



FOR THE MEMBERS OF SONS OF NORWAY

VIKING

MAGAZINE

2024 MEDIA KIT



MISSION STATEMENT



THE MISSION OF SONS OF NORWAY is to promote and to preserve the heritage and culture of Norway, to celebrate our relationship with other Nordic Countries, and provide quality insurance and financial products to our members. We fulfill these goals by providing our members with a number of resources and benefits, the most popular being *Viking* magazine. In fact, when asked what the number one benefit of membership to Sons of Norway is, more than 90% of members responded “*Viking* magazine.”

This popularity is due, in no small part, to *Viking*'s dedication to providing its audience with intelligent and entertaining stories about Scandinavian culture and heritage. Readers see the magazine as a premier resource when searching for distinctly Scandinavian products or services.

Advertisers play a significant role in this and are important to the vitality of the publication. Sons of Norway deeply appreciates the confidence they have shown by entrusting their message to *Viking*. In turn, we are committed to making the magazine a “must-read” from cover to cover for more than 100,000 readers every issue.

CONNIE O'BRIEN
VICE PRESIDENT OF FRATERNAL
AND FOUNDATION DEVELOPMENT
Sons of Norway

EDITORIAL MISSION



***Viking Magazine* for the members of Sons of Norway**

The mission of our organization is to promote, preserve and cherish a lasting appreciation of the heritage and culture of Norway and other Nordic countries, while growing soundly as a fraternal benefit society and offering maximum benefits to our members. We fulfill these goals by providing our members with a number of resources and benefits.

EDITORIAL OVERVIEW

***Viking* Magazine engages its readers' interests**

with entertaining and informative articles on a variety of topics, including Scandinavian travel, history, sports, food, art, genealogy, and much more!

Each issue includes the following:

FEATURES

Viking magazine publishes stories and articles that are related to one of five editorial themes: Heritage and Culture; Travel; Education and Youth; Food; and Modern Societies. All relate to Sons of Norway's mission and have a high level of reader interest and engagement.

Each feature aims to engage and inform the reader while deepening a connection to his or her heritage. By providing an array of interesting articles and reader service elements, *Viking* has something for every reader to enjoy. Whether the reader has an affinity for traditional Norwegian cuisine, modern Norwegian figures in the Arts, Culture and Politics, or Scandinavian travel, *Viking* has them covered.

Viking also helps readers integrate Sons of Norway cultural programming into their own homes—for example, a story on how to read classic Norwegian literature or folklore with your book club or creating traditional Norwegian crafts with your children.

VELKOMMEN

A warm, inviting note from the Sons of Norway International President starts off every issue highlighting organizational initiatives, such as new programming or membership recruitment.

NORDIC LIFE

An attractive department designed to give readers interesting news items, factoids, and tidbits, in addition to highlighting a current individual in the Norwegian and Norwegian-American community.

MEMBER MATTERS

Content in the Member Matters section is driven by the successes and ideas of our lodges and members, as well as current happenings within Sons of Norway. Often this section will highlight ideas for lodge involvement, recruitment initiatives, fundraising ideas, and event success stories.

SONS OF NORWAY HAPPENINGS

This department spotlights members promoting their heritage, noteworthy news from Sons of Norway headquarters, and inspiration for lodges to learn more about their heritage.



AMBASSADOR'S INSIGHTS

In her monthly column, Norway's ambassador to the United States, Anniken Krutnes, shares her insights about modern Norway and discusses international topics, such as transatlantic security, peace and reconciliation, and the Arctic.

DEMOGRAPHICS

***Viking* reaches more Scandinavian Americans**

than any other newspaper or periodical in this special interest area.

HOUSEHOLD

28%

make more than \$75,000

44%

make more than \$50,000

40%

went on at least one international trip this past year

60%

are female and 40% are male

EDITORIAL

81%

agree that *Viking* has interesting articles

80%

read half of an issue or more

ADVERTISING

27%

visited a product/service company's website

17%

purchased a product/service advertised in *Viking*



SHOPPING HABITS

The Scandinavian items most often sought by *Viking* readers include:

- Travel
- Books
- Food & Cookware
- Language Audio & Videos
- Giftware
- Fine Art
- Clothing & Jewelry
- Genealogy Services

CIRCULATION

Approximately **32,000** per issue. It is mailed six times a year directly to the homes of members in the United States and abroad. Our circulation also includes subscriptions by academic libraries, embassies, consulates, and other cultural organizations. Our readership is estimated to be over **100,000** readers each issue.

“I have advertised in *Viking* magazine for over 20 years. I build brand recognition by advertising year-round and the readers can easily find my advertisement to call me to book a vacation or business trip. *Viking* magazine is a great advertising partner!”

—Joann, Travel by Scott

POWER OF PRINT



32,000+
copies per issue.

100,000
pass-along readership.

6
issues mailed direct
to the homes of
active members of
Sons of Norway.

450
copies sent to the
professionals of
Sons of Norway.

Magazines are

#1

in reaching
influential
customers

Magazine readers are
**MORE RECEPTIVE
TO ADS**
than visitors of web-
sites or TV viewers

Print gives you
**ROOM TO
COMMUNICATE**

Print magazine
audiences include
**READERS OF
ALL AGES**

62%
of readers take
action after seeing a
print magazine ad

Advertising in
magazines
**LIFTS BRAND
AWARENESS**
and purchase intent

Advertising in
magazine media
**CONSISTENTLY
INCREASES
SALES** across
product categories

Magazine readers
**BELIEVE IN
BRANDS**—and in
paying more for
the ones they value

Magazines are
#1
in reaching super
influentials with
higher incomes

2024 EDITORIAL CALENDAR*

JAN / FEB	MAR / APR	MAY / JUN	JUL / AUG	SEP / OCT	NOV / DEC
FEATURES: <ul style="list-style-type: none"> • Winter Baking • WWII: Heavy Water Sabotage • Author Q&A with Barbara Sjöholm 	FEATURES: <ul style="list-style-type: none"> • Bodø 2024 • Nordic Knitting Patterns • Snøhetta Architecture 	FEATURES: <ul style="list-style-type: none"> • Norwegian-Themed Road Trips in the U.S. • Summer Sports and Paris 2024 Olympics • Norwegian Musicians 	FEATURES: <ul style="list-style-type: none"> • Norwegian Street Food • Outdoor Museums in Norway • Folk Artists 	FEATURES: <ul style="list-style-type: none"> • Copenhagen Fashion Week • Nordic-Inspired Weddings • Travel Spotlight: Stavanger 	FEATURES: <ul style="list-style-type: none"> • Holiday Gift Guide • Cabin Culture • 5 Ways to Prepare Salmon
NORDIC LIFE: <ul style="list-style-type: none"> • Royal Family • Northern Lights • Norwegian Hip-Hop Star: Ugbad Yusuf Mustafa Noor 	NORDIC LIFE: <ul style="list-style-type: none"> • Barcode District • Amanda Awards • City Art 	NORDIC LIFE: <ul style="list-style-type: none"> • Nature Conservation • Norwegian Royal Opera • Syttende Mai 	NORDIC LIFE: <ul style="list-style-type: none"> • Norwegian Authors • Viking Buried Treasure • Nordic Food: The Rise to Bocuse D'or 	NORDIC LIFE: <ul style="list-style-type: none"> • Upcycled: Jenny Skavlan • Classical Composers • Leif Erikson Day 	NORDIC LIFE: <ul style="list-style-type: none"> • All About Hygge • Symesterskapet: The Sewing Championship • Sustainable Travel
MEMBER MATTERS: Letter from the CEO or Foundation Update	MEMBER MATTERS: Kids' Corner	MEMBER MATTERS: Letter from the CEO and Annual Report	MEMBER MATTERS: Kids' Corner	MEMBER MATTERS: Letter from the CEO and Foundation Scholarship Update	MEMBER MATTERS: Kids' Corner
DEADLINES: Ad Close: 11/13/23 Ads Due: 11/20/23	DEADLINES: Ad Close: 1/29/24 Ads Due: 2/5/24	DEADLINES: Ad Close: 3/29/24 Ads Due: 4/5/24	DEADLINES: Ad Close: 5/27/24 Ads Due: 6/3/24	DEADLINES: Ad Close: 7/29/24 Ads Due: 8/5/24	DEADLINES: Ad Close: 9/30/24 Ads Due: 10/7/24

*Calendar subject to change.

RATES AND DEADLINES

4 COLOR	1X	6X
Full Page	\$2,460	\$2,060
2/3	\$1,770	\$1,480
1/2	\$1,330	\$1,110
1/3	\$900	\$730
1/4	\$665	\$560
1/6	\$440	\$380
1/12	\$230	\$190

PREMIUM POSITIONS

Inside Front Cover—add 15%

Inside Back Cover—add 15%

Outside Back Cover—add 20%

No other ad positions are guaranteed.



“By advertising in *Viking* magazine, we reach our perfect audience year after year! We also understand the importance of supporting a publication that helps share the Scandinavian culture to many different generations. Being a part of *Viking* magazine allows us all to learn more and share more about our heritage.”

—Ingebretsen’s

2024 DEADLINES	JAN/FEB	MAR/APR	MAY/JUN	JUL/AUG	SEP/OCT	NOV/DEC
Ad Close	11/13/23	1/29/24	3/29/24	5/27/24	7/29/24	9/30/24
Print-Ready Ads Due	11/20/23	2/5/24	4/5/24	6/3/24	8/5/24	10/7/24

DIGITAL MECHANICAL SPECIFICATIONS

AD MATERIAL SUBMISSION

Send print-ready ads to ads@greenspring.com (25mb or less) or upload via the web using Dropbox, WeTransfer, or use our upload site files.hourmedia.com (registration is free.)

PREFERRED FILE FORMAT

A high-resolution (300 dpi) Adobe PDF or PDF/X-1a with embedded fonts, CMYK colors, and flattened transparency.

FONTS

Open Type fonts are industry standard and preferred. Please note that Adobe disabled support for Type 1 fonts (PostScript, PS1, T1, Adobe Type 1, Multiple Master, or MM) in January 2023. Type 1 fonts can be problematic and not render correctly. We are not responsible for errors caused by Type 1 fonts.

COLOR

Everything must be in CMYK format and color corrected. All other color formats (RGB, Pantone/PMS) will be converted to CMYK. We are not responsible for colors which must be converted to CMYK. Overall printing maximum density of all colors cannot exceed 280%.

NEED CREATIVE SERVICES?

Production charges are in addition to space rate and are non-negotiable and non-commissionable. Production is billed at \$75 per ad package and includes one round of changes, resizing, color adjustments, etc. Additional charges may apply.

USE OF THE SONS OF NORWAY NAME

The Sons of Norway Charter and Constitution prohibits the use of the Sons of Norway name in advertisements in Viking magazine, except by Sons of Norway's own subsidiaries and approved strategic partners.

QUESTIONS?

Any questions about ad specs can be directed to: ads@greenspring.com

Any questions about advertising can be directed to:

Kristin Gantman, Senior Account Executive
612-371-5848 or by email at kristingantman@greenspring.com

Matthew Yanz, Junior Account Executive
612-483-2615 or by email at myanz@greenspring.com

Standard Ad Sizes (Width x Height in Inches)

Full pg Bleed: 8.25" x 11"

Live area 5/16" in from trim: 8" x 10.75"

Full pg: 8" x 10.75"

2/3 pg V: 4.75" x 9.625"

1/2 pg H: 7.25" x 4.75"

1/2 pg V: 4.75" x 7.25"

1/3 pg SQ: 4.75" x 4.75"

1/3 pg V: 2.25" x 9.625"

1/4 pg H: 7.25" x 2.25"

1/4 pg V: 2.25" x 7.25"

1/6 pg H: 4.75" x 2.25"

1/6 pg V: 2.25" x 4.75"

1/12 pg: 2.25" x 2.25"