

DAGLIGVAREHANDELEN Prices and formats 2025



Making good stores better!

Target group:

Decision makers in the grocery trade.

The trades most important information channel:

- 96% of grocery traders read Dagligvarehandelen.
- 75% say that Dagligvarehandelen has interesting adverts.

- Up to 49% of grocery traders order goods directly from adverts.

Source: Kantar 2022

Distribution:

Dagligvarehandelen is distributed to all grocery businesses, kiosks and petrol stations and their respective offices, together with subscriptions to all areas of the grocery industry.

Technical specifications

Page size: 280 x 400 mm
Type area: 246 x 365 mm
Columns: 5
Column width: 46 mm
Full bleed: Only on the back
Print type: Paper offset
Rastering: 40 lines
Paper: 52 gr Norbright Pluss
Colour profile: ISO Newspaper
Total colour coverage: Max 240%

Advertising material

Creatives as a Pdf-file with all fonts and elements included. Advertisers are responsible for the format and printing profile. Creatives have to be carefully named and send to: **ygngve@dagligvarehandelen.no**
Copy to: **hilde@a2media.no**

Issue dates

Utgave	Uke	Dato	Tema
1	4	21. jan	Cleaning
2	6	04. feb	Vegetarian / Vegan / Plant based
3	7	11. feb	Energy / Sports nutrition
4	8	18. feb	Launch window 1
5	9	25. feb	Seafood
6	10	04. mar	Sugar free
7	11	11. mar	SUSTAINABILITY
8	13	25. mar	Baby products
9	14	01. apr	Easter adverts
Påske			
10	17	22. apr	*BBQ
11	18	29. apr	Launch window 2
12	20	13. may	
13	21	20. may	Beer
14	23	03. jun	Alco pops
15	25	17. jun	Security
Sommer			
16	28	08. jul	The years product launches
Høst			
17	33	12. aug	School start
18	35	26. aug	Free from (gluten free etc.)
19	37	09. sep	
20	38	16. sep	Launch window 3
21	40	30. sep	FRUIT AND VEGETABLES
22	42	14. okt	Brands / Who is who
23	43	21. okt	Cheese
24	44	28. okt	Beer
25	46	11. nov	Bakeware / Xmas adverts
26	47	18. nov	Warm drinks
27	49	02. dec	
28	50	09. dec	Merry Xmas!

Deadline: 8 days prior to publishing date.

* Deadline 15 days prior to publishing date.

Prices and formats

DOUBLE SPREAD	522 x 365mm 4-colour NOK 99.300,-	1 PAGE	246 x 365mm 4-colour NOK 56.600,- Baksiden: NOK 60.000,-
1/2 PAGE	246 x 180mm 4-colour NOK 37.600,-	A4	196 x 275 mm 4-colour NOK 46.800,-
A5	146 x 198mm 4-colour NOK 25.300,-	1/2 A4	196 x 140mm 4-colour NOK 24.200,-
3 COLUMNS	146 x 365mm 4-colour NOK 46.800,-	2 COLUMNS	96 x 365mm 4-colour NOK 32.100,-
1 COLUMN	46 x 365mm 4-colour Kr 16.600,-	OTHER FORMATS:	4 colours NOK 45,- col/mm Cover bottom: 246 x 50 mm 246 x 71 mm Cover top: 90 x 40 mm 195 x 40 mm Back cover full page: 246 x 365 NOK 20.900,- NOK 29.600,- NOK 7.400,- NOK 14.500,- NOK 60.000,-

All prices excl. VAT.

Contact us for more information:

Hilde Holtekjølen: tlf +47 901 27 006, hilde@a2media.no

Dagligvarehandelen

Hausmanns gate 21, 0182 Oslo | www.dagligvarehandelen.no