

NORR

/ THE NORDIC NATURE 2025

NORR

Philosophy

The Nordic Nature

Breathtaking landscapes, magical places and the endless freedom that you only find in Scandinavia. We love Nordic nature and the spirit connected with it: relaxed, boiled down to the essential, in harmony with the world around.

NORR magazine takes a journey across Sweden, Norway, Finland and Denmark, to Iceland, Greenland and the Faroe Islands. Through strong stories with spectacular photography our readers can dream themselves away to the North, exploring our favourite places and meeting fascinating people.

NORR inspires and encourages to discover Nordic nature in the most exciting and sustainable way.

norrmagazin.de



NORR Magazine

The premium magazine about outdoors, nature, lifestyle and travelling in Scandinavia is issued two times a year, reaching 70 000 dedicated readers in the D/A/CH region.



NORR Online

The digital platform including normagazin.de, our popular newsletter NORR Post and social media channels – is focused on all things Nordic and reaches 30 000 people monthly.

Scandinavian Stories

High quality reportage with strong imagery covering nordic adventures, people, places and trends.



Nordic Inspiration

News, articles and interviews featuring scandinavian lifestyle, cultural highlights and environmental issues.



Insider Perspectives

The community element: Travel guides and reports, best moments and favorite places in the North.



Green Adventures

Sustainable experiences in nature: Green outdoor products, travel companies and destinations



**NORR people share a passion for Nordic Nature
- even if everyone may experience it in a different way.
Our magazine is for and about ...**

The real adventurer

Going her own way, searching for the extraordinary in the wilderness.



The carefree wanderer

Enjoys the best sides of nature and culture in an easy, comfortable way.



The active parent

Seeking for the right mix of action and recreation with kids in free nature.



The nordic enthusiast

Excited about all that is Scandinavian – from Bullerby idyll to Nordic lifestyle.



Both men and women

53% male
47% female
ø **44,3** years

Dedicated to Scandinavia

95% are planning a multi-week trip to Scandinavia

Outdoor enthusiasts

85% name activities in nature as their main interests

Conscientious consumers

92% are willing to spend more money on eco-friendly gear

Eco-minded travellers

85% consider ecological aspects as important when planning their trip



Inserts

Flyers and brochures inserted into the magazine (whole circulation or selected parts thereof)

220 Euro/1 000 inserts

Supplements

Catalogues, customer magazines etc. posted together with the magazine to 6 500 subscribers

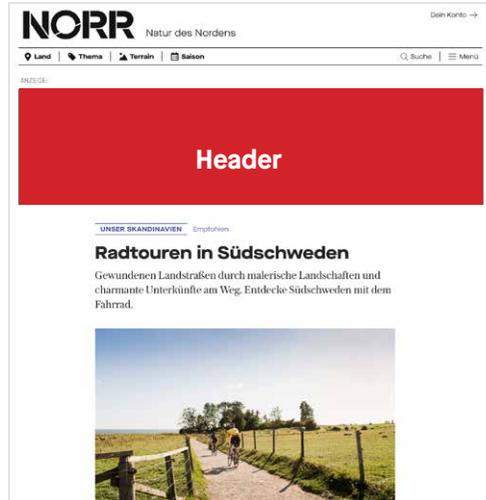
1 800 Euro + postal costs

Upcoming dates:

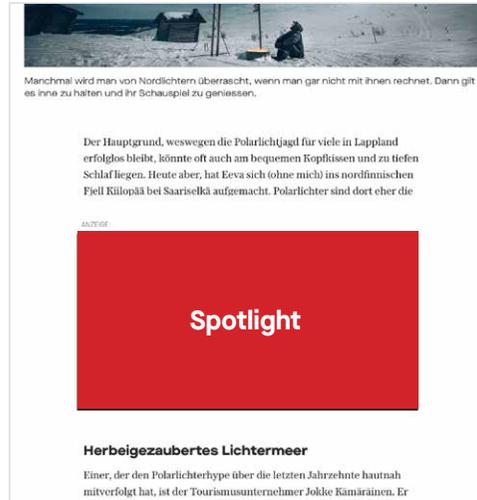
Issue	Salestop	Delivery	On sale
Spring/Summer	28 Feb	10 Mar	11 Apr
Autumn/Winter	26 Aug	02 Sep	10 Oct
Helsinki Edition	19 May	02 June	04 July

Distribution:

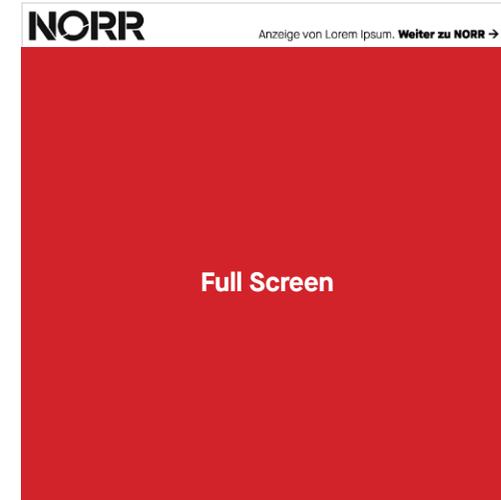
Circulation	20 000	Total reach (ca.)	70 000
Subscribers (ca.)	6 000	*distributed in more than 200 shops selected by the NORR Green Partners.	
Outdoor stores* (ca.)	10 000		
News Agents (ca.)	6 500		
Events & partners (ca.)	2 000		



980 × 240 px (desktop)
320 × 160 px (mobile)
60 Euro/1 000 views



468 × 240 px
(desktop & mobile)
20 Euro/1 000 views



1 600 × 900 px
(desktop & mobile)
Individual pricing

Country partner on norrmagazin.de

- Representative *Header* banner exclusively on all content and pages about a specific country
- Prioritised and highlighted product presentations on the country's landingpage

Rates: 2 400 Euro/3 months 3 800 Euro/6 months 5 400 Euro/12 months

Exclusive banner in our newsletter *NORR Post*

- Bi-weekly newsletter subscribed to 15 500 dedicated Scandinavia & outdoor enthusiasts
- Exclusive and representative banner (800 × 600 px) at the front of the newsletter

Rates: 600 Euro/banner 900 Euro/2 banners 1 200 Euro/4 banners

NORR

Native Ads

Please contact us for more layout examples

Find more examples on normmagazin.de

ANZEIGE

Frischer Familienzuwachs

Stylische Bewegungsfreiheit im urkanen Raum – Fjällräven erweitert seine vielseitige, ikonische Kånken Familie um drei neue Mitglieder: Die Kånken Totepack, die Kånken Hip Pack und den Kånken Sting.

Nach dem Frischluftkuss der Schwangerschaft ist die Geburt ein Ereignis, das die Eltern in viele neue Rollen versetzt. Die Kånken Familie ist nun um drei neue Mitglieder erweitert: Die Kånken Totepack, die Kånken Hip Pack und den Kånken Sting. Diese drei neuen Modelle sind nicht nur für die Eltern, sondern auch für die Kinder geeignet. Sie sind leicht, robust und vielseitig einsetzbar. Die Kånken Totepack ist ein praktischer Rucksack für die ersten Monate zu Hause. Die Kånken Hip Pack ist ein praktischer Rucksack für die ersten Monate unterwegs. Die Kånken Sting ist ein praktischer Rucksack für die ersten Monate im Kindergarten.






KÅNKEN TOTEPACK
Das Kånken Totepack ist das ultimative Schwere der klassischen Kånken-Rucksäcke. Eine praktische Schultasche, die sich durch ihr praktisches Design in einer Hand leicht öffnen lässt. Die Kånken Totepack ist ein praktischer Rucksack für die ersten Monate zu Hause. Die Kånken Hip Pack ist ein praktischer Rucksack für die ersten Monate unterwegs. Die Kånken Sting ist ein praktischer Rucksack für die ersten Monate im Kindergarten.

KÅNKEN HIP PACK
Mit der Kånken Hip Pack kommt die Kånken Familie um ein weiteres Mitglied erweitert. Die Kånken Hip Pack ist ein praktischer Rucksack für die ersten Monate unterwegs. Die Kånken Hip Pack ist ein praktischer Rucksack für die ersten Monate unterwegs. Die Kånken Hip Pack ist ein praktischer Rucksack für die ersten Monate unterwegs.

KÅNKEN STING
Der Kånken Sting ist der kleinste Rucksack der Kånken Familie. Die Kånken Sting ist ein praktischer Rucksack für die ersten Monate im Kindergarten. Die Kånken Sting ist ein praktischer Rucksack für die ersten Monate im Kindergarten. Die Kånken Sting ist ein praktischer Rucksack für die ersten Monate im Kindergarten.

Print | Sponsored Content in NORR Magazine

Branded articles, features and product presentations in NORR design.

Single	Full page advertorial	4 800 Euro
Spread	Double page advertorial	8 800 Euro
Series	Branded feature (4 page or more)	fr. 10 800 Euro
Special	Separate publication	individual

Prices include layout, text refinements and image processing based on existing material. Please let us know if you need help with content creation, translation or our advice.

UNSER PARTNER: Visit Sweden

UNSER SKANDINAVIEN Empfohlen

Orte für die Seele: 15 Unterkünfte in Schwedens Natur

Die schönste Einsamkeit findest du in Schwedens Natur. Hier kommen 15 wunderbare Unterkünfte, in denen du stillvoll Stress abbauen und durchatmen kannst.



Online | Sponsored Content on normmagazin.de

Reach out to the Nordic-Nature-community via NORR's digital platform.

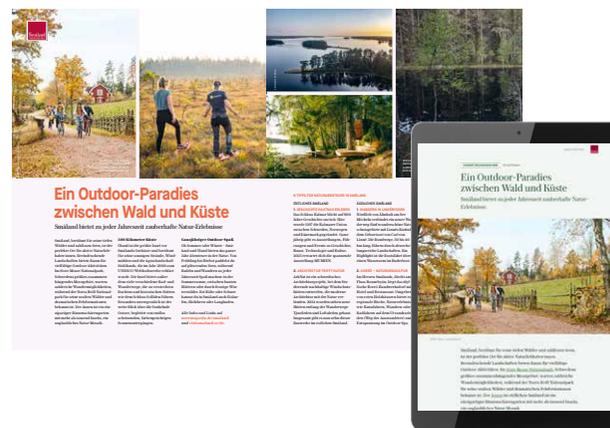
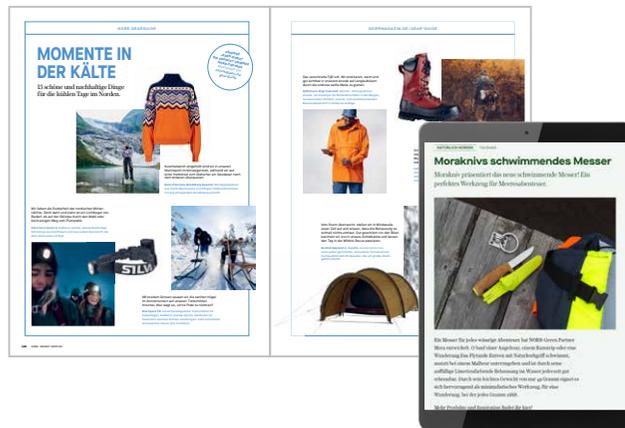
Publication	Your advertorial even online	300 Euro
Product	Demonstration/test incl. video	600 Euro
Post	Sponsored article or guide	fr. 1 200 Euro
Page	Own thematical landingpage	individual

Prices include partner page, newsletter-teaser, social media post boosted with 10% of your investment and SEO optimizing. Your content stays online as long as you wish and updates are possible.

NATÜRLICH NORDEN

NORR's mission is to inspire people to experience Nordic Nature in the most conscientious and exciting way.

With Natürlich Norden we created a dedicated section in the magazine to promote sustainable outdoor brands, travel companies and destinations, helping them to communicate their green philosophy and products.



Sustainable outdoor brands

Communicate your sustainability approach and present your green products to the outdoor community.

Our product guide and online news sections are exclusively reserved for the NORR Mission Partners, our friends who work actively with environmental and social matters.

Please contact us for detailed information about the NORR Mission Partner program.

Sustainable destinations

Present your region as a destination for nature-loving travellers and highlight your best experiences.

Print: 2/1 spread article & guide
Online: Publication + partner page
Newsletter: 2 teasers
Social Media: Boosted Post

Price: 3 600 Euro

Sustainable travel companies

Present your philosophy and highlight your travel offers or experiences to the ideal target group.

Print: half or full page advertorial
Online: Partner page + travel offers
Newsletter: 1 or 2 teasers
Social Media: Boosted Post

Price: 1 400 Euro (half page), 2 000 Euro (full page)

NORR

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