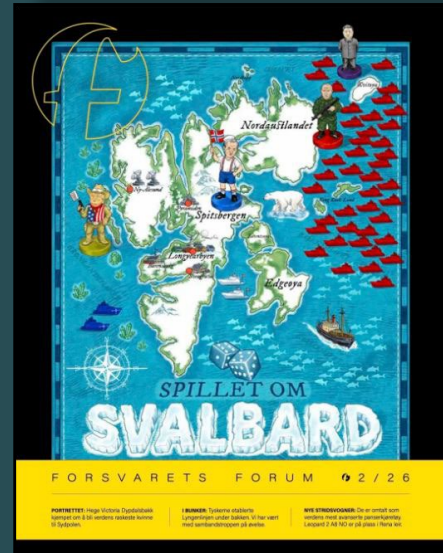


MEDIA PLAN 2027

Forsvarets forum is the country's largest and most important professional publication, featuring national and international news on defence, emergency planning to steder and security.



Approx. 100,000
readers per issue.

Circulation: 40,000

About the magazine – Forsvarets forum

- The country's largest and most important professional publication, featuring coverage of the defence and security industries.
- News, features, analyses and debate on defence, emergency preparedness and security.
- Employees of the Armed Forces, reservists, politicians and key figures in the broader defence industry make up the largest readership group.

The editorial team operates freely and independently in accordance with the Media Liability Act, and follows the Code of Ethics for the Norwegian Press and the Editors' Code.

You can also follow us on [Facebook](#) and [Instagram](#).
Subscribe to our newsletters by [clicking here](#).

We can tailor advertising packages that include print, digital, and newsletter.

Publishing schedule 2027

No	Artwork Deadline	Publication
1	4 February	3 March
2	13 May	9 June
3	26 August	22 September
4	11 November	8 December

Advertising Formats and Prices in the Magazine(excl.VAT))

Ad Format	Size	Price excl. VAT
2-page spread	454x290 mm + 3mm bleed	NOK 68,000
2-page spread, pages 2-3	454x290 mm + 3mm bleed	NOK 74,200
1/1 page, bleed	227x290 mm + 3 mm bleed	NOK 41,500
1/1 page, bleed inside cover, pages 4-5	227x290 mm + 3 mm bleed	NOK 43,900
1/1 page back cover, bleed	227x230 mm + 3 mm bleed	NOK 47,500
1/2 page landscape	201 x 131 mm	NOK 22,900
1/2 page portrait	98 x 266 mm	NOK 22,900
Gatefold	Contact us for pricing	

Page views per week

400,000

Average unique users per day

30,000

Average reading time

1.20 min

Facebook

41,500

Instagram

20,800

Linkedin

5,600

**Daily newsletter reaches 25 000 subscribers.
Buy a banner ad for 1 week = 175,000 impressions!**



In 2025, we achieved a record 20 million page views!

Online Advertising (excl. VAT)		
Ad Format	Size	Price excl. VAT
Top banner	Desktop: 1066 x 300px Mobile: 320 x 320px	NOK 19,200
Mid-page Banner	Desktop: 1066 x 300px Mobile: 320 x 320px	NOK 18,000
Article Board	Desktop: 580 x 400px Mobile: 320 x 320px	NOK 16,200
Skyscraper Banner	Desktop: 300 x 600px	NOK 11,500
Newsletter	1066 x 300px	NOK 13,000

We also offer CPM pricing

* Mid-page banners are placed further down the page than, for example, top banners.

* Rotation of 4 ads across all placements, with the exception of newsletters.

Job Vacancy Advertisement	Included	Price excl. VAT
Basic Job Advertisement	Job advertisement on the portal, carousel, newsletter and Facebook.	NOK 12,000
Extra Job Advertisement	Same as Basic, plus a banner in the newsletter for one week.	NOK 22,000

**Would you like to advertise?
Get in touch!**

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