



Media Kit 2025

DNT – THE NORWEGIAN TREKKING ASSOCIATION

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



Fjell & Vidde er is Norway's biggest outdoor magazine by far, and is the official publication for members of The Norwegian Trekking Association (DNT). In 2024, the association reached an all-time record of 324,000 members. That's the highest membership in DNT's history!

Fjell & Vidde maintains a high standard and will publish four times in 2025. It is the magazine of choice for those who enjoy outdoor activities in the mountains, forests, on the coast or near their homes. It also draws readers in all age groups.

From Kantar, Forbruker & Media 2/22 and 1/23:

Among readers of Fjell & Vidde:

- 31,9 % go skiing 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.

349,000

Readership (Average per issue)

Source: Kantar TNS

169,962

Circulation (Average per issue)

Source: Fagpressen



Publishing schedule 2025

Issue:	Materials due:	Delivered to members:
No. 1 – winter	16/01/25	13/02/25
No. 2 – spring	20/03/25	24/04/25
No. 3 – summer	15/05/25	12/06/25
No. 4 – autumn	28/08/25	25/09/25

Ad formats and pricing

Spread, Unplaced: 100,000 NOK

Full Page, Unplaced: 75,000 NOK

Half Page, Unplaced: 45,000 NOK

Special placing:

Pages 2-3: 15% surcharge

Pages 4-5: 10% surcharge

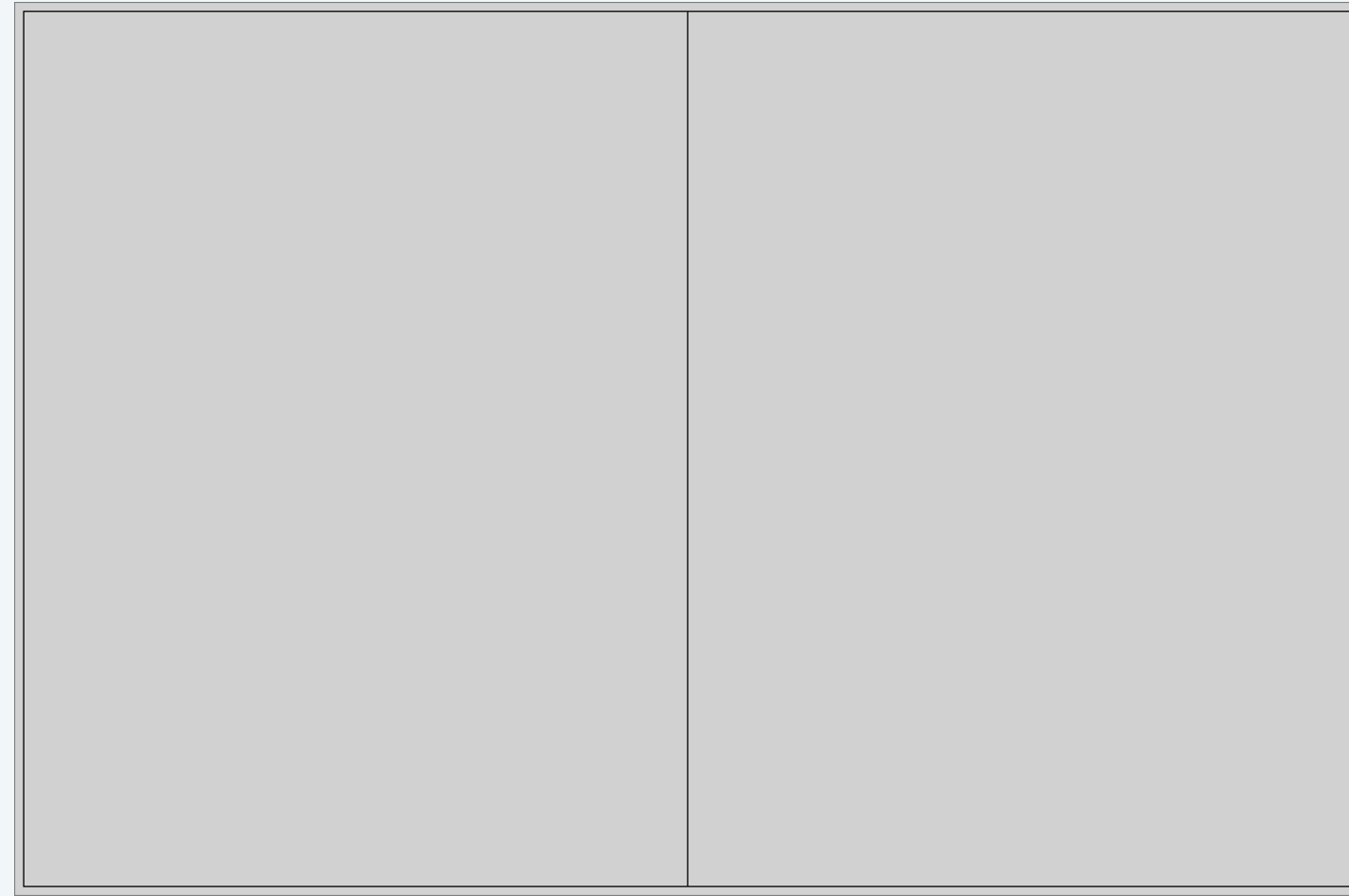
Pages 6-7: 5% surcharge

Cover 3 (inside back): 10% surcharge

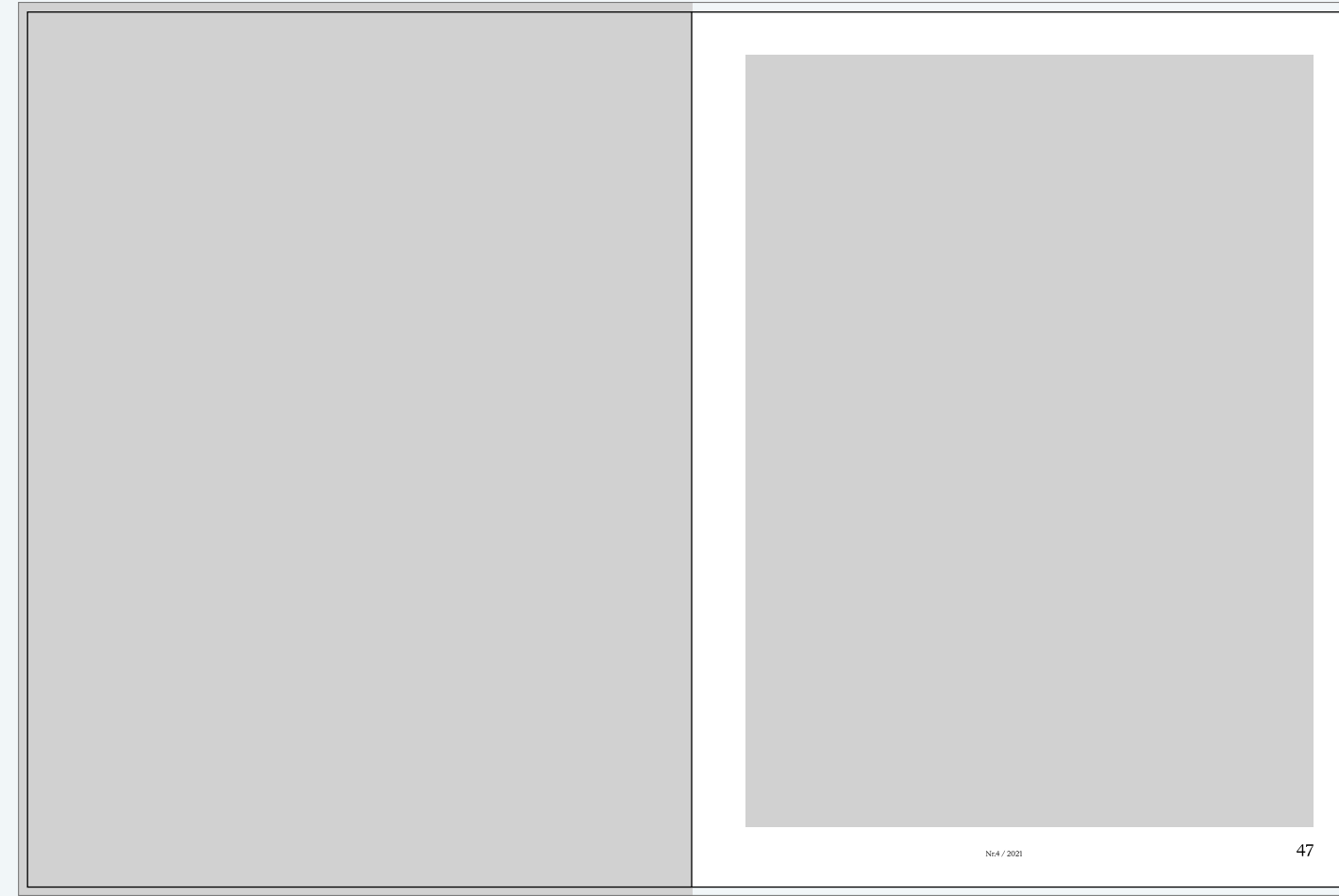
Guaranteed placing: 5% surcharge



Ad formats Fjell & Vidde Print

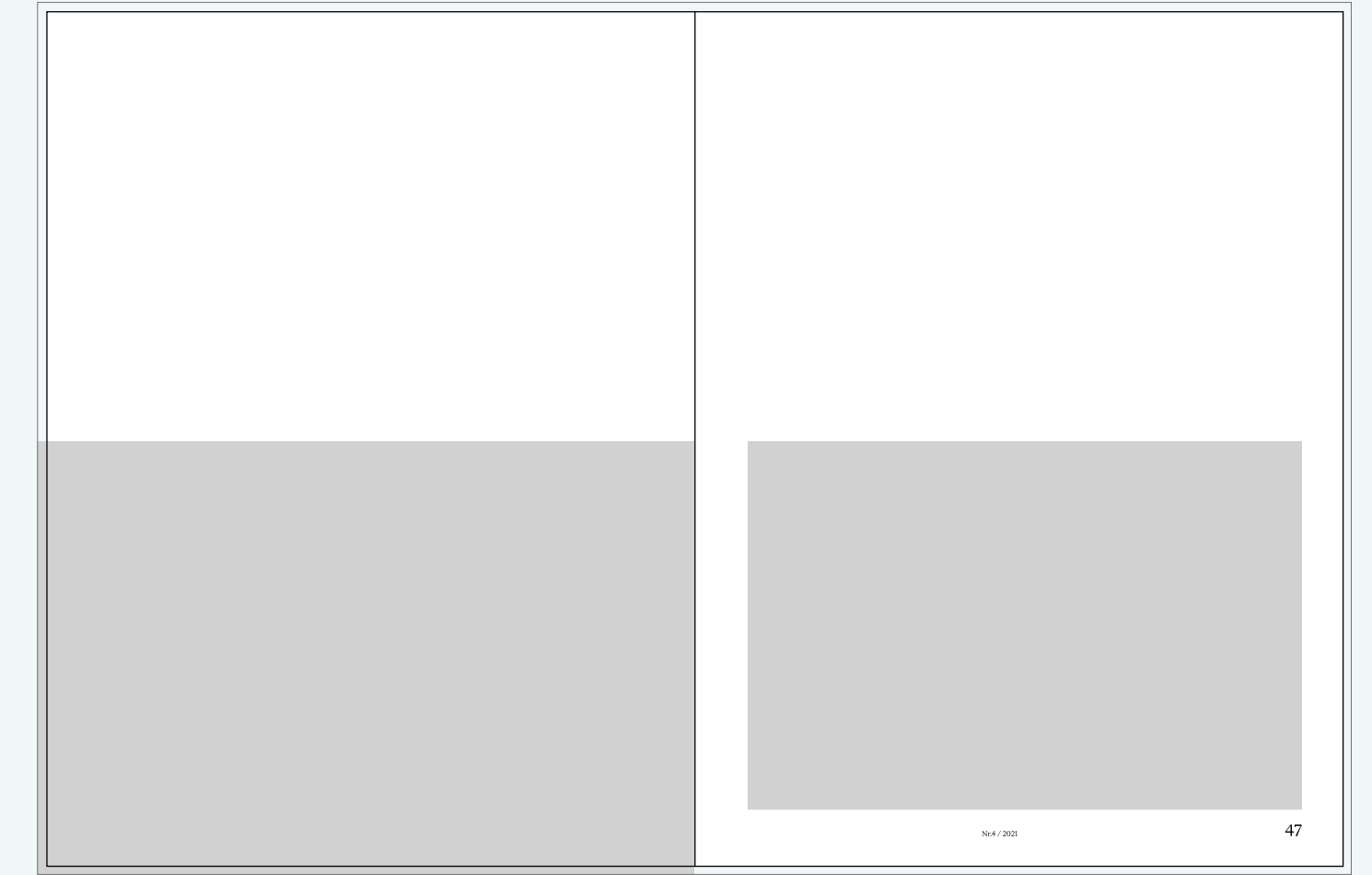


2 x 1/1 PAGE BLEED
440 x 290 mm (+5mm bleed)



1/1 PAGE A BLEED
220 x 290 mm (+5mm bleed)

1/1 PAGE B
188 x 256 mm



1/2 HORIZONTAL PAGE BLEED
220 x 140 mm (+5mm bleed)

1/2 HORIZONTAL PAGE
188 x 125 mm

Fjell & Vidde is 100 pages long and is printed on uncoated matte paper with a perfect bound spine.

Magazine format: 220 x 290 mm
Live area: 188 x 256 mm
Color profile: Uncoated FOGRA29

Bleed: Yes
Paper cover: 240 gsm uncoated
Paper feed: 65 gsm uncoated

Note! Bleed ads: Remember 5 mm extra (bleed), and preferably register marks. Text and image should be at least 3 mm from the magazine's edges. Anything outside that border may end up machine cut.



YEARBOOK 2025

DNT's yearbook has been published without interruption since the association was founded in 1868. The yearbooks offer a unique source material about DNT's own history as well as Norway's history of outdoor life, culture and nature conservation.

The theme for 2025 is The Year of Outdoor Life. The year is celebrated every ten years and is anchored in a Parliamentary White Paper on Outdoor Life (2016). Outdoor recreation is Norway's foremost leisure activity and has something for everyone, regardless of prerequisites and prior knowledge. At the same time, there are many barriers that can prevent children, young people and adults from enjoying the great outdoors. The yearbook covers many forms and functions of outdoor life, focusing on DNT's role as a supplier and facilitator for outdoor life in the past, present and future.

Theme: The Year of Outdoor Life Year

Material deadline: 01/10/25

Delivered members starting 27/11/25

Ad formats and pricing

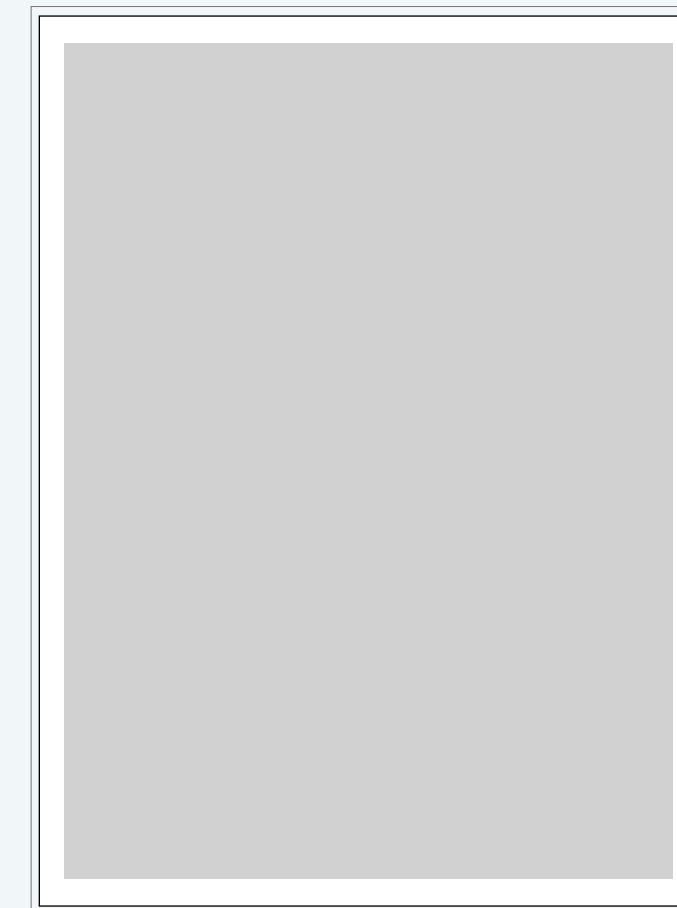
Full Page: 30,000 NOK

Half Page: 20,000 NOK

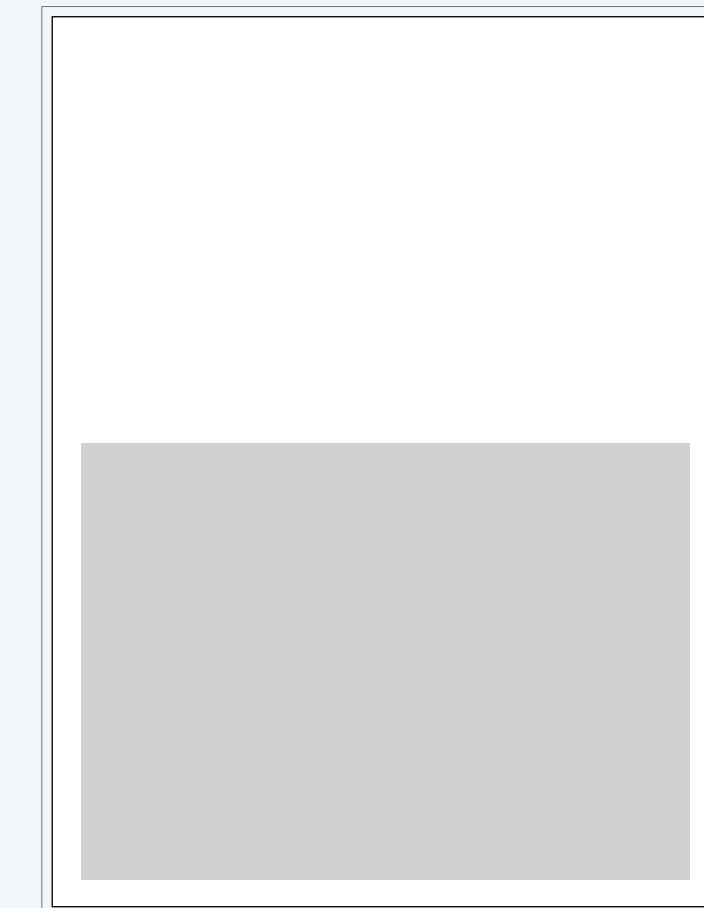
Format: 180 × 255 mm

Live area: 160 × 240 mm

Live area, Half Page: 160 × 120 mm



1/1 PAGE
160 × 240 mm



1/2 PAGE
160 × 120 mm



DIGITAL ADVERTISING

DNT.no, UT.no and UT-app



UT.no has established itself as Norway's largest trekking portal with over 5 million users in 2024. This is where to meet an attractive and broad target group that is interested in the outdoors and an active lifestyle.

At DNT.no, trekkers can find inspiration and information about DNT's offers, all in one place. The relaunch of the website in the autumn 2023 was a success that resulted in a significant traffic boost with 3.1 million active users during the website's first year.

UT.no – Norway's biggest trekking portal

4,750,000

Average page views per month

DNT.no – Inspiration and information about DNT

1,491,000

Average page views per month

Source: Google Analytics for the period 1 Nov. 2023 – 1 Nov. 2024.

XL-board

Desktop format: 980 × 600 px

Mobile format: 320 × 400 px

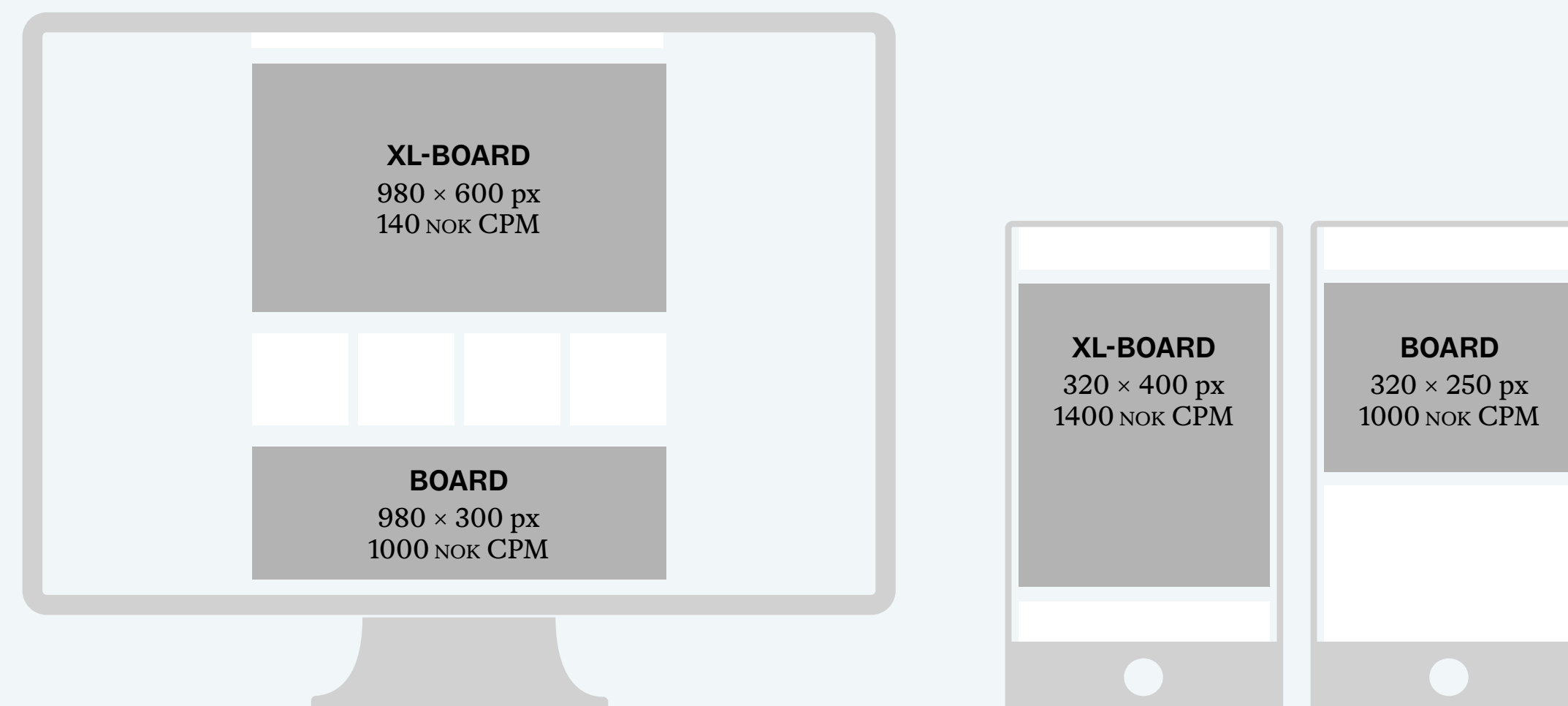
Price: 140 NOK CPM

Board

Desktop format: 980 × 300 px

Mobile format: 320 × 250 px

Price: 100 NOK CPM



File format: GIF, JPG, PNG, HTML, MP4 eller tredjeparts kode • **File size:** max 300 kb
File size MP4: max 3000 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.



Our advertising sales representative



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