

# DINE PENGER

Norway's Largest Monthly Economic Magazine

## **MARKET POSITION:**

Norwegians enjoy one of the world's highest per capita incomes. Oil and gas fields in the North Sea have for the past two decades been a cornerstone of the economy. Other major industries are fishing, pulp and paper, wood, mining, and shipping. More than 80 per cent of all Norwegian exports go to other Nordic countries and the European Union.

	<b>Dine Penger</b>
Total circulation (Publisher Stat. 08)	60,023
Readership (Publisher Stat. 08)	407,000

## **EDITORIAL PROFILE:**

*Dine Penger* (Your money) is the largest magazine in Norway covering all aspects of the economy and how to make the most of your money. It has a unique profile targeting both the SME market and the private market. The basic premise of the magazine is to provide vital advice and information to both these target groups and as the eighth largest magazine in Norway it certainly responds to this need. This is reinforced by the fact that many of the employees of the magazine take calls from readers and advise them how to solve any money problems. The circulation of *Dine Penger* has increased dramatically in recent years with paid circulation increasing by 30% over the period 1999 – 2000. It remains well ahead of its nearest competitors – to the extent that it now has a higher circulation than weekly titles in the same area. As of the middle of August 2000 *Dine Penger* changed its method of distribution and is now on sale in over 6,100 shops throughout Norway.

## **TECHNICAL SPECIFICATIONS:**

Material: Electronic material with imp roof, preferably PDF

## **COPY DEADLINE:**

3 weeks prior to deadline for material

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