



FOR THE MEMBERS OF SONS OF NORWAY

VIKING

MAGAZINE

2026 MEDIA KIT

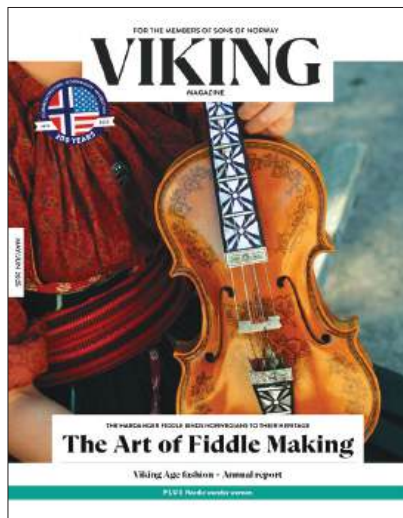


MISSION STATEMENT



THE MISSION OF SONS OF NORWAY is to provide trusted insurance and financial products, while preserving and celebrating the heritage and culture of Norway and strengthening ties with our Nordic neighbors.

Viking magazine brings this mission to life, delivering captivating stories that showcase the richness of Scandinavian culture. As the premier resource for readers seeking authentic Scandinavian products, services, and experiences, *Viking* connects tradition with modern living. With advertisers as valued partners, we are proud to make Viking a must-read publication—reaching and inspiring over 100,000 readers every issue.



CONNIE O'BRIEN
VICE PRESIDENT OF FRATERNAL
AND FOUNDATION DEVELOPMENT
Sons of Norway

EDITORIAL MISSION



***Viking Magazine* for the members of Sons of Norway**

Our mission is to celebrate, preserve, and share the rich heritage and culture of Norway and the Nordic countries, while thriving as a fraternal benefit society that delivers meaningful value to our members. We achieve this by offering robust resources, engaging cultural programs, and a wide range of member benefits that strengthen community, foster connection, and inspire lasting appreciation across generations.

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 brings Norway to life on every page. Each issue weaves together five editorial pillars—Heritage & Culture, Travel, Education & Youth, Food, and Modern Societies—all tied to Sons of Norway's mission and designed to spark curiosity, pride, and connection.

From timeless traditions to today's changemakers, our features go beyond storytelling to invite readers into the experience. You might find yourself transported by a deep dive into Nordic cuisine, captivated by profiles of contemporary Norwegian artists and political voices, or inspired to plan your next Scandinavian adventure.

Viking isn't just a magazine—it's a guide to living your heritage. We show readers how to bring cultural programming home, whether it's exploring classic Norwegian literature with your book club, learning folklore to share with your family, or rolling up your sleeves to create traditional crafts with your kids. With every turn of the page, *Viking* connects the past and present—celebrating Norwegian identity while keeping it vibrant and relevant for today's world.

VELKOMMEN

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

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 Huitfeldt, 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
- Geneology 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



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.

Magazines are

#1

in reaching
influential
customers

Magazine readers are
**MORE RECEPTIVE
TO ADS**
than visitors of web-
sites 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

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

2026 EDITORIAL CALENDAR*

JAN / FEB	MAR / APR	MAY / JUN	JUL / AUG	SEP / OCT	NOV / DEC
FEATURES: <ul style="list-style-type: none"> Scandinavian Baking Norway's Winter Adventures 	FEATURES: <ul style="list-style-type: none"> Norway's Design Legacy Legends at Sea 	FEATURES: <ul style="list-style-type: none"> Seafood Stories City Spotlight 	FEATURES: <ul style="list-style-type: none"> Festivals of Norway The Arctic Circle Trail 	FEATURES: <ul style="list-style-type: none"> Fall Baking Architecture 	FEATURES: <ul style="list-style-type: none"> Gift Guide Sami History
NORDIC LIFE: <ul style="list-style-type: none"> Hygge and Koselig Nordic Noir 	NORDIC LIFE: <ul style="list-style-type: none"> Eco-Innovations in Norway Films 	NORDIC LIFE: <ul style="list-style-type: none"> Midsummer & Syttende Mai Summer Drinks 	NORDIC LIFE: <ul style="list-style-type: none"> Vikings in Pop Culture Outdoor Traditions 	NORDIC LIFE: <ul style="list-style-type: none"> Leif Erikson Day Folklore 	NORDIC LIFE: <ul style="list-style-type: none"> Winter Wellness Christmas Markets St. Lucia Day
MEMBER MATTERS: Letter from the CEO or Foundation Update	MEMBER MATTERS: Kids' Corner	MEMBER MATTERS: Letter from the CEO or Foundation Update	MEMBER MATTERS: Kids' Corner	MEMBER MATTERS: Letter from the CEO or Foundation Update	MEMBER MATTERS: Kids' Corner
DEADLINES: Ad Close: 11/20/25 Ads Due: 12/1/25	DEADLINES: Ad Close: 1/26/26 Ads Due: 2/2/26	DEADLINES: Ad Close: 3/30/26 Ads Due: 4/6/26	DEADLINES: Ad Close: 5/22/26 Ads Due: 6/1/26	DEADLINES: Ad Close: 7/27/26 Ads Due: 8/3/26	DEADLINES: Ad Close: 9/28/26 Ads Due: 10/5/26

*Calendar subject to change.

RATES AND DEADLINES

4 COLOR	1X	6X
Full Page	\$2,460	\$2,060
2/3	\$1,770	\$1,480
1/2	\$1,330	\$1,110
1/3	\$900	\$730
1/4	\$665	\$560
1/6	\$440	\$380
1/12	\$230	\$190

PREMIUM POSITIONS

Inside Front Cover—add 15%

Inside Back Cover—add 15%

Outside Back Cover—add 20%

No other ad positions are guaranteed.



“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.”

—Ingebretsen’s

2026 DEADLINES	JAN/FEB	MAR/APR	MAY/JUN	JUL/AUG	SEP/OCT	NOV/DEC
Ad Close	11/20/25	1/26/26	3/30/26	5/22/26	7/27/26	9/28/26
Print-Ready Ads Due	12/1/25	2/2/26	4/6/26	6/1/26	8/3/26	10/5/26

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 disabled 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 ad specs can be directed to: ads@greenspring.com

Any questions about advertising can be directed to:

Sallee Stowman, Junior Account Executive
612-371-5873 or by email at sstowman@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: 8" x 10.75"

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"