307 785
6/1 p.	244 418
4/1 p.	182 700
3/1 p.	146 700
2/1 p.	106 500
1/1 p.	65 000
3/4 p.	56 800
1/2 p.	38 600
1/4 p.	22 700
1/8 page	12 500
Page 2	75 500
Page 2-3	128 000
1st right hand page	74 600
Back cover	77 600

We bring stories to life

Alt Om Julen Spesial



EGMONT
Hjemmet Mortensen

Norsk Ukeblad also publishes Alt om Julen Spesial (all about Christmas special edition), an appealing and glossy Christmas magazine in the same format as Bonytt - ready for sale at the start of October.

This magazine will become a collector's item!

You get delicious, savory Christmas recipes, ideas and inspiration for everything related to Christmas.

Alt Om Julen spesial

Publishing dates and prices 2013

Alt Om Julen Spesial				Alt Om Julen Spesial	
No.	Material deadline	Publishing date	Week	Format	4 color
1	02.09.13	07.10.13	41	2/1 p.	51 000
				1/1 p.	30 000
				1/2 p.	18 000
				Back cover	34 500

We bring stories to life

Familien

For active and involved adult women



EGMONT
Hjemmet Mortensen

The target audience is responsible and involved adult women with many interests.

The content is strongest on needlework and food, but also covers interior decorating, greenery, health, well-being, finances and diet.

Familien

Net circulation	101 147 *
GEP (Gross Exposure Points)	1 163 147
Women	81 %
Men	19 %
Number of times an average issue is read	4,4
Number of issues	26

Source:

GEP: TNS Gallup 2013.1

GEP (GrossExposure Points) = numbers in 1000

*Audited circulation, whole year 2012

We bring stories to life

Familien

Publishing dates and prices 2013

EGMONT
Hjemmet Mortensen

Familien			
No.	Material deadline	Publishing date	Week
1	30.11.12	02.01.13	1
2	11.12.12	14.01.13	3
3	02.01.13	28.01.13	5
4	15.01.13	11.02.13	7
5	29.01.13	25.02.13	9
6	12.02.13	11.03.13	11
7	25.02.13	22.03.13	13
8	06.03.13	08.04.13	15
9	18.03.13	22.04.13	17
10	08.04.13	06.05.13	19
11	18.04.13	21.05.13	21
12	02.05.13	03.06.13	23
13	21.05.13	17.06.13	25
14	04.06.13	01.07.13	27
15	18.06.13	15.07.13	29
16	02.07.13	29.07.13	31
17	16.07.13	12.08.13	33
18	30.07.13	26.08.13	35
19	13.08.13	09.09.13	37
20	27.08.13	23.09.13	39
21	10.09.13	07.10.13	41
22	24.09.13	21.10.13	43
23	08.10.13	04.11.13	45
24	22.10.13	18.11.13	47
25	05.11.13	02.12.13	49
26	19.11.13	16.12.13	51

Familien	
Format	4 color
8/1 p.	224 264
6/1 p.	178 092
4/1 p.	116 700
3/1 p.	93 700
2/1 p.	77 600
1/1 p.	41 500
3/4 p.	36 400
1/2 p.	23 700
1/4 p.	14 400
1/8 p.	8 200
1/3 p.	19 300
Page 2	48 400
Page 2-3	85 300
First right hand page	49 900
Back cover	49 900

We bring stories to life

Familiens Idebøger

EGMONT
Hjemmet Mortensen

In Familiens Idebøger (Familien's idea booklets) you'll find delicious recipes lots of inspiration and ideas.

The booklets have long life, as they are collected and referred to year after year. Familiens idea booklets have glossy covers and very good paper quality.

All the booklets are produced by experts in their respective fields. In addition their professional competence they are skilled at communicating the material so that everybody may follow the advice and the recipes.

No 1: Håndarbejds idéer (craft ideas)

No 2: Håndarbejds idéer (craft ideas)

No 3: Familiens Juleidéer

No 4: "Merry Christmas" Familien



Familiens Idebøger

Publishing dates and prices 2013

Familiens Idebøger				Familiens Idebøger	
No.	Material deadline	Publishing date	Week	Format	
1	22.02.13	22.03.13	8	4 color	
2	29.07.13	26.08.13	35	2/1 p.	52,000
3	09.09.13	07.10.13	41	1/1 p.	32,000
4	21.10.13	18.11.13	47	1/2 p.	21,000
				Back cover	36,000

We bring stories to life

Alt for Damene

When you expect a little more



EGMONT
Hjemmet Mortensen

The target audience is women 40 years +. She is a smart, sophisticated woman who is interested in culture, and who has extra money to spend on herself. She is interested in fashion, beauty, health, interior decorating and food. However, she is also interested in reading features, portraits and in exploring issues more in-depth.

"Alt for damene" is a magazine that provide the ladies with a little of everything that is important to them. We go deeper, and are not afraid of being different. Among other things, we will front tough ladies who know what they want, and do it. Successful career women get too little attention - which we will do something about!

Alt for Damene

Net circulation	18 291
GEP (Gross Exposure Points)	99 864
Women	90 %
Men	10 %
Number of times an average issue is read	3,3
Number of issues	19

Source:

GEP: TNS Gallup 2013.1

GEP (GrossExposure Points) = numbers in 1000

*Audited circulation, whole year 2012

We bring stories to life

Alt for Damene

Publishing dates and prices 2013

EGMONT
Hjemmet Mortensen

Alt For Damene			
No.	Material deadline	Publishing date	Week
1	05.12.12	04.01.13	1
2	09.01.13	01.02.13	5
3	30.01.13	22.02.13	8
4	20.02.13	15.03.13	11
5	07.03.13	05.04.13	14
6	03.04.13	26.04.13	17
7	25.04.13	24.05.13	21
8	27.05.13	21.06.13	25
9	19.06.13	12.07.13	28
10	10.07.13	02.08.13	31
11	30.07.13	23.08.13	34
12	21.08.13	13.09.13	37
13	11.09.13	04.10.13	40
14	02.10.13	25.10.13	43
15	23.10.13	15.11.13	46
16	13.11.13	06.12.13	49

Alt for Damene	
Format	4 color
2/1 p.	69 000
1/1 p.	39 000
1/2 p.	31 000
Page 2-3	80 000
Page 4-5	77 000
Page 6-7	75 000
by content	46 000
by editorial	46 000
First right hand page	46 000
Second right hand page	44 000
Back cover	57 000

We bring stories to life

Bedre Helse

Norway's leading health magazine



EGMONT
Hjemmet Mortensen

The target audience is women (and men) nationwide, who are interested in their own health.

The magazine will provide useful health information and guidance, on regular topics such as diet, nutrition, fitness and self-care.

Bedre Helse

Net circulation	24 239 *
GEP (Gross Exposure Points)	256 676
Women	71 %
Men	29 %
Number of times an average issue is read	3,8
Number of issues	11

Source:

GEP: TNS Gallup 2013.1

GEP (GrossExposure Points) = numbers in 1000

*Audited circulation, whole year 2012

We bring stories to life

Bedre Helse

Publishing dates and prices 2013

EGMONT
Hjemmet Mortensen

Bedre Helse			
No.	Material deadline	Publishing date	Week
1	10.12.12	14.01.13	3
2	21.01.13	18.02.13	8
3	18.02.13	18.03.13	12
4	18.03.13	15.04.13	16
5	11.04.13	13.05.13	20
6	10.05.13	10.06.13	24
7	10.06.13	08.07.13	28
8	15.07.13	12.08.13	33
9	26.08.13	23.09.13	39
10	23.09.13	21.10.13	43
11	28.10.13	25.11.13	48

Bedre Helse	
Format	4 color
8/1 p.	114 155
6/1 p.	90 653
4/1 p.	67 150
3/1 p.	55 500
2/1 p.	39 500
1/1 p.	25 700
3/4 p.	23 700
1/2 p.	16 400
1/4 p.	12 400
1/8 p.	8 900
Page 2	30 500
Page 2-3	49 800
1st right hand page	29 900
3rd cover	27 400
Back cover	29 900

We bring stories to life

Parents

Everything about the most important things in life



Foreldre & Barn

Norway's biggest magazine for
parents of small children



EGMONT
Hjemmet Mortensen

The target audience is parents of children aged 0-6

Engaging and useful content about being parents of small children, dealing with children's health, development, upbringing, child fashion and travel. Is known for its thorough and independent consumer tests.

Foreldre & Barn

Net circulation	39 559 *
GEP (Gross Exposure Points)	440 519
Women	72 %
Men	28 %
Number of times an average issue is read	3,8
Number of issues	12

Source:

GEP: TNS Gallup 2013.1

GEP (GrossExposure Points) = numbers in 1000

*Audited circulation, whole year 2012

We bring stories to life

Foreldre & Barn

Publishing dates and prices 2013

EGMONT
Hjemmet Mortensen

Foreldre & Barn			
No.	Material deadline	Publishing date	Week
1	03.12.12	07.01.13	2
2	07.01.13	04.02.13	6
3	04.02.13	04.03.13	10
4	21.02.13	22.03.13	12
5	21.03.13	29.04.13	18
6	22.04.13	27.05.13	22
7	27.05.13	24.06.13	26
8	01.07.13	29.07.13	31
9	29.07.13	26.08.13	35
10	02.09.13	30.09.13	40
11	30.09.13	28.10.13	44
12	04.11.13	02.12.13	49

Foreldre & Barn	
Format	4 color
4/1 p.	125 800
2/1 p.	74 000
1/1 p.	53 000
1/2 p.	43 500
Page 2-3	92 000
Page 4-5	88 000
Page 6-7	82 500
by editorial	60 000
by content	60 000
by smånytt	60 000
by ting i tiden	60 000
by småkultur	60 000
by smågodt	60 000
by smårom	60 000
by mat	60 000
by mote	60 000
1st right hand page	60 000
2nd right hand page	56 000
3rd cover	56 000
Back cover	70 000

We bring stories to life

Kamille Mor&Barn



EGMONT
Hjemmet Mortensen

Kamille mor & barn is a special edition of our successful Kamille title, dedicated to the joys of motherhood.

We wish to provide our readers, who generally are in the middle of the most hectic phase of their lives, time for relaxation with reports and short pieces that inspire and top up with new energy.

Kamille Mor & Barn

Net circulation	8 045 *
GEP (Gross Exposure Points)	70 312
Women	86 %
Men	14 %
Number of times an average issue is read	3,8
Number of issues	8

Source:

GEP: TNS Gallup 2013.1

GEP (GrossExposure Points) = numbers in 1000

*Audited circulation, whole year 2012

We bring stories to life

Kamille Mor&Barn

Utgivelser og priser 2013

EGMONT
Hjemmet Mortensen

Kamille Mor&Barn			
No.	Material deadline	Publishing date	Week
1	28.01.13	25.02.13	9
2	06.03.13	08.04.13	15
3	16.04.13	13.05.13	20
4	27.05.13	24.06.13	26
5	23.07.13	19.08.13	34
6	10.09.13	07.10.13	41
7	22.10.13	18.11.13	47

Kamille Mor&Barn	
Format	4 color
4/1 p.	83 300
2/1 p.	49 000
1/1 p.	32 500
1/2 p. wide	21 500
Page 2-3	54 500
by editorial	34 000
1st right hand page	33 000
Back cover	41 500

We bring stories to life

Babydrøm

The indispensable
magazine for pregnant women



EGMONT
Hjemmet Mortensen

The target audience are women who are either pregnant or who are planning to have children, mainly aged between 20 and 40.

Provides knowledge, inspiring articles and useful tips, and is a leading support for women finding themselves in a new situation in life.

Gravid (Babydrøm)

Net circulation	6 060 *
GEP (Gross Exposure Points)	72 443
Women	77 %
Men	23 %
Number of times an average issue is read	3,7
Number of issues	6

Source:

GEP: TNS Gallup 2013.1

GEP (GrossExposure Points) = numbers in 1000

*Audited circulation, whole year 2012

We bring stories to life

Babydrøm

Publishing dates and prices 2013

EGMONT
Hjemmet Mortensen

Gravid			
No.	Material deadline	Publishing date	Week
1	02.01.12	30.01.12	5
2	27.02.12	26.03.12	13
3	23.04.12	29.05.12	22
4	25.06.12	23.07.12	30
5	27.08.12	24.09.12	39
6	29.10.12	26.11.12	48

Gravid	
Format	4 color
2/1 p.	61,000
1/1 p.	36 900
1/2 p.	29 600
Page 2-3	75,000
Page 4-5	72,000
Page 6-7	69,000
by editorial	44,000
1st right hand page	44,000
2nd right hand page	41 500
3rd cover	41 500
Back cover	53,000

We bring stories to life

Home

Inspiration and
good ideas.



Bonytt

*The first, best and biggest
inspiration for your home*



EGMONT
Hjemmet Mortensen

The target audience is established women aged 25-59 with solid finances and with an elevated interest in interior decorating and homes.

Bonytt will be at the forefront with news to inspire and give readers ideas for their homes.

Bonytt

Net circulation	43 468 *
GEP (Gross Exposure Points)	601 075
Women	63 %
Men	37 %
Number of times an average issue is read	3,3
Number of issues	14

Source:

GEP: TNS Gallup 2013.1

GEP (GrossExposure Points) = numbers in 1000

*Audited circulation, whole year 2012

We bring stories to life

Bonytt

Publishing dates and prices 2013

EGMONT
Hjemmet Mortensen

Bonytt			
No.	Material deadline	Publishing date	Week
1	30.11.12	07.01.13	2
2	04.01.13	04.02.13	6
3	01.02.13	04.03.13	10
4*	27.02.13	02.04.13	14
5	22.03.13	29.04.13	18
6	19.04.13	21.05.13	21
7	15.05.13	17.06.13	25
8	07.06.13	08.07.13	28
9	05.07.13	05.08.13	32
10	26.07.13	26.08.13	35
11	23.08.13	23.09.13	39
12*	13.09.13	14.10.13	42
13	11.10.13	11.11.13	46
14	08.11.13	09.12.13	50

Bonytt	
Format	4 color
4/1 p.	153 000
2/1 p.	90 000
1/1 p.	55 000
1/2 p. wide	35 000
1/2 p. tall	40 000
1/4 p.	24 000
Page 2-3	100 000
Page 4-5	97 000
Page 12-13	95 000
Page 15 - 1/2 p. Tall	42 000
Page by editorial	60 000
1st right whole page	60 000
2nd right whole page	58 000
3rd cover	60 000
Back cover	69 000

* = bigger issue inkl Bonytt Fritid

We bring stories to life

rom123

The best ideas and the smartest tips



EGMONT
Hjemmet Mortensen

The target audience is women aged 25-45, who like to renovate their homes and who want tips regarding smart and simple interior decorating solutions.

The magazine is unpretentious, young and trendy in its expression, and seeks to provide readers with inspiration for the renovation of their homes, through simple and creative measures. Regular contributors raise the editorial quality.

rom123

Net circulation	38 582 *
GEP (Gross Exposure Points)	347 265
Women	83 %
Men	17 %
Number of times an average issue is read	4,1
Number of issues	11

Source:

GEP: TNS Gallup 2013.1

GEP (GrossExposure Points) = numbers in 1000

*Audited circulation, whole year 2012

We bring stories to life

rom123

Publishing dates and prices 2013

EGMONT
Hjemmet Mortensen

rom123			
No.	Material deadline	Publishing date	Week
1	03.12.12	07.01.13	2
2	07.01.13	04.02.13	6
3	11.02.13	11.03.13	11
4	05.03.13	08.04.13	15
5	05.04.13	06.05.13	19
6	08.05.13	10.06.13	24
7	24.06.13	22.07.13	30
8	29.07.13	26.08.13	35
9	02.09.13	30.09.13	40
10	07.10.13	04.11.13	45
11	04.11.13	02.12.13	49

rom 123	
Format	4 color
4/1 p.	88 400
2/1 p.	52 000
1/1 p.	32 000
1/2 p.	19 500
1/4 p.	10 900
Page 2-3	58 000
Page 8-9	56 000
by editorial	35 000
1st right hand page	35 000
3rd cover page	35 000
Back cover	40 000

Rom123 food issue (wrapped with rom123)

Publishing dates and prices 2013

Rom123 food issue			
No.	Material deadline	Publishing date	Week
1	21.03.13	06.05.13	19
2	26.08.13	30.09.13	40

Rom123 food issue	
Format	4 color
2/1 p.	40 000
1/1 p.	25 000
1/2 p.	18 000

We bring stories to life

BoligDrøm

A romantic lifestyle magazine



EGMONT
Hjemmet Mortensen

The target audience is women 30 years + who are looking for inspiration and the chance to delve into dreamy and gorgeous pictures and harmonic homes. They are modern, well educated women interested in home, garden and food.

The magazine is glue cut, with thick paper and great big picture features.

BoligDrøm is a lush and feminine guide to romantic style. The magazine will primarily present Norwegian interior design features, and thus establish a secure and solid foundation in the Norwegian market

Boligdrøm

Net circulation	27 261 *
GEP (Gross Exposure Points)	229 324
Women	82 %
Men	19 %
Number of times an average issue is read	3,9
Number of issues	10

Source:

GEP: TNS Gallup 2013.1

GEP (GrossExposure Points) = numbers in 1000

*Audited circulation, whole year 2012

We bring stories to life

BoligDrøm

Publishing dates and prices 2013

EGMONT
Hjemmet Mortensen

BoligDrøm			
No.	Material deadline	Publishing date	Week
2	27.12.12	28.01.13	5
3	04.02.13	04.03.13	10
4	05.03.13	08.04.13	15
5	11.04.13	13.05.13	20
6	27.05.13	24.06.13	26
7	08.07.13	05.08.13	32
8	12.08.13	09.09.13	37
9	16.09.13	14.10.13	42
10	21.10.13	18.11.13	47
1/14	22.11.13	20.12.13	51

Boligdrøm	
Format	4 color
2/1 p.	40 000
1/1 p.	25 000
1/2 p. wide	18 000
1/2 p. tall	18 000
Page 2-3	54 000
Page 4-5	50 000
Page by editorial	31 000
Page by content	31 000
1st right whole page	29 000
3rd cover	31 000
Back cover	36 000

We bring stories to life

ELLE Decoration

Most beautiful and inspiring



EGMONT
Hjemmet Mortensen

Innovative, style conscious women between 25 and 49 that are genuinely interested in interior decorating and design.

ELLE Decoration is Norway's only international interior design magazine. Here the reader will find both dream homes and tips on how they can make their own dreams come true.

ELLE Decoration

Net circulation	20 258 *
GEP (Gross Exposure Points)	110 684
Women	82 %
Men	18 %
Number of times an average issue is read	3,3
Number of issues	8

Source:

GEP: TNS Gallup 2013.1

GEP (GrossExposure Points) = numbers in 1000

*Audited circulation, whole year 2012

We bring stories to life

ELLE Decoration

Publishing dates and prices 2013

EGMONT
Hjemmet Mortensen

ELLE Decoration			
No.	Material deadline	Publishing date	Week
1	22.11.12	07.01.13	2
2	28.01.13	04.03.13	10
3	06.03.13	15.04.13	16
4	10.04.13	21.05.13	21
5	16.05.13	24.06.13	26
6	08.07.13	12.08.13	33
7	19.08.13	23.09.13	39
8	07.10.13	11.11.13	46

ELLE Decoration	
Format	4 color
4/1 p.	117 300
2/1 p	69 000
1/1 p	46 000
1/2 p	29 000
1/3 p	26 000
1st spread	79 000
2nd - 5th spread	76 000
1st - 4th right hand side	49 000
Inside cover, back cover	49 000
Back cover	59 000

We bring stories to life

Hytteliv

Practical solutions and
inspiring ideas



EGMONT
Hjemmet Mortensen

The target audience is both women and men who own a cottage, or who plan to buy one. Most are steadily employed and have high incomes.

A magazine that delights and provides practical news, with cottage features, "DIY" articles, tips about new products and equipment, advice, nature articles and things typically Norwegian.

Hytteliv

Net circulation	46 554 *
GEP (Gross Exposure Points)	497 343
Women	50 %
Men	50 %
Number of times an average issue is read	3,8
Number of issues	11

Source:

GEP: TNS Gallup 2013.1

GEP (GrossExposure Points) = numbers in 1000

*Audited circulation, whole year 2012

We bring stories to life

Hytteliv

Publishing dates and prices 2013

EGMONT
Hjemmet Mortensen

Hytteliv			
No.	Material deadline	Publishing date	Week
1	03.12.12	07.01.13	2
2	14.01.13	11.02.13	7
3	11.02.13	11.03.13	11
4	13.03.13	15.04.13	16
5	18.04.13	21.05.13	21
6	16.05.13	17.06.13	25
7	01.07.13	29.07.13	31
8	29.07.13	26.08.13	35
9	02.09.13	30.09.13	40
10	30.09.13	28.10.13	44
11	04.11.13	02.12.13	49

Hytteliv	
Format	4 color
4/1 p.	102 000
2/1 p.	60 000
1/1 p.	39 500
1/2 p.	20 000
1/3 p.	15 000
1/4 p.	10 300
1/8 p.	6 700
Page 2-3	72 000
First right hand page	42 000
Second right hand page	42 000
Left hand side by editorial	42 000
Back cover	49 000

We bring stories to life



Men
Where men
are men.

Vi Menn

Let men be men



EGMONT
Hjemmet Mortensen

The target audience is men aged 35-55, with high spending and corresponding income. They are interested in sports, technology (especially automotive technology) and exiting adventures. In short: They are men!

Covers most subjects of interest to Norwegian men, with regular features containing everything from action to crime, via travels and outdoor adventures, to news and gadgets.

Vi Menn

Net circulation	68 716 *
GEP (Gross Exposure Points)	935 217
Women	27 %
Men	73 %
Number of times an average issue is read	3,8
Number of issues	51

Source:

GEP: TNS Gallup 2013.1

GEP (GrossExposure Points) = numbers in 1000

*Audited circulation, whole year 2012

We bring stories to life

Vi Menn

Publishing dates and prices 2013

EGMONT
Hjemmet Mortensen

Vi Menn			
No.	Material deadline	Publishing date	Week
1	07.12.12	02.01.13	1
2	10.12.12	07.01.13	2
3	17.12.12	14.01.13	3
4	27.12.12	21.01.13	4
5	07.01.13	28.01.13	5
6	14.01.13	04.02.13	6
7	21.01.13	11.02.13	7
8	28.01.13	18.02.13	8
9	04.02.13	25.02.13	9
10	11.02.13	04.03.13	10
11	18.02.13	11.03.13	11
12-13	25.02.13	18.03.13	12
14	11.03.13	02.04.13	14
15	13.03.12	08.04.13	15
16	18.03.13	15.04.13	16
17	22.03.13	22.04.13	17
18	08.04.13	29.04.13	18
19	12.04.13	06.05.13	19
20	18.04.13	13.05.13	20
21	24.04.13	21.05.13	21
22	03.05.13	27.05.13	22
23	08.05.13	03.06.13	23
24	16.05.13	10.06.13	24
25	27.05.13	17.06.13	25
26	03.06.13	24.06.13	26
27	10.06.13	01.07.13	27

Vi Menn			
No.	Material deadline	Publishing date	Week
28	17.06.13	08.07.13	28
29	24.06.13	15.07.13	29
30	01.07.13	22.07.13	30
31	08.07.13	29.07.13	31
32	15.07.13	05.08.13	32
33	22.07.13	12.08.13	33
34	29.07.13	19.08.13	34
35	05.08.13	26.08.13	35
36	12.08.13	02.09.13	36
37	19.08.13	09.09.13	37
38	26.08.13	16.09.13	38
39	02.09.13	23.09.13	39
40	09.09.13	30.09.13	40
41	16.09.13	07.10.13	41
42	23.09.13	14.10.13	42
43	30.09.13	21.10.13	43
44	07.10.13	28.10.13	44
45	14.10.13	04.11.13	45
46	21.10.13	11.11.13	46
47	28.10.13	18.11.13	47
48	04.11.13	25.11.13	48
49	11.11.13	02.12.13	49
50	18.11.13	09.12.13	50
51-52	25.11.13	16.12.13	51
1-14	02.12.13	30.12.13	1

Vi Menn	
Format	4 color
8/1 p.	282 931
6/1 p.	224 681
4/1 p.	166 430
3/1 p.	136 000
2/1 p.	97 900
1/1 p.	61 300
3/4 p.	56 700
2/3 p.	51 000
1/2 p.	40 200
1/3 p.	29 900
1/4 p. tall/wide	22 100
1/8 p. tall/wide	14 100
Page 2-3	113 300
Whole page by table of contents	72 100
First right hand page	72 100
2nd spread	107 100
3rd cover	72 100
Back cover	77 300

We bring stories to life

Vi Menn Bil Topgear

Reading and driving
pleasure for car enthusiasts



EGMONT
Hjemmet Mortensen

The target audience is all Norwegians interested in cars. They are overrepresented in the higher income groups and are often opinion leaders with respect to cars in their circle of acquaintances

News about cars and automotive products with focus on new technology, consumer issues, car history and motor sports, as well as car tests

All issues are shrink-wrapped together with Vi Menn.

Vi Menn Bil TopGear

Net circulation	68 716 *
GEP (Gross Exposure Points)	303 146
Women	12 %
Men	88 %
Number of times an average issue is read	3,0
Number of issues	8

Source:

GEP: TNS Gallup 2013.1

GEP (GrossExposure Points) = numbers in 1000

*Audited circulation, whole year 2012

We bring stories to life

Vi Menn Bil TopGear

Publishing dates and prices 2013

EGMONT
Hjemmet Mortensen

Vi Menn Bil TopGear			
No.	Material deadline	Publishing date	Week
1	04.01.13	04.02.13	6
2	01.02.13	04.03.13	10
3	01.03.13	02.04.13	14
4	19.04.13	21.05.13	21
5	07.06.13	08.07.13	28
6	26.07.13	26.08.13	35
7	23.08.13	23.09.13	39
8	18.10.13	18.11.13	47

Vi Menn Bil TopGear	
Format	4 color
4/1 p.	79 900
3/1 p.	65 800
2/1 p.	46 900
1/1 p.	29 400
3/4 p.	24 900
1/2 p.	17 900
1/4 p.	9 900
1/8 p.	5 900
Page 2	36 500
Page 3	36 500
Page 2-3	51 900
Whole page by table of contents	35 900
First right hand page	35 900
3rd cover	33 900
Back cover	38 400

We bring stories to life

Vi Menn Båt

Norway's biggest boating magazine



EGMONT
Hjemmet Mortensen

Affluent readers with great interest in boats, but also interested in lifestyle, technology and the outdoors

Fresh and engaging boating magazine focusing on new boat models and accessories. Characterized by contagious enthusiasm for boats and boating, and known for good features.

All issues are shrink-wrapped together with Vi Menn.

Vi Menn Båt

Net circulation	74 227 *
GEP (Gross Exposure Points)	247 476
Women	13 %
Men	87 %
Number of times an average issue is read	3,0
Number of issues	6

Source:

GEP: TNS Gallup 2013.1

GEP (GrossExposure Points) = numbers in 1000

*Audited circulation, whole year 2012

We bring stories to life

Vi Menn Båt

Publishing dates and prices 2013

EGMONT
Hjemmet Mortensen

Vi Menn Båt			
No.	Material deadline	Publishing date	Week
1	25.01.13	25.02.13	9
2	08.03.13	08.04.13	15
3	05.04.13	06.05.13	19
4	10.05.13	10.06.13	24
5	05.07.13	05.08.13	32
6	06.09.13	07.10.13	41

Vi Menn Båt	
Format	4 color
4/1 p.	75 000
3/1 p.	62 100
2/1 p.	44 200
1/1 p.	27 600
3/4 p.	23 400
1/2 p.	14 950
1/4 p.	7 350
1/8 p.	5 400
1/1 p. by content	31 500
Page 2	32 500
Page 3	32 500
Page 2-3 (spread)	48 600
3rd cover page	31 500
Back cover	34 000

We bring stories to life

Vi Menn Vitenskap & Historie*



EGMONT
Hjemmet Mortensen

The target audience is established, relatively urbane working women aged 30-50, with good finances and who think it is important and prudent to invest in health, well-being and a good education, who are enjoying life to the full rather than being health fanatics

Will contain interviews with celebrities and women with a healthy lifestyle, fitness guides, diet and food, short pieces and product news, psychology, cohabitation and well-being, as well as skin care and beauty

Circulation: 68 716

*Science and History

We bring stories to life

Vi Menn Vitenskap og Historie

Publishing dates and prices 2013

EGMONT
Hjemmet Mortensen

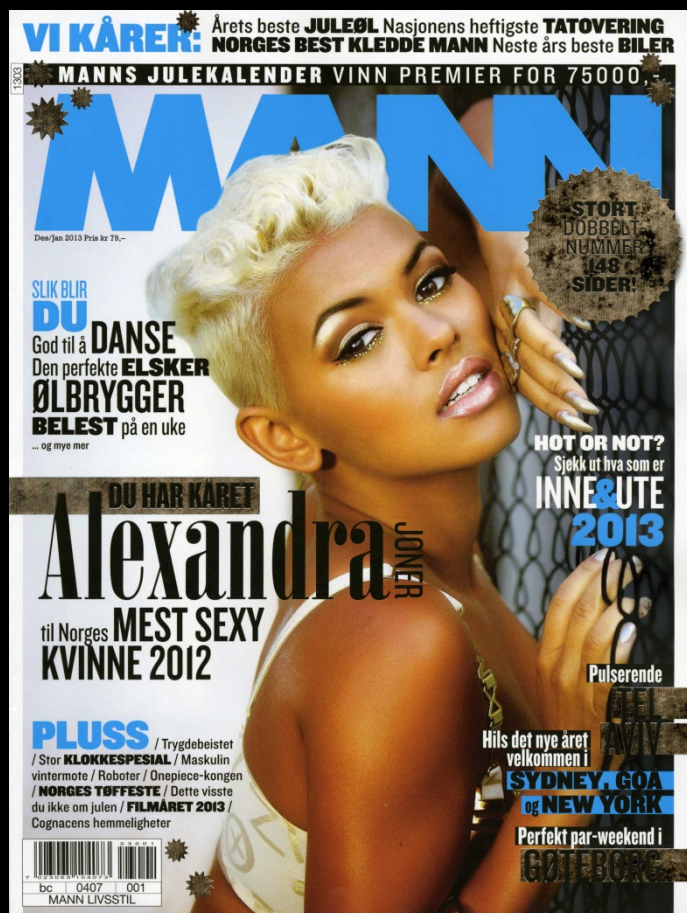
Vi Menn Vitenskap og Historie			
No.	Material deadline	Publishing date	Week
1	28.12.12	28.01.13	5
2	25.03.13	22.04.13	17
3	24.06.13	22.07.13	30
4	02.09.13	30.09.13	40

Vi Menn Vitenskap og Historie	
Format	4 color
4/1 p.	79 900
3/1 p.	65 800
2/1 p.	46 900
1/1 p.	29 400
3/4 p.	24 900
1/2 p.	17 900
1/4 p.	9 900
1/8 p.	5 900
Page 2	36 500
Page 3	36 500
Page 2-3	51 900
Whole page by table of contents	35 900
First right hand page	35 900
3rd cover	33 900
Back cover	38 400

We bring stories to life

MANN

For men who read



EGMONT
Hjemmet Mortensen

The readers are urbane, educated men aged between 25 and 35, with above average income and spending

An exclusive lifestyle magazine with a fresh and bold, yet not vulgar, editorial style. Contains portrait interviews, action filled reports, fashion, travel, cars, electronics and gadgets.

MANN

Net circulation	11 482 *
GEP (Gross Exposure Points)	187 074
Women	13 %
Men	88 %
Number of times an average issue is read	3,1
Number of issues	11

Source:

GEP: TNS Gallup 2013.1

GEP (GrossExposure Points) = numbers in 1000

*Audited circulation, whole year 2012

We bring stories to life

MANN

Publishing dates and prices 2013

EGMONT
Hjemmet Mortensen

MANN			
No.	Material deadline	Publishing date	Week
2	11.12.12	14.01.13	3
3	28.01.13	25.02.13	9
4	22.02.13	22.03.13	12
5	02.04.13	29.04.13	18
6	24.04.13	27.05.13	22
7	27.05.13	24.06.13	26
8	01.07.13	29.07.13	31
9	29.07.13	26.08.13	35
10	26.08.13	23.09.13	39
11	30.09.13	28.10.13	44
12	04.11.13	02.12.13	49

MANN	
Format	4 farger
2/1 p.	70 500
1/1 p.	38 900
1/2 p.	26 500
1/3 p.	18 500
1/4 p. tall/wide	16 000
Page 2-3	90 500
Page 4-5	89 000
Page 6-7	82 000
by content	48 000
by content	48 000
by editorial	48 000
First right hand page	47 000
Second right hand page	45 000
by entry to Bypuls	45 000
by entry to Release	45 000
by introduction to Faktisk	45 000
by introduction to Fri	45 000
by Matoppskrift	45 000
by entry to Stil	45 000
3rd cover	45 000
Back cover	55 000

We bring stories to life

Alt Om Fiske

The magazine for the
Norwegian angler



EGMONT
Hjemmet Mortensen

- "Alt om Fiske" is the magazine for anyone interested in angling who consider angling a lifestyle
- The magazine will increase Norwegian anglers' desire for fishing, and provide advice and tips

Alt om Fiske

Net circulation	15 123 *
GEP (Gross Exposure Points)	175 533
Women	17 %
Men	83 %
Number of times an average issue is read	3,8
Number of issues	10

Source:

GEP: TNS Gallup 2013.1

GEP (GrossExposure Points) = numbers in 1000

*Audited circulation, whole year 2012

We bring stories to life

Alt om Fiske

Publishing dates and prices 2013

EGMONT
Hjemmet Mortensen

Alt om Fiske			
No	Material deadline	Publishing date	Week
1	11.12.12	14.01.13	3
2	22.01.13	18.02.13	8
3	19.02.13	18.03.13	12
4	19.03.13	15.04.13	16
5	15.04.13	13.05.13	20
6	14.05.13	10.06.13	24
7	11.06.13	08.07.13	28
8	13.08.13	09.09.13	37
9	17.09.13	14.10.13	42
10	22.10.13	18.11.13	47

Alt om Fiske Spesial			
No	Material deadline	Publishing date	Week
Trout fishing	30.04.13	06.05.13	19
Trout fishing	21.05.13	24.06.13	26

Alt om Fiske	
Format	4 color
4/1 p.	71 900
3/1 p.	57 300
2/1 p.	42 800
1/1 p.	23 800
1/2 p. wide/tall	13 900
1/3 p.	10 700
1/4 p. wide/tall	8 900
Page 2-3	52 900
Page 8	26 900
First right hand page	26 900
2nd spread	48 000
3rd cover	26 900
Back cover	29 500
8/1 p.	115 000
12/1 p.	150 000

BUYER'S GUIDE	
1/8 s	3 300
1/16	850
1/32	550

Alt om Fiske Special Edition	
2/1 p.	25 000
1/1 p.	15 000
1/2 p.	8 000
Back cover	20 000

We bring stories to life

Villmarksliv

Extra wild



EGMONT
Hjemmet Mortensen

- The target audience consists of women and men of all ages who are interested in the outdoors
- A common meeting ground for both the fresh "wilderness explorer" and the biggest enthusiasts. Contains tips about the best fishing spots, hunting grounds, hiking tips, use and maintenance of equipment and knowledge

Villmarksliv

Net circulation	34 473 *
GEP (Gross Exposure Points)	403 863
Women	28 %
Men	72 %
Number of times an average issue is read	3,5
Number of issues	12

Source:

GEP: TNS Gallup 2013.1

GEP (GrossExposure Points) = numbers in 1000

*Audited circulation, whole year 2012

We bring stories to life

Villmarksliv

Publishing dates and prices 2013

EGMONT
Hjemmet Mortensen

Villmarksliv			
No	Material deadline	Publishing date	Week
1	30.11.12	02.01.13	1
2	02.01.13	28.01.13	5
3	29.01.13	25.02.13	9
4	25.02.13	22.03.13	12
5	02.04.13	29.04.13	18
6	25.04.13	27.05.13	22
7	04.06.13	01.07.13	27
8	02.07.13	29.07.13	31
9	06.08.13	02.09.13	36
10	03.09.13	30.09.13	40
11	01.10.13	28.10.13	44
12	29.10.13	25.11.13	48

Villmarksliv Special			
No	Material deadline	Publishing date	Week
Tests & Equipment	23.11.12	02.01.13	1
Photobook	15.10.13	18.11.13	47

Villmarksliv	
Format	4 color
4/1 p.	81 900
3/1 p.	69 500
2/1 p.	53 500
1/1 p.	29 900
1/2 p. tall/wide	18 500
1/3 p.	14 500
1/4 p. tall/wide	11 700
Page 2-3	61 900
1/3 page by table of contents	16 500
First right hand page	34 500
2nd spread	57 500
Page 4	36 500
8/1 p.	150 000
12/1 p.	195 000
Back cover	39 500

BUYER'S GUIDE	
1/8 p.	3 950
1/16 p.	950
1/32 p.	650
1/64 p.	400

Villmarksliv Special edition	
2/1 p.	25.000
1/1 p.	15.000
1/2 p.	8.000
Back cover	20.000

We bring stories to life

Jakt

Genuine hunting pleasure



EGMONT

Hjemmet Mortensen

- The target audience consists of all persons with a special interest in hunting, weapons and hunting accessories, both beginners and more experienced hunters
- "Jakt" will inspire and help hunters mastering their craft, by adding new knowledge, focusing on the traditional elements of hunting

Jakt

Net circulation	16 638 *
GEP (Gross Exposure Points)	198 024
Women	21 %
Men	79 %
Number of times an average issue is read	3,6
Number of issues	10

Source:

GEP: TNS Gallup 2013.1

GEP (GrossExposure Points) = numbers in 1000

*Audited circulation, whole year 2012

We bring stories to life

Jakt

Publishing dates and prices 2013

EGMONT
Hjemmet Mortensen

Jakt			
No	Material deadline	Publishing date	Week
1	21.12.12	21.01.13	4
2	05.02.13	04.03.13	10
3	26.03.13	22.04.13	17
4	03.05.13	03.06.13	23
5	04.06.13	01.07.13	27
6	02.07.13	29.07.13	31
7	30.07.13	26.08.13	35
8	27.08.13	23.09.13	39
9	01.10.13	28.10.13	44
10	05.11.13	02.12.13	49

Jakt Special edition			
No	Material deadline	Publishing date	Week
Weapon's guide	26.03.13	29.04.13	18
Small game hunting	28.05.13	01.07.13	27
Big game hunting	25.06.13	29.07.13	31

Jakt	
Format	4 color
4/1 p.	61 900
3/1 p.	49 900
2/1 p.	38 300
1/1 p.	21 400
1/2 p.	13 200
1/3 p.	10 000
1/4 p.	7 900
Page 2-3	47 800
Whole page by editorial (page 6)	25 000
First right hand page	25 000
2nd spread	45 000
3rd cover	25 000
Back cover	27 900
8/1 p.	120 000
12/1 p.	140 000

BUYER'S GUIDE	
1/8 p	3 000
1/16 p	800
1/32 p	500
1/64 p	300

Jakt Spesial Edition	
2/1 p.	25.000
1/1 p.	15.000
1/2 p.	8.000
Back cover	20.000

We bring stories to life

Motor

*Biggest on things automotive,
vacations and leisure*



EGMONT
Hjemmet Mortensen

The target audience is both men and women aged 25-54, who wish to stay current regarding news and tips about their car ownership.

As the membership magazine of the Norwegian Automobile Association, Motor has a clear consumer profile, focusing on things automotive, vacations and leisure. The editorial content consists of news, tests and useful consumer issues.

Motor

Net circulation	426 202 *
GEP (Gross Exposure Points)	1 612 502
Women	35 %
Men	65 %
Number of times an average issue is read	3,1
Number of issues	8

Source:
GEP: TNS Gallup 2013.1
GEP (GrossExposure Points) = numbers in 1000
*Audited circulation, Fagpressen

We bring stories to life

Motor

Publishing dates and prices 2013

EGMONT
Hjemmet Mortensen

Motor			
No.	Material deadline	Publishing date	Week
1	15.01.13	06.02.13	6
2	19.02.13	15.03.13	11
3	09.04.13	03.05.13	18
4	14.05.13	05.06.13	23
5	18.06.13	10.07.13	28
6	13.08.13	04.09.13	36
7	01.10.13	23.10.13	43
8	12.11.13	04.12.13	49

Motor	
Format	4 color
4/1 p.	232 000
3/1 p.	200 000
2/1 p.	134 000
1/1 p.	72 500
1/2 p.	44 500
1/4 p.	26 000
Page 2-3	146 000
Page 2	80 000
Page 3	80 000
1st right hand side (page 9)	77 000
2nd right hand side (page 13)	77 000
3rd right hand side	75 000
Market 1/4	17 500
Market 1/8	9 500
3rd last	75 000
3rd cover	77 000
Back cover	87 500

We bring stories to life

Hjemme PC

We provide consumers with the best solutions



EGMONT
Hjemmet Mortensen

HjemmePC is Norway's best-selling computer magazine. We lead the readers into the digital world and ensure that it is a place to stay.

With technology changing overnight and a jungle of equipment, we take engage both the newbie and the more experienced computer user. Through reports and consumer articles testing PC's and PC equipment, software introductions and tips for how to get more out of your computer, our enthusiasts want to share both the joy of computation and and to inspire, without using difficult technical terms.

In each issue we let the reader explore new applications and smart solutions themselves by attaching a CD/DVD and making applications available for download at our own website, www.cdnett.no.

Hjemme PC

Net circulation	13 034 *
GEP (Gross Exposure Points)	283 214
Women	16 %
Men	84 %
Number of times an average issue is read	4,1
Number of issues	12

Source:

GEP: TNS Gallup 2013.1

GEP (GrossExposure Points) = numbers in 1000

*Audited circulation, Fagpressen

We bring stories to life

Hjemme PC

Publishing dates and prices 2013

EGMONT
Hjemmet Mortensen

Hjemme PC			
No.	Material deadline	Publishing date	Week
1	30.11.12	02.01.13	1
2	01.01.13	28.01.13	5
3	29.01.13	25.02.13	9
4	25.02.13	22.03.13	12
5	02.04.13	29.04.13	18
6	03.05.13	03.06.13	23
7	04.06.13	01.07.13	27
8	02.07.13	29.07.13	31
9	06.08.13	02.09.13	36
10	03.09.13	30.09.13	40
11	08.10.13	04.11.13	45
12	05.11.13	02.12.13	49

Hjemme PC	
Format	4 color
2/1 p.	32 200
1/1 p.	21 900
3/4 p.	18 800
1/2 p.	17 600
1/3 p.	10 200
1/4 p.	7 100
1/8 p. tall/wide	4 300
Page 2	25 900
Page 2-3	38 900
Page 4-5 (2/1 p.)	34 600
First right hand page	23 600
3rd cover	23 600
Back cover	23 600

We bring stories to life

Current interest
The very latest
about the biggest
stars



Her og Nå

Norway's most inexpensive advertising vehicle in print



EGMONT
Hjemmet Mortensen

Readers are curious, interested in the life of celebrities, of both sexes and of all ages, but mainly under 40.

An entertaining current events magazine with news of celebrities and the Royal Family.

Her og Nå

Net circulation	87 670 *
GEP (Gross Exposure Points)	747 736
Women	60 %
Men	40 %
Number of times an average issue is read	3,3
Number of issues	52

Source:

GEP: TNS Gallup 2013.1

GEP (GrossExposure Points) = numbers in 1000

*Audited circulation, Fagpressen

We bring stories to life

Her og Nå

Publishing dates and prices 2013

EGMONT
Hjemmet Mortensen

Her og Nå

No.	Material deadline	Publishing date	Week
1	11.12.12	02.01.13	1
2	18.12.12	08.01.13	2
3	02.01.13	15.01.13	3
4	08.01.13	22.01.13	4
5	15.01.13	29.01.13	5
6	22.01.13	05.02.13	6
7	29.01.13	12.02.13	7
8	05.02.13	19.02.13	8
9	12.02.13	26.02.13	9
10	19.02.13	05.03.13	10
11	26.02.13	12.03.13	11
12	05.03.13	19.03.13	12
13	06.03.13	22.03.13	13
14	12.03.13	02.04.13	14
15	19.03.13	09.04.13	15
16	02.04.13	16.04.13	15
17	09.04.13	23.04.13	17
18	16.04.13	30.04.13	18
19	22.04.13	07.05.13	19
20	26.04.13	14.05.13	20
21	02.05.13	21.05.13	21
22	08.05.13	28.05.13	22
23	21.05.13	04.06.13	23
24	28.05.13	11.06.13	24
25	04.06.13	18.06.13	25
26	11.06.13	25.06.13	26

Her og Nå

No.	Material deadline	Publishing date	Week
27	18.06.13	02.07.13	27
28	25.06.13	09.07.13	28
29	02.07.13	16.07.13	29
30	09.07.13	23.07.13	30
31	16.07.13	30.07.13	31
32	23.07.13	06.08.13	32
33	30.07.13	13.08.13	33
34	06.08.13	20.08.13	34
35	13.08.13	27.08.13	35
36	20.08.13	03.09.13	36
37	27.08.13	10.09.13	37
38	03.09.13	17.09.13	38
39	10.09.13	24.09.13	39
40	17.09.13	01.10.13	40
41	24.09.13	08.10.13	41
42	01.10.13	15.10.13	42
43	08.10.13	22.10.13	43
44	15.10.13	29.10.13	44
45	22.10.13	05.11.13	45
46	29.10.13	12.11.13	46
47	05.11.13	19.11.13	47
48	12.11.13	26.11.13	48
49	19.11.13	03.12.13	49
50	26.11.13	10.12.13	50
51	03.12.13	17.12.13	51
52	10.12.13	30.12.13	1/14

Her og Nå

Format	4 color
8/1 p.	204 901
6/1 p.	162 716
4/1 p.	120 530
3/1 p.	99 800
2/1 p.	70 900
1/1 p.	44 300
1/2 p. wide	28 400
1/2 p. tall	28 400
1/3 p.	20 500
1/4 p.	16 300
1/4 p. tall/wide	16 300
1st right hand page	52 000
Back cover	52 000

We bring stories to life