

BHL and BHLportalen is a professional trade magazine, newsletter and website within its sector and industry, and is also the Norwegian representative member in both ITMA and BCMI and is published four times a year in Norwegian language, which is easily read by Danes, Finns and Swedes.

Each issue contains valuable and relevant information about important suppliers to the professional retailers of baby equipment, safety articles, preschool toys, traditional toys for girls and boys, family games, data & video games and hobby articles for all ages. BHLs intention is to share all matters of baby and child safety issues.

Regular columns includes international, Scandinavian and national trade fair reports, as well as trend studies, security matters, kids fashion, new sales techniques and customer relations. Articles also deals with a.o. retail management, economy and product information. In other words; BHL is the information source you need to keep ahead of trade developments in the interesting Nordic region.

The trade journal, with its editorial desk in Oslo, is distributed on a regular basis to all Norwegian professional baby-, hobby- and toy suppliers, retailers, chains, affiliates, agents, importers and wholesalers, including some Swedish and Danish toy and baby equipment retailers.

### Advertising rates – paper edition + digital

By ordering 4 full page ads in the paper edition (one for each issue), 1 extra full page ad is included as bonus. By agreement bonuses may apply for orders of other formats as well. These bonuses is to be used within the calendar year.

Front- and back pages, double or center pages – according to special agreements only.

Front cover page, 27.000. Back cover page: 21.000.

#### Advertising BHL magazine (printed in A4):

1/1 page	210 x 297 mm. w/bleed 216 x 303 mm	18.450
1/2 page	88,5 x 264 mm. 181 x 130 mm.	10.950
1/3 page	58 x 264 mm. 181 x 85 mm.	8.950
1/4 page	88,5 x 130 mm. 181 x 63 mm.	6.950

#### Advertising BHLportalen and digital/social channels:

Top banner	1040 x 250 px (+ 600 x 300)	9.950
Normal banner	640 x 250 px	7.950
Vertical banners	195 x 200 px 195 x 400 px	2.750 3.550

Instagram and FB posts priced individually by agreement  
Packages with banners, and/or inclusion in the email newsletter, by agreement. Banners remains on the webpage between 14 days to 1 month, or by any agreement.

Circulation:

**Retailers:** all professional trade shops, including chains and shop managers, plus departement leaders.

**Distributors;** all agents, importers, wholesalers and special (niche) distributors.

**Press and mass media;** weeklies, popular magazines, daily papers, other trade/merchant press, advertising agencies.

**Gross;** approx. 1.200 from the print presses

**Net Circulation;** 1.000 professional receivers and 4.500 readers

Technical data

The both Norwegian and Scandinavian

Journal is printed in offset in A4-format

Color profile: Coated Fogra39

Paper quality: 90 grams Galerie one gloss

Mirror: 191 x 272 mm.

Bleed format: 216 x 303 mm.

Columns: 2 and 3

Advertising material:

Preferably, please send the ads in PDF format, whenever possible.

# Baby Hobby & Leketøy

[www.BHLportalen.no](http://www.BHLportalen.no)

### Print plan 2024

Issue	Deadline for ready-to-print material	Month of Publication
No. 1	February 5 <sup>th</sup>	MARCH
No. 2	May 5 <sup>th</sup>	JUNE
No. 3	August 5 <sup>th</sup>	SEPTEMBER
No. 4	October 5 <sup>th</sup>	NOVEMBER

Cancellations are not accepted three weeks before deadline.

Our Advertising Dept will help you, after a price agreed upon, with translations, copy & text, layout and repro of and from illustrations of all types; (digital) photos, paper, prints etc.

Annulment only until three weeks before deadline.

**Promotion Advertorial** (in addition to an ordinary product ad): NOK 10.000, incl. full service packet from raw manuscript, translation, layout, typesetting and repro.

### BHL-listen – paper edition + digital



Industry suppliers register.

Yearly contract, total price 3.750

Included in the price is 3-4 product news editorial texts in the paper edition. By agreement we will post articles on our website and in social media (Facebook, Instagram and LinkedIn).

Disclaimer: This is meant as an extra service to the clients and depends on available space, as paid ads has priority.

Please observe that all prices are given net in NOK – VAT is added in the final invoice. Prices in this list is based on the principle that our printers receive electronically ready-to-print material. VAT is not added on exportbills to abroad.

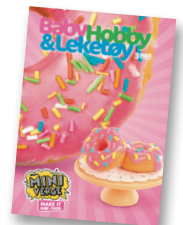
### Subscription

Please send an email to [post@presstelegraph.no](mailto:post@presstelegraph.no) with your inquiry. Subscribe to the digital newsletter via the website.

### Norwegian member and representative of:

ITMA – International Toy Magazines Association

BCMI – Baby Care Magazines International



Address and contact information:

#### Baby, Hobby & Leketøy

c/o Press Telegraph AS

Postboks 1574 Vika, NO-0118 Oslo

Telephone +47 22 44 05 06

Cellphone +47 941 98 482

Editor: Anne-Grethe Burø

Email: [agburo@frisurf.no](mailto:agburo@frisurf.no)

Publisher, producer, coordinator

and assistant editor: Hans Henrik de Glasenapp

Email: [post@presstelegraph.no](mailto:post@presstelegraph.no)

Website: [www.bhlportalen.no](http://www.bhlportalen.no)

