

# TRAVELNEWS

THE SCANDINAVIAN TRAVEL TRADE MAGAZINE - NORWAY



**RATECARD 2026**



# Travel News

Travel News is followed closely by all the decision makers in the travel industry in Norway. That's because our eyes are on the money, in that we track the major companies feats and failures, but most of all we believe our insightful reporting encourages and inspires growth.

Travel News monitors the travel agencies, the car rental services, airlines, hotels, charter- and tour operators – and all the other players in the ever growing, fascinating world of travel.

Travel News was launched in the Norwegian market in 1995 and has been the leading B2B travel trade magazine since its inception with roughly 93% of the trade reading us digitally and online.



**Jan Henrik Ulvatne**  
**Editor**

*”Norway’s leading  
business magazine for the  
travel industry”*

# ADVERTISEMENT RATE CARD 2026

	<b>Double page</b> Bleed: 420 x 297 mm*  Pris: 32 900 NOK		<b>Full page</b> Bleed: 210 x 297 mm*  Pris: 19 600 NOK		<b>Full page back page</b> Bleed: 210 x 297 mm*  Pris: 22 500 NOK
	<b>1/2 double page</b> Bleed: 420 x 148,5 mm*  Pris: 19 600 NOK		<b>Half page horizontal</b> Bleed: 210 x 148,5 mm*  Pris: 11 400 NOK		<b>Half page vertical</b> Bleed: 105 x 297 mm*  Pris: 11 400 NOK
	<b>Quarterpage horizontal</b> Bleed: 210 x 75 mm*  Pris: 10 000 NOK		<b>Quarterpage vertical</b> Bleed: 52 x 297 mm*  Pris: 10 000 NOK		<b>Quarterpage</b> Type area: 105 x 148 mm  Pris: 10 000 NOK
<b>Special placement</b> First double page: 36 850 NOK, booked position: + 10%  <b>Other formats</b> For foldout, split cover, or other special solutions: ask for quote.					

\* Attention! + 3 mm bleed on all sides for trimming shall be calculated by bleed ad.



## RELEASE DATES 2026

	1	2	3	4	5	6	7
Release	10. feb	15. apr	17. jun	19. aug	08. oct	19. nov	18. dec
Material	05. feb	09. apr	11. jun	13. aug	05. oct	17. nov	15. dec



## AD MATERIAL

Please make sure the document is locked as: xAds, EPS, PDF or TIFF. The files should be optimized for print (at least 300 dpi) and saved in CMYK, meaning that all used pictures and colors must be defined as process CMYK.

Fonts and pictures must be included. Avoid open documents. If delivering open documents, as InDesign- or Illustrator document, fonts in the document must be outlined. Pictures and colors must be optimized as described above.

Controlling the document: is possible, send a digital copy. Send an e-mail to [david@travelnewsmedia.no](mailto:david@travelnewsmedia.no) to confirm when and how you will deliver your ad.

## TECHNICAL SPECIFICATIONS

**Printing method:** Digital.

**Material:** Digital ad.

**Conditions:** Advertising tax included. VAT not included. Any modifications required to material supplied will incur further cost.

Latest cancellation four working weeks prior to deadline.  
Latest cancellation of insert eight weeks prior to deadline.  
Preliminary bookings transferred to standard booking three weeks after receipt. Cancellations must be in writing.

Complaints must be made within seven days of publication. Complaints concerning invoices must be made within two weeks of invoice date.



## ADVERTISING

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Travel News is published in Norway by Travel News Media  
Other publications from the publisher, Reis Magazine, Discover America Magazine, Classic Norway Hotels in house magazine, Florida Keys inspire magazine.

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## Digital Audience

Source: Cloudflare Analytics Dec 2025

**106.6K**

Monthly Unique Users

**783K**

Monthly Page views

**53.6%**

Norwegian Speakers

## TravelNews Readers are:

**89%**

Upper Management/Decision Makers

**73%**

Return Users

**6321**

Daily Newsletter Subscribers

**82%**

Scandinavian Market

**6%**

Index bot percentage

**62%**

Average Daily Open Rate

**18%**

Global Market

**43%**

Average Click Rate





# TRAVELNEWS

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## Advertising on **travelnews.no**

### Travel News price list banners

**Super Banner** \_\_\_\_\_ 20 000 NOK/mnd  
1280 x 228 pixels

**Top Banner** \_\_\_\_\_ 15 000 NOK/mnd  
728 x 98 pixels

**Side Banner** \_\_\_\_\_ 12 000 NOK/mnd  
580 x 580 pixels

**Banner Editorial** \_\_\_\_\_ 12 000 NOK/mnd  
728 x 98 pixels

**Newsletter Banner** \_\_\_\_\_ 15 000 NOK/mnd  
580x 580 pixels

### Production/Adjusting

**Production  
of Web Banners** \_\_\_\_\_ 850 NOK/hour  
Calculated by quarter hours

**Adjusting of  
Banners to web** \_\_\_\_\_ 10% av mnd price  
One time cost for banners that are not  
adjusted to travelnews.no formats

**Job ads on travelnews.no**

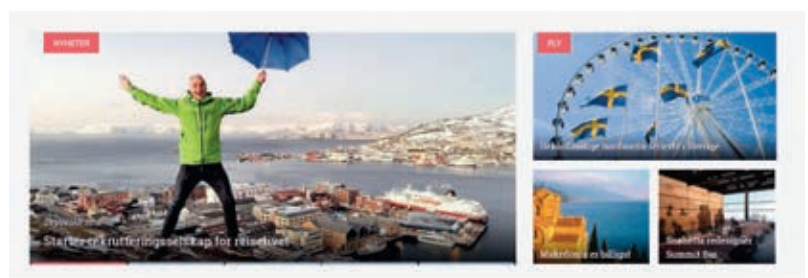
**with or without logo** \_\_\_\_\_ 10.000 NOK/mnd

All prices are ex mva.

SUPER BANNER  
1280 X 228 pixels

**TRAVELNEWS**  
THE SCANDINAVIAN TRAVEL TRADE MAGAZINE - NORWAY

TOP BANNER  
728 x 98 pixels



SIDE BANNER  
580 x 580 pixels

Rekordmange nordmenn ferierte i Sverige

Over 200 000 flere nordmenn overnattet i Sverige i  
fær, sammenlignet med året før. Det er en rekord i  
og utgjør en økning.

Snafetta redesigner Summit Bar

Summit Bar har fått designen sin Summer Bar, den er  
barne i Oslo med best av alt, design og ut-  
rustning som er best.



Orla Lufthavn best i verden

Orla Lufthavn i Spania

Orla Lufthavn i Spania

Singapore Airlines ender opp med et  
Cathay Pacific fly i London.



Helt nytt reiseresultat

Aufhold satser for å bli på Kina

Best Westerns møter i Stockholm er

BANNER EDITORIAL  
728 x 98 pixels

REISENYR



Smarttelefonen er viktigste reisefølge



Stikk inn i 2015

Stikk inn i 2015

Stikk inn i 2015

Stikk inn i 2015

Stikk inn i 2015

Stikk inn i 2015

Stikk inn i 2015

Stikk inn i 2015

Stikk inn i 2015

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