

NORWAY

FIPP WORLD MAGAZINE TRENDS 2006/2007

Number of titles

	2000	2001	2002	2003	2004	2005
Consumer	-	78	79	83	87	-
Business-to-business	250	250	250	240	235	235

Source: DNFF, Norsk Ukepresse

Average magazine cover prices

	Price (Nkr)
Consumer	50.27
Business-to-business	50.00

Advertising expenditure data

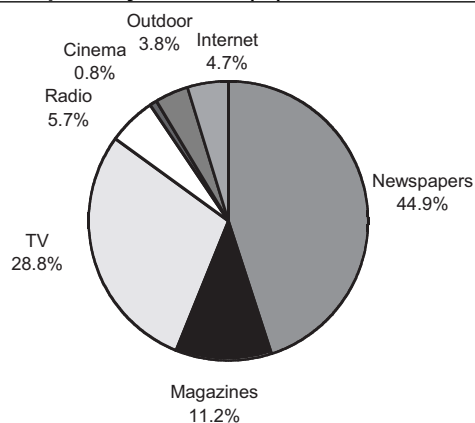
(Nkr million, current prices)

	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005
Magazines	1,059	1,089	1,191	1,325	1,409	1,548	1,597	1,601	1,765	1,838	2,212
Newspapers	3,701	4,710	5,054	5,278	5,384	5,557	5,641	5,930	7,010	7,589	8,891
TV	2,333	2,734	3,065	3,413	3,779	4,630	4,572	4,458	4,886	5,100	5,698
Radio	403	471	604	546	669	604	500	649	698	901	1,134
Outdoor	258	213	190	188	257	263	249	375	575	672	759
Internet	0	0	0	0	170	300	235	250	325	455	940
Total	7,824	9,300	10,209	10,885	11,798	13,026	12,921	13,383	15,402	16,698	19,795

Source: AC Nielsen, ZenithOptimedia

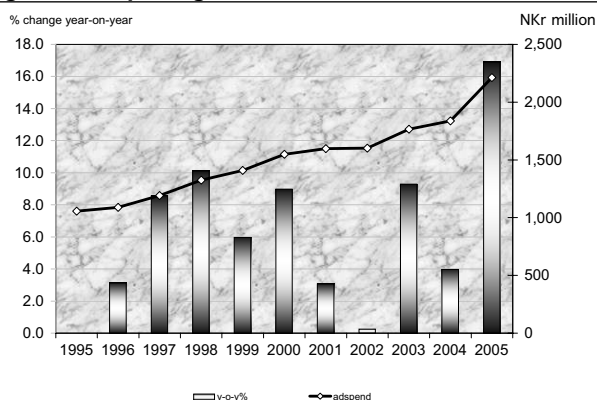
Before discounts, excludes agency commission, excludes production costs, excludes classified advertising, magazines include business magazines

Share of adspend by medium (%) 2005



Source: ZenithOptimedia

Magazine adspend growth 1995-2005



Source: ZenithOptimedia

Major business magazine publishers

Publisher	No. titles
Vanebo Forlag	12
Skarland Press	6
Utdanningsforbundet	5
Universitetsforlaget	4
Media Oslo	3
Industri Media	3

Source: DNFF

Top ten business magazine advertising categories

- Office/computers
- Information/PR/advertising
- Industry/shipping
- Books/education
- Engineering
- Car/car-related
- Medical
- Groceries
- Travel/Transportation
- Agriculture/Fishing

Source: ACNielsen

National population and GDP

	(Million)
National population	4.6
Women (15+)	1.89
Men	1.83
Adult population (15+)	3.72
Gross Domestic Product (US\$)	246.9 billion

Source: CIA

Number of websites

	2000	2001	2002	2003	2004	2005
Consumer	-	22	40	56	-	-
Business-to-business	200	220	220	220	225	225

Source: DNFF, Norsk Ukepresse

Distribution (business-to-business)

	(Million)
Business-to-business	
By national postal service	53
Other distributors	7
Average cost of mailing per copy (Nkr)	
Weekly magazines	7.24
Monthly magazines	5.73

Major Magazine titles (1999)

	Publisher	Frequency	Circulation (000)	Average issue readership (000)	(%)	Page cost (4 colour) (US\$)	Audited	Cover price (Nkr)
Women's magazines			Women 15+					
Det Nye	Hjemmet Mortensen	17/year	70	118	3	53,400	Yes	48.00
KK	Aller	Weekly	70	-	-	47,000	Yes	36.00
Henne	Aller	14/year	52	62	2	52,000	Yes	59.00
Foreldre & Bam	Hjemmet Mortensen	Monthly	50	139	4	37,900	Yes	54.00
Bedre Helse	Hjemmet Mortensen	8/year	36	153	4	22,400	Yes	53.00
Elle	Hachette	Monthly	32	-	-	51,000	Yes	55.00
Mag	Se og Hør Forlaget	11/year	52	282	8	27,000	Yes	49.50
In-side	Egmont	Monthly	31	165	5	29,000	Yes	47.50
Shape Up	Hjemmet Mortensen	10/year	29	388	11	24,400	Yes	54.00
Det Nyl Makeup & Hår	Hjemmet Mortensen	Quarterly	25	124	3	24,000	Yes	49.00
TV guides								
Se og Hør	Se og Hør Forlaget	Weekly	268	-	-	85,000	Yes	30.00
Hør of Nå	Hjemmet Mortensen	Weekly	193	400	11	34,900	Yes	17.00
Se og Hør Weekend	Se og Hør Forlaget	Weekly	160	121	3	60,000	Yes	30.00
Programbladet	Andre	Weekly	36	58	2	19,000	Yes	30.00
General interest								
Hjemmet	Hjemmet Mortensen	Weekly	237	77	2	79,500	Yes	31.00
Norsk Ukeblad	Hjemmet Mortensen	Weekly	154	79	2	61,900	Yes	31.00
Familien	Hjemmet Mortensen	Fortnightly	149	1,047	29	40,300	Yes	31.00
Allers	Aller	Weekly	116	153	4	39,500	Yes	32.00
Vi over 60	Grieg Media	11/year	86	-	-	27,600	Yes	53.00
Consumer special interest								
Bonytt	Hjemmet Mortensen	14/year	711	-	-	44,000	Yes	59.00
Norsk Golf	Se og Hør Forlaget	Monthly	70	-	-	37,500	Yes	69.00
Hytteliv	Hjemmet Mortensen	10/year	60	-	-	28,900	Yes	55.00
Bil	Bil Forlaget	Monthly	55	-	-	35,800	Yes	49.50
Topp	Se og Hør Forlaget	Monthly	55	-	-	32,000	Yes	45.00
Autofil	Se og Hør Forlaget	Monthly	54	-	-	44,000	Yes	59.90
Villmarksliv	Hjemmet Mortensen	Monthly	48	-	-	29,400	Yes	65.00
Norsk Familieøkonomi	HS Media	Bimonthly	41	147	4	29,500	Yes	38.50
Hjemme-PC	Hjemmet Mortensen	Monthly	29	-	-	31,400	Yes	59.50
Elle Interiør	Hachette	Monthly	26	-	-	40,000	Yes	59.00
Men's magazines								
Vi Menn	Hjemmet Mortensen	Weekly	108	-	-	56,500	Yes	35.00
Mann	Hjemmet Mortensen	11/year	16	-	-	37,900	Yes	59.00
FHM	Bonnier	8/year	-	-	-	37,500	No	49.50
Financial/business/news								
Dine Penger	Schibsted	Monthly	-	-	-	52,000	No	62.00
Kampanje	Hjemmet Mortensen	11/year	-	-	-	29,900	No	75.00
Kapital	Hegnar	22/year	-	-	-	44,900	No	59.00
Økonomisk Rapport	Andre	Fortnightly	-	-	-	29,500	No	59.00
Business/specialist								
Motor (car/transportation)	Norwegian automobile ass.	-	10	422	-	69,500	-	-
Fagbladet (public adm)	Norwegian counties ass.	-	11	300	-	60,000	-	-
Fjell og Vidde (mountain life)	Norwegian tourist ass.	-	6	139	-	39,000	-	-
Magasinet Aktuell (public adm)	Norwegian workers ass	-	10	137	-	32,000	-	-
Utdanning (school&education)	Educational association	-	23	132	-	35,000	-	-
Magasinet for fagorganiserte (public&private adm)	Assosiation for organized workers	-	9	132	-	30,000	-	-
Hus & Bolig (Home&house-owners)	Association for homeowners	-	6	122	-	29900	-	-
Pensjonisten (Retired&leisure)	Norwegian retired ass.	-	6	120	-	35000	-	-
Vi over 60 (Retired &leisure)	Grieg Media	-	11	88	-	28900	-	-
Jakt og Fiske (hunting and fishing)	Norwegian Hunting and fishing association	-	11	87	-	28000	-	-

Source: DNFF

*2003 figures, except for b2b, which are 2005

Total number of business magazine publishing companies: 150

Total number of business magazines mailed annually: 60 million