

# DNT – The Norwegian Trekking Association

Fjell & Vidde, Yearbook, DNT.no and UT.no



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# FJELL & VIDDE and DNTs yearbook

Fjell & Vidde is Norway's largest outdoor magazine, and is the membership magazine of the Norwegian Tourist Association (DNT). In 2025, DNT once again set a historic membership record, with over 338,000 members.

The editorial team also produces DNT's yearbook, which has been published in an unbroken series from the association's founding in 1868 until today. The yearbooks are an exceptional source for both DNT's own history and Norway's history about outdoor life, culture and nature conservation.

## 299 000

Readership (Average per issue)

Source: Kantar TNS

## 169 962

Circulation (Average per issue)

Source: Fagpressen

From Kantar, Forbruker & Media 2/22 og 1/23

Among Fjell & Vidde readers (Age 18+):

- 31.9% ski weekly during the season.
- 70.6% are interested in adventure treks.
- 42.8% own a recreational home.
- 18.9% have a dog.
- 25.4% have children under age 18 in their home.

## Release schedule 2026

Edition:	Material deadline:	At recipient:
No. 1, winter	15/01/26	12/02/26
No. 2, spring	19/03/26	20/04/26
No. 3, summer	13/05/26	11/06/26
No. 4, autumn	27/08/26	26/09/26
Yearbook	01/10/26	26/11/26

## Ad formats and pricing

### Fjell&Vidde

Spread, Unplaced:	100,000 NOK
Full Page, Unplaced:	75,000 NOK
Half Page, Unplaced:	45,000 NOK

### Special placement

Cover 4 (back cover):	100,000 NOK
Pages 2-3:	15% surcharge
Pages 4-5:	10% surcharge
Pages 6-7:	5% surcharge
Cover 3 (inside back):	10% surcharge
Guaranteed placing:	5% surcharge

### Yearbook

Spread:	50,000 NOK
Cover 4 (Back cover):	50,000 NOK
Full page:	30,000 NOK
Half page:	20,000 NOK

## Ad formats

### Fjell&Vidde

Spread (2 × 1/1-page):	440 × 290 mm (+5mm bleed)
Full page, bleed:	220 × 290 mm (+5mm bleed)
Full page, print area:	188 × 256 mm
Half page: bleed:	220 × 140 mm (+5mm bleed)
Half page, print area:	188 × 125 mm

### Yearbook

Spread (2 × 1/1-page):	360 × 255 mm (+5mm bleed)
Cover 4 (back cover):	180 × 210 mm (+5mm bleed)
Full page, bleed:	180 × 255 mm (+5mm bleed)
Full page, print area:	160 × 240 mm
Half page, print area:	160 × 120 mm

## Paper and ICC Color Profile

Fjell & Vidde and the yearbook prints on uncoated matte paper. ICC-profile: Uncoated FOGRA29

# DIGITAL ADVERTISING: DNT.no, UT.no and the UT app

**UT.no** is Norway's largest trekking portal by far, with over 5 million users in 2025. This is the place to reach a broad and attractive target group that is interested in outdoor life and an active lifestyle.

At **DNT.no**, trekkers find inspiration and information about DNT's offers, all in one place. The site had over 3 million users in 2025.

*UT.no – Norway's biggest trekking portal*

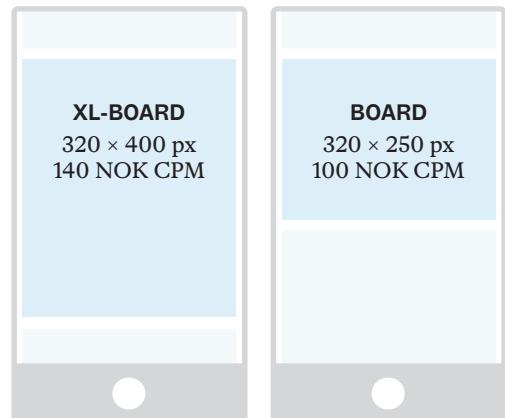
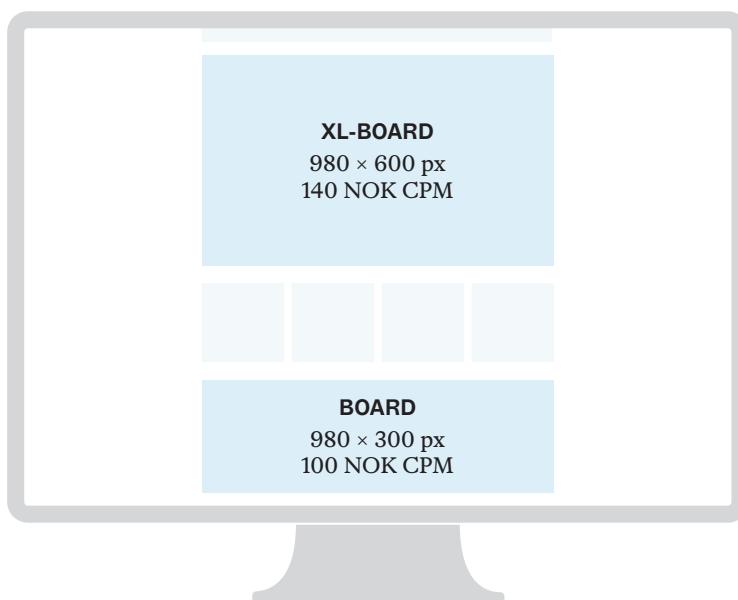
**4 917 000**

Average page views per month.

*DNT.no – Inspiration and information about DNT*

**1 285 000**

Average page views per month.



**File format:** GIF, JPG, PNG, HTML, MP4 or third-party code · **File size:** max 500 kb

**File size mp4:** max 5000 kb · **Advertisers are** responsible for all advertising materials.

**Approved materials** must be delivered no later than 3 working days before the start of the campaign.