



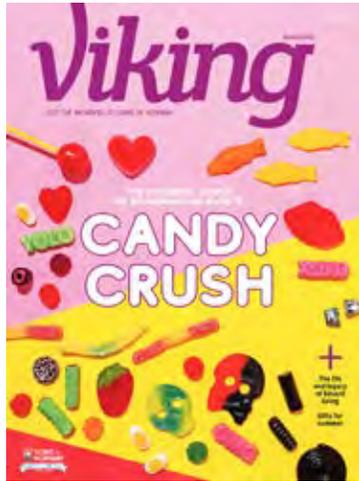
Viking

Media Kit | 2021



**SONS of
NORWAY**

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 percent 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 month.

Connie O'Brien

FRATERNAL DIRECTOR

Sons of Norway

Editorial Overview



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 its members. We fulfill these goals by providing our members with a number of resources and benefits.

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 that are related to one of five editorial themes: Heritage & Culture, Travel, Education & Youth, Food, and Modern Societies. All relate to Sons of Norway's mission and have a high level of reader interest.

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 with your book club or creating traditional Norwegian crafts with your children.

Velkommen

A warm, inviting note from the Sons of Norway International President that 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.

Family Finance

Here, we take on pertinent financial issues such as how to find the right life insurance, saving for retirement and tips on planning for the future with input and expertise from Sons of Norway's large network of financial experts.

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.

District Happenings

Sons of Norway features each of its eight districts with member snapshots designed to highlight lodge events, profile noteworthy members and showcase the many faces that make up our dedicated membership.



Ambassador's Insights

Using iconic photos from Norway's National Library, this department highlights significant people and events that helped shape Norway's history. From Roald Amundsen reaching the South Pole to the royal family's return home after Norway's liberation during World War I, these moments take Viking readers back in time.

Contact Us Today! Karin Miller (c) 612.242.4671 or 612.373.9601 or by email at kmiller@msp-c.com

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

Approximatley **32,000** per issue. It is mailed each month 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 month.

Viking

“

“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

12

issues mailed monthly
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 MEDIA
readers are
more receptive
to ads

THAN VISITORS
OF WEBSITES OR
TV VIEWERS

PRINT GIVES YOU
room to
communicate

PRINT MAGAZINES

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

Source: 2019 MPA Factbook

Rates and Deadlines

4 Color	1x	6x	12x
Full Page	\$2,458	\$2,194	\$2,057
2/3	\$1,772	\$1,583	\$1,477
1/2	\$1,329	\$1,187	\$1,108
1/3	\$897	\$807	\$733
1/4	\$665	\$622	\$564
1/6	\$443	\$401	\$380
1/12	\$232	\$222	\$190
Premium Positions			
Cover 2—add 15% Cover 3—add 15%			
Cover 4—add 20% No other ad positions are guaranteed.			



B & W	1x	6x	12x
Full Page	\$1,894	\$1,683	\$1,583
2/3	\$1,361	\$1,213	\$1,129
1/2	\$1,013	\$907	\$855
1/3	\$686	\$612	\$564
1/4	\$506	\$475	\$433
1/6	\$343	\$311	\$285
1/12	\$179	\$169	\$148
1/24	\$106	\$100	\$90



2021 Deadlines	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Ad Close	11/4	12/2	1/6	2/3	3/3	4/7	5/5	6/9	7/7	8/4	9/8	10/6
Ads Requiring Production	11/9	12/7	1/11	2/8	3/8	4/12	5/10	6/14	7/12	8/9	9/13	10/11
CTP/Digital Ready Ads	11/10	12/8	1/12	2/9	3/9	4/13	5/11	6/15	7/13	8/10	9/14	10/12



“

“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.”

—Ingebretsens

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Digital Mechanical Specifications



Digital Ads

We accept materials in electronic format only. To avoid additional production charges, please be sure to follow the listed specifications. Production charges are in addition to space rate. Contact the Production Manager for an estimate.

Uploading Ads

Ads may be uploaded via the web on wetransfer.com

Then follow the instructions to upload. When uploading materials, please fax a printed copy of the ad to *Viking* Production Manager at the fax number below. Also, if color-matching is needed, please send a SWOP color proof to *Viking* Production Manager at the address below. We also accept ads on CD or DVD.

Production Manager Contact Information

Tim Dallum, Production Manager, *Viking* magazine
901 North Third Street, Suite 195
tdallum@msp-c.com
612-418-6695 | Fax: (612) 339-5806

Printing

Web offset. We can not accept PMS colors—process colors only. Binding: Saddle stitched; Trim size: 8" x 10 .75"

4-Color Process

133-line screen. Overall printing maximum density of all colors must not exceed 280%. All 4-color material must be accompanied by a SWOP certified color proof pulled from supplied materials when color-matching is needed. See below for a list of preferred color proofs.

SWOP Certified Color Proof Required

All 4-color materials require an accompanying SWOP certified color proof pulled from supplied materials. Preferred color proofs are: Kodak, Agfa, Fuji, Iris, Epson 5000, 7000, or 9000.

Preferred File Format

Adobe InDesign, Adobe Illustrator, Adobe PhotoShop, PDFs created with Acrobat Distiller only. A high resolution (300 dpi) Adobe PDF or PDF/X-1a with embedded fonts, CMYK colors, and flattened transparency.

Accepted Fonts

All printer and screen fonts must be included with all digital files: PostScript Type 1 or PostScript Type 3. No TrueType fonts accepted. Please use stylized fonts and do not use menu-styled fonts for bold, italic, or bold italic type. All fonts used in art files must be converted to outlines. PostScript fonts are preferred, TrueType fonts can be problematic. We are not responsible for errors caused by TrueType fonts.

Color

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

Color Proofs

Please supply a SWOP certified color proof pulled from supplied materials. If you do not supply a proof, we can provide one at a charge of \$75. If no proof is provided and you choose not to purchase one we will not be responsible for any color issues with the printed advertisement.

Return of Supplied Ads

All supplied materials must be labeled with return address and contact name in order to be returned. All electronic ads produced by *Viking* Magazine Production Department are archived for 12 months.

Bleed Specifications

Please make sure document dimensions are correct. Build pages to trim size and, if bleed, extend dimensions beyond page edges by a minimum of 1/8". Keep live matter 1/4" from trim size. Full page bleed: 8.25" x 11" (Trim size: 8" x 10.75")

Advertisement Sizes

Standard Ad Sizes: Width x Height (in inches)

Full pg:	7.25" x 9.75"	1/4 pg H:	7.25" x 2.25"
2/3 pg V:	4.75" x 9.625"	1/4 pg V:	2.25" x 7.25"
1/2 pg H:	7.25" x 4.75"	1/6 pg H:	4.75" x 2.25"
1/2 pg V:	4.75" x 7.25"	1/6 pg V:	2.25" x 4.75"
1/3 pg SQ:	4.75" x 4.75"	1/12 pg:	2.25" x 2.25"
1/3 pg V:	2.25" x 9.625"	1/24 pg*:	2.25" x 1.125"

* 1/24 ads are limited to approximately 30 words and cannot include photos. Small graphics are acceptable.

Need Creative Services?

If you cannot provide a digital file that is within the guidelines, we can offer design services for a minimal charge.

Up to 1/4 page ad in size: \$50
1/3 to full page ad in size: \$75

If you would like to make changes to an existing file that we've previously created for you, there is a minimum production fee of \$25.

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.

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