HE 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
FRATERNAL DIRECTOR
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 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.

**YOUR FINANCES**
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.

**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

Magazines are #1 in reaching influential customers.

Magazine readers are MORE RECEPTIVE TO ADS than visitors of websites 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.

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

Magazines are #1 in reaching super influentials with higher incomes.

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.

Advertising in magazine media CONSISTENTLY INCREASES SALES across product categories.
“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.”

—Ingebritsen’s

## Rates and Deadlines

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<th>6X</th>
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**Premium Positions**

- Inside Front Cover—add 15%
- Inside Back Cover—add 15%
- Outside Back Cover—add 20%
- No other ad positions are guaranteed.

## 2023 Deadlines

<table>
<thead>
<tr>
<th>2023 Deadlines</th>
<th>JAN/FEB</th>
<th>MAR/APR</th>
<th>MAY/JUN</th>
<th>JUL/AUG</th>
<th>SEP/OCT</th>
<th>NOV/DEC</th>
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</thead>
</table>
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 will disable 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 the specs can be directed to:
Mikayla Snyder, Advertising Coordinator
ads@greenspring.com
612-371-5804

Any questions about advertising can be directed to:
Kristin Gantman, Senior Account Executive
612-371-5848 or by email at kristingantman@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: 7.25” x 9.75”

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”