

Finansavisen Kapital

MEDIA INFORMATION TARGETED ADVERTISING

2024

« It's not how many you reach.
It's who you reach, and how
precisely you reach them.
The Pareto principle's 20/80 rule

FINANSAVISEN // MOTOR // KAPITAL

FINANSAVISEN.NO - KAPITAL.NO



The Norwegian Financial Daily has covered stock exchange, business and economy closer and wider than any other Norwegian newspaper. The stock market is the core of the Norwegian Financial Daily! In addition to covering everything within business and finance, the newspaper also reports on private and commercial real estate, combined with interviews and leisure features. The newspaper is available both on paper and digitally. The circulation is steady, and the digital readership is increasing. Norwegian top managers start the day by reading the Norwegian Financial Daily.

**FINANSAVISEN
TOTAL COVERAGE**

154 000
persons daily

452 000
persons weekly

READERS/DIGITALLY:

114 000 persons daily
370 000 persons weekly

READERS/PAPER:

50 000 persons daily
146 000 persons weekly

DISTRIBUTION:

National morning delivery

CIRCULATION: 29 964

DEMOGRAPHS FINANSAVISEN PAPER:



High income and
purchasing power



Residing
throughout the
country, with a
predominance
in central
Eastern Norway



Higher education

Average age

45

78%
men

22%
women



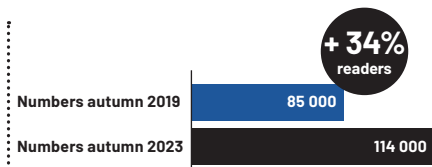
Leaders and
decision makers



Finansavisen.no is the website for the Norwegian business and industry. Since launching autumn 2019 a lot has happened. In addition to making thousands of small adjustments we have launched a Finansavisen app, a new stock service and multiple podcasts. The response from our readers has been extremely positive. Our online readership has increased, and we have thousands of new subscribers.

READERS/DIGITALLY:
114 000 individual daily
370 000 individual Weekly

UNIQUE USERS WEEKLY: 600 000
PAGE VIEWS PER WEEK: 6 500 000



Daily readers at Finansavisen.no 34% more than at launching autumn 2019

DEMOGRAPHS DIGITAL READERS:



high income



reside in the eastern parts



Leaders in Norwegian business and industry

average age



higher education



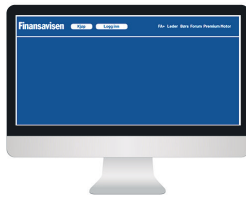
81%
men



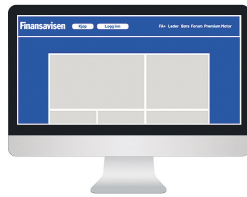
19%
women

FORMATS & PRICES DIGITALLY

DESKTOP



Parallax
1920x1080
(safezone 1450x700)
NOK 550 CPM / Max 360 kb



Wallpaper
470x1001, 1000x400,
470x1000
NOK 550 CPM / Max 450 kb



Netboard
580x400
NOK 270 CPM
Max 150 kb



Toppscroll
2560x1440
NOK 800 CPM
Max 200 kb



Sticky Scyscraper
300x600, 180x500,
NOK 270 CPM
Max: 150 kb



Superboard
980x600
NOK 350 CPM
Max: 200 kb



Topbanner
980x300
NOK 270 CPM
Max: 150 kb

MOBILE



Parallax
420x640
(safezone 320x640)
NOK 550 CPM
Max: 150 kb



Netboard
320x400,
300x250
NOK 270 CPM
Max 150 kb

PROGRAMMATIC

All of the ad products are available through direct agreements and AG campaigns. Contact the sales department for further information and prices.

VIDEO SPECIFICATIONS - FATV PRE-ROLL

FaTV

Seconds	Width x height (pixels)	Gross CPM	File size
15	1920x1080	NOK 580	Max 50 Mb
6	1920x1080	NOK 440	Max 50 Mb

TECNICAL INFORMATION

IMAGE delivered as (jpg/gif/png), HTML, HTML5 or 3. parts ad-tags.

To be delivered 3 work days before agreed campaign start.

Send material to: trafikk@finansavisen.no

For more information:
annonseweb.finansavisen.no
or scan the QR-code



PRICES & DEADLINES FINANSVISEN PAPER

ADVERTISING PRICES IN PAPER EDITION (NOK)

Formats	Textpage	page 3-5 special	page 7-13 special
Placard - module 110	100 000		115 000
Module 55	68 000	page 3 - 85 000	80 000
Module 35 b	43 000	page 3 - 54 000	50 000
Module 52	36 000		43 000
Module 25	36 000	page 5 - 45 000	43 000
Module 25b	27 000	page 5 - 32 000	32 000
Module 15	19 000	page 5 - 23 000	23 000
Module 23b	15 000		18 000

Prices ex. vat.

SPECIAL PAGES

Front page: Modul 15	39 000
Editorial: Modul 15 - (per week)	60 000
Last page: Topp 146 mm x 46 mm	60 000
Classified: Other per mm	29

ePAPER

Clickable ad in ePaper

Formats ePaper and prices every day

Interstitial + Splash:	10 000
Clickable ad:	750
Interstitial:	5 000

Delivering in jpg. The advertising desk can be helpful with setup and information. Remember to submit with the URL to which the ads will be linked.

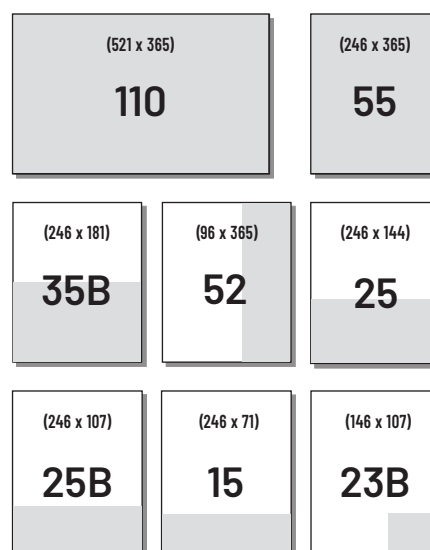
SPECIAL PAGE SIZES ePAPER

Interstitial Portrait	1536 x 2048
Interstitial Landscape	2048 x 1536
Splash Phone	500 x 500
Splash Phone	300 x 300
Splash Tablet	1000 x 1000

SENDING MATERIAL

Format:	High resolution PDF, version 1.4.
Resolution:	200 dpi (paper) 300 dpi (magazine)
Mail:	annonse@finansavisen.no eiendom@finansavisen.no
NADA:	Nada Express (nada.no)
FTP-server:	ftp://213.225.89.184

Materials must be marked with advertiser's name and date of publishing.



DEADLINES

Reservations, set material:

By 13.30; 2 working days before publication

Reservations, script ads:

By 11.30; 2 working days before publication

Sending all set material:

By 11.00, the day before publication

Inserts/supplements

Reservation: 2 weeks before publishing
Sending material: 2-5 days before publishing

Magazines

Reservation: 14 days before publishing
Sending material: 10 days before publishing

Cancellation deadlines

Paper: 1 week before deadline
Cover: 4 weeks before deadline
Inserts: 6 weeks before deadline

For more information: annonseweb.finansavisen.no
or scan the QR-code

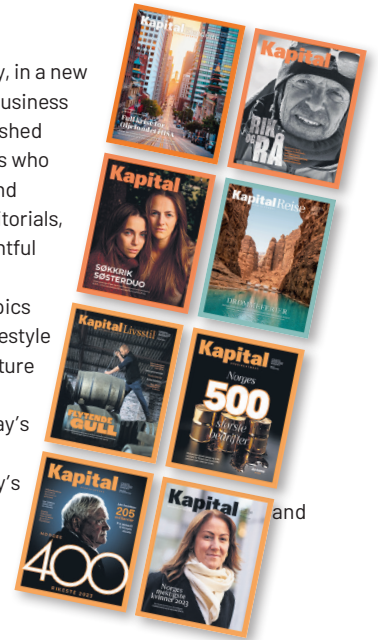




Bigger. Clearer. And even more relevant.

These are the keywords that describe Kapital with weekly frequency, in a new and larger magazine format. The combination of Norway's leading business magazine and The Norwegian Financial Daily - Finansavisen - published and distributed together, provides the best weekend offer to readers who take an interest in business, the stock exchange, economic policy and lifestyle. In Kapital, readers will find chief editor Trygve Hegnar's editorials, a comprehensive investor guide, groundbreaking disclosures, insightful business reports, relevant portraits, inside news from the financial industry, career-related articles and technology news, as well as topics like sustainability and ESG, personal finance, tax and inheritance, lifestyle

material, such as art and art investments, wine and wine investments, design, fashion, food, watches and culture in a wider sense. **Special issues:** Several editions will focus on more specific themes. Law, Real Estate and Accounting, are part of these special issues. So are the editions concerning Norway's 400 richest, and Norway's 500 largest companies, The Most Powerful Women and Kapital TRAVEL. In 2024 will Kapital also have three special issues with an extra focus on lifestyle. **Audience:** Corporate and Consumers! Kapital engages Norway's leading corporate executives and high net-worth individuals. The readers are among the most influential wealthiest in Norway, and possess high decision making authority in business.



Distribution: With Finansavisen. In addition to Kapital's existing subscribers
 Printed circulation: 30 000
 Coverage: 106 000 readers per issue / 261 000 readers monthly
 Frequency: Weekly - every Friday except summer
 Paper / print: Cover: 150 gr. WFC Silk, Ofal: 80 grams Gallery fine bulk
 Page number Up to 96 pages + cover

Target group: The most influential people in Norwegian business reads Kapital. Those who influence the most, and make the biggest decisions. Privately, they have high purchasing power, they are quality-conscious and prefer to surround themselves with the best life has to offer.

Those who read Kapital and Finansavisen have

- Higher interest,
- Higher intention,
- Higher consumption,
- Higher frequency,
- Lower impulse threshold,

for the purchase of brands, products and services!

High income and purchasing power

Average age **46**
50% at the age 30-59 years old

Leaders and decision makers

Residing throughout the country, with a predominance in central Eastern Norway

Higher education

70% men

30% women

Advertising prices	
1. placard	170,000
2. placard	158,000
1/1 page towards content	88,000
1/1 page towards editorial	88,000
1/1 page towards "Aktuelt nå"	88,000
Middle spread	170,000
2/1 side randomly placed	145,000
1/1 page randomly placed	79,000
1/2 page randomly placed	42,000
3. cover	88,000
4. cover (last page)	96,000
Gatefold on request	
*prices in NOK and exclusive vat	

Technical info

- Resolution 300 dpi
- Crop marks and bleed marks should be in the document, add 5 mm bleed on every side
- Files can be sent by e-mail: annonse@kapital.no, [materieill@kapital.no](mailto:materiell@kapital.no), annonse@finansavisen.no or via nada.no

Contact info:
annonse@kapital.no
annonse@finansavisen.no

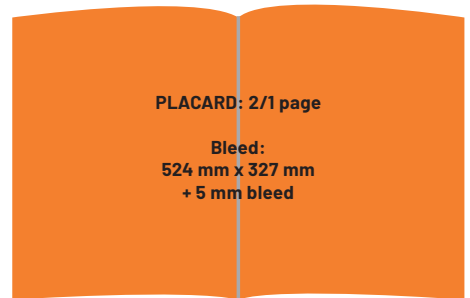
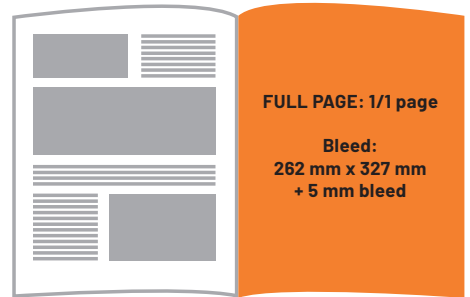
NB! Gatefold comes before the 1st notice

RELEASE SCHEDULE – FORMAT & PRICES KAPITAL

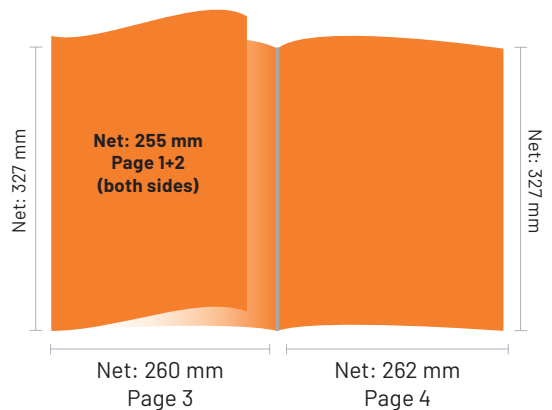
Release schedule 2024*		
Date	Material deadlines	Theme / Theme editions
05.01		Kapital special edition: Kapital Travel
12.01	02.01	Kapital
19.01	08.01	Kapital special edition: Financial management
26.01	16.01	Kapital
02.02	23.01	Kapital special edition: Lifestyle
09.02	30.01	Kapital
16.02	06.02	Kapital special edition: Sustainability & ESG
23.02	13.02	Kapital
01.03	19.02	Kapital special edition: Corporate Law
08.03	27.02	Kapital
15.03	04.03	Kapital special edition: Property
22.03	12.03	Kapital
05.04	18.03	Kapital special edition: Kapital Travel
12.04	02.04	Kapital
19.04	09.04	Kapital special edition: AI and Tech
26.04	16.04	Kapital
03.05	22.04	Kapital special edition: Property
10.05	30.04	Kapital
24.05	08.05	Kapital special edition: Corporate Law
31.05	21.05	Kapital
07.06	28.05	Kapital special edition: Lifestyle
14.06	04.06	Kapital
21.06	11.06	Kapital special edition: Kapital Travel
28.06	18.06	Kapital
09.08	30.07	Kapital special edition: Norway's 500 largest companies
16.08	06.08	Kapital special edition: Norway's most powerful women
23.08	12.08	Kapital special edition: Property
30.08	20.08	Kapital
06.09	27.08	Kapital special edition: Sustainability & ESG
13.09	03.09	Kapital
20.09	10.09	Kapital special edition: Norway's 400 richest
27.09	17.09	Kapital
04.10	23.09	Kapital special edition: Corporate Law
11.10	01.10	Kapital
18.10	08.10	Kapital special edition: Investor / Fintech
25.10	15.10	Kapital
01.11	22.10	Kapital special edition: Kapital Travel
08.11	29.10	Kapital
15.11	04.11	Kapital special edition: Financial management
22.11	12.11	Kapital
29.11	18.11	Kapital special edition: Property
06.12	26.11	Kapital
13.12	03.12	Kapital special edition: Christmas/lifestyle
20.12	10.12	Kapital
27.12	13.12	Kapital special edition: Corporate Law

*preliminary plan subject to possible changes

Formats



GATEFOLD FRONT/LAST PAGE, (4) 3 PAGES
GLOSSY PAPER ON SIDES 1-3



INSTITUTED APPENDIX AND BUTTERFLY
ON REQUEST

Deadlines

- Booking space: 3 weeks before publishing
- Deadline material: 10 days before publishing
- Deadline material gatefold: 14 days before publishing
- Cancellation ads: 3 weeks before deadline
- Cancellation gatefolder and special placements: 6 weeks before deadline
- Cancellation attachment: 2 months before deadline

For more information: annonseweb.kapital.no
or scan the QR-code



Motor - every Saturday with Finansavisen



MOTOR has been Finansavisen's regular Saturday supplement for 20 years, and is Norway's only weekly car and boat magazine.

MOTOR regularly features tests of the fastest, most expensive and most luxurious vehicles ashore and at sea. In addition to thorough tests of best sellers and innovations, **MOTOR** covers the most luxurious vehicles, newest technologies, vintage cars, accessories to boats and MC, watches and much more.

+ 32%
readers

35 000

new readers the last three years



Distribution:	With Finansavisen. In addition to Kapital's existing subscribers
Printed circulation:	Ca. 30 000
Coverage:	143 000 readers per issue / 282 000 readers monthly
Frequency:	Weekly - every Saturday
Paper / print:	Cover: 150 gr. WFC Silk, Offal: 80 grams Gallery fine bulk
Page number:	Up to 96 pages + cover

Target group: The most influential people in Norwegian business reads Motor. Those who influence the most, and make the biggest decisions. Privately, they have high purchasing power, they are quality-conscious and prefer to surround themselves with the best life has to offer.



High income and purchasing power

Average age

45

45% at the age 30-59 years old



Leaders and decision makers

Those who read Kapital and Finansavisen have

- Higher interest,
- Higher intention,
- Higher consumption,
- Higher frequency,
- Lower impulse threshold,

for the purchase of brands, products and services!



Residing throughout the country, with a predominance in central Eastern Norway



Higher education

77%
men



Advertising prices

1. placard	90 000
2. placard	90 000
1/1 page - page 5 and 7	54 000
Middle spread	86 000
2/1 page randomly placed	80 000
1/1 page randomly placed	49 000
1/2 page randomly placed	28 000
1/1 page 2. and 3. cover	76 000
4. cover/last page	82 000
Gatefold on request	124 300

*prices in NOK and exclusive vat

NB! Gatefold comes before the 1st notice

Technical info

- Resolution 300 dpi
- Crop marks and bleed marks should be in the document, add 5 mm bleed on every side
- Files can be sent by e-mail: annonse@kapital.no, materiell@kapital.no, annonse@finansavisen.no or via nada.no

Contact info:

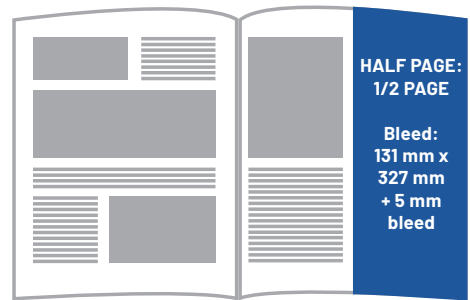
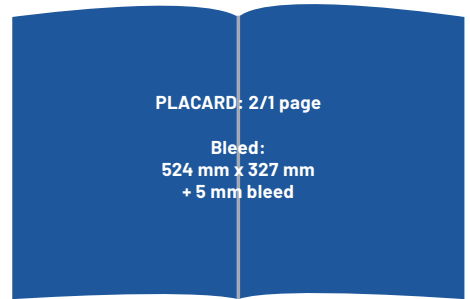
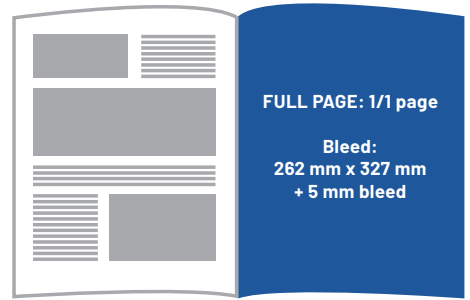
annonse@kapital.no
annonse@finansavisen.no

RELEASE SCHEDULE – FORMAT & PRICES MOTOR

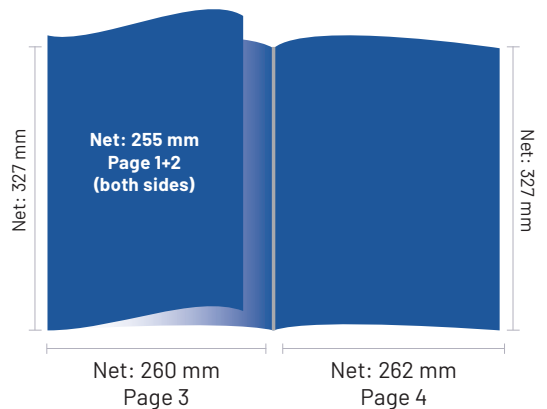
Release schedule 2024*		
Date	Material deadlines	Theme / Theme editions
06.01	20.12	
13.01	03.01	
20.01	10.01	
27.01	17.01	
03.02	24.01	
10.02	31.01	
17.02	07.02	
24.02	14.02	
02.03	21.02	
09.03	28.02	Theme: Summer Tires
16.03	06.03	
23.03	13.03	Theme: Easter edition
06.04	27.03	
13.04	03.04	
20.04	10.04	Theme: The Norwegian Boat Show
27.04	17.04	Theme: The Norwegian Boat Show/Watches
04.05	24.04	
11.05	01.05	
18.05	08.05	
25.05	15.05	Theme: The Future of the Car Industry
01.06	22.05	
08.06	29.05	
15.06	05.06	Theme: The Future of the Car Industry
22.06	12.06	
29.06	19.06	
06.07	26.06	
13.07	03.07	
20.07	10.07	
27.07	17.07	
03.08	27.07	
10.08	31.07	
17.08	07.08	Theme: The Future of the Car Industry
24.08	14.08	Theme: Boats
31.08	21.08	Theme: Boats
07.09	28.08	
14.09	04.09	
21.09	11.09	
28.09	18.09	
05.10	25.09	Theme: Winter tires
12.10	02.10	
19.10	09.10	
26.10	16.10	
02.11	23.10	
09.11	30.10	
16.11	06.11	
23.11	13.11	
30.11	20.11	
07.12	27.11	Theme: Christmas edition
14.12	04.12	
21.12	11.12	Theme: The car year 2024
28.12	18.12	Theme: News 2025

*preliminary plan subject to possible changes

Formats



GATEFOLD FRONT/LAST PAGE, (4) 3 PAGES
GLOSSY PAPER ON SIDES 1-3



INSTITUTED APPENDIX AND BUTTERFLY ON REQUEST

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For more information: annonseweb.finansavisen.no
or scan the QR-code



FINANSVISEN CAREER

Every Wednesday Finansavisen has career as editorial theme and carefully covers the job market in Norway. What is happening and why? We offer an economical view in articles regarding recruitment and education to further your career. What trends generally occur when it comes to staffing? The pages contain in-depth interviews with leaders talking about management style and change of leadership. There are also articles covering mentorships, temporary employment, office culture and payrolls.

CAREER CAROUSEL



FA CAREER EVERY WEDNESDAY IN FINANSVISEN ON PAPER



Package prices for print and digital include two ads in the print paper + one week in the career carousel. The carousel is placed on the front page of Finansavisen.no. In the E-paper it is possible to attach an URL that links to the job ad in our career portal + NOK 500,-

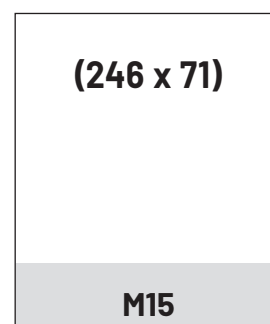
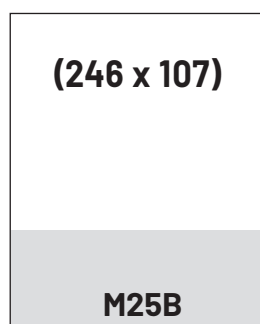
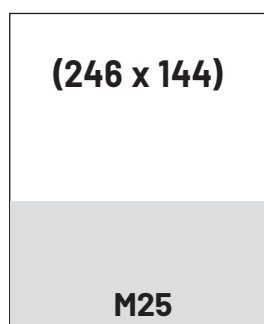
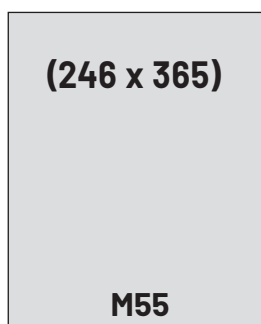
PRICES (NOK)			
M55 + career carousel on fa.no	80 000	M25B + career carousel on fa.no	34 900
M25 + career carousel on fa.no	45 900	M15 + career carousel on fa.no	29 900
		1 week in the career carousel on fa.no	14 990

Prices ex. vat

Coverage for two indentations in Finansavisen + one week digitally on fa.no: 415 000 unique readers.

The Finansavisen readers make employment decisions at their workplace!

Job advertisements in Finansavisen and on fa.no get high attention, and have high relevance to the leaders!



REGULAR EDITORIAL THEMES IN FINANSVISEN



MONDAY: IT/Tech

- Reach decision makers within IT solutions at the office.

The IT section covers not only what happens but also why. Several times through the year, the IT section considers specific themes within IT. This provides valuable targeted branding and promotion.



WEDNESDAY: Job & career

- Reach those who stay informed about work and careers.
- Reach decision makers that hire people.

The job market is followed closely with an eye on recruitment and higher education. Which crew trend exists when it comes to recruitment?



THURSDAY: Commercial estate

- Reach decision makers that choose commercial estate.

The Norwegian Financial Daily has the broadest coverage of the commercial estate market in Norway with daily coverage, regular columns every Thursday and four special magazines yearly. We follow investors, brokers, purchases, and good and bad deals, legislation and authorities closely.



FRIDAY: Real estate and Kapital

- The real estate ads in the newspaper are an important source to our readers.
- They prefer premium home/decoration/estate products.
- Ad tests show above average willingness to buy among our readers compared to those of other newspapers.

The Norwegian Financial Daily covers the estate and holiday homes market closest in Norway. We write about the most expensive estates, new building projects, good and bad deals and give our reader a solid backdrop to the market. In addition the magazine Kapital comes regularly every Friday.



SATURDAY: Lifestyle and Motor

Finansavisen SATURDAY contents more than regular news on a weekly basis. In addition to the regular content, news and finance, contains the Saturday newspaper both a large magazin part and Finansavisens' regular Saturday magazine MOTOR. In the specified Saturday content you will find profile interview, quiz, lunch-guide and winery tips, travel- or leisure and more. Here the readers get more background content and articles for deepening.

PODCAST

Økonominyhetene

352,000 - 440,000

LISTENINGS / MONTH

80,000 - 100,000

LISTENINGS / WEEK



ØKONOMI
NYHETENE

Økonominyhetene from Finansavisen summarizes Oslo Børs, macro economical and political events - every day. The podcast is led by Marius Lorentzen, Stein Ove Haugen and Trygve Hegnar comments on the market, macro financial and political events. In addition we invite guests from the business world to the studio.

Sponsorship: Spoken by a third party.

Placement: Pre- and Mid-Roll

AGE

18-24	8%
25-34	39%
35-44	26%
45+	24%

GEO

Large cities	56%
Small cities	44%

SEX

Men	87%
Women	11%

PRICE

Week	40 000,-
Month	160 000,-

Morgenkaffen

140,000 - 175,000

LISTENINGS / MONTH

33,000 - 42,000

LISTENINGS / WEEK



Morgenkaffen

You can listen to "Morgenkaffen" where you listen to podcast every morning. Finansavisen's journalists read a summary of todays topp cases, and the most importat key figures, in a couple of minutes.

Sponsorship: Spoken by a third party.

Placement: Post-Roll

AGE

18-22	6%
23-27	18%
28-34	27%
35-44	21%
45+	26%

GEO

Large cities	61%
Small cities	39%

SEX

Men	81%
Women	18%

PRICE

Week	20 000,-
Month	5 000,-

Aksjepodden

48,000 - 60,000

LISTENINGS / MONTH

12,000 - 15,000

LISTENINGS / WEEK



Aksjepodden
Finansavisen

Aksjepodden is the podcast for you who loves stocks twenty four seven. Every friday stock nerds talk to famous investors or stock pickers about their best and worst buy, and which stocks they think about now. There will be debth analyses of singel stocks and raw materials every week.

Sponsorship: Spoken by a third party.

Placement: Pre- and Mid-Roll

AGE

18-22	6%
23-34	40%
35-44	25%
45+	28%

GEO

Large cities	51%
Small cities	49%

SEX

Men	89%
Women	11%

PRICE

Week	20 000,-
Month	80 000,-

Mil Etter Mil

63,200 - 79,000

LISTENINGS / MONTH

14,400 - 18,000

LISTENINGS / WEEK

A podcast for car lovers (or just a little interested and curious). Car tests and weekly car discussions, which fall of the tracks more or less, and the best and worst discoveries to make from finn.no.

Sponsorship: Spoken in by the program leaders.

Placement: Pre- and Mid-Roll



AGE		GEO	
18-24	10%	Large cities	51%
25-34	38%	Small cities	48%
35-44	28%		
45+	26%		

SEX		PRICE	
Men	93%	Week	15 000,-
Women	6%		

Klokkelandslaget

6,200 - 7,800

LISTENINGS / MONTH

1,100 - 1,600

LISTENINGS / WEEK

A podcast in cooperation with Tidssonen.no dedicated to watches. News, good stories and and watch tips. Finansavisen-journalist Nicolai Gill and Tidssonen.no-founder Jon Henrik Haraldsen brings the listeners in with the great watch enthusiasm. All with guests from the business, collectors and enthusiasts.

Sponsorship: Spoken in by the program leaders.

Placement: Pre- and Mid-Roll



AGE		GEO	
18-22	4%	Large cities	61%
23-27	11%	Small cities	39%
28-34	30%		
35-44	30%		
45+	25%		

SEX		PRICE	
Men	94%	Week	20 000,-
Women	5%		

Advertising:

Both native and ordinary sponsorship are available. Most of our podcasts are published weekly. Økonominyhetene is daily, both as TV-producing and as a podcast!

Prices here are ex. VAT and production.

Production of podcast spots at Hegnar Media 7,500 NOK.

Deadline: 2 weeks

See more here: <https://finansavisen.no/podcast>



MORGENKAFFEN
Et nyhetsbrev fra Finansavisen



Morgenkaffen: The most important news from Finansavisen every morning.
Frequency: daily, monday - friday
Subscribers: 27,000
Opening rate: 40 % CTR

Børsbjellen: 10 things you need to know before the stock market opens
Frequency: daily, monday - friday
Subscribers: 11,587
Opening rate: 56%

Helgebriefing: Kapital speaks of the most important news of the latest week within politics, finance and business life
Frequency: weekly - every friday
Subscribers: ca 15,000
Opening rate: 50% CTR

Børsbjellen

(+) Røde futures, lav oljepris og fersk Kid-analyse

Her er de ti viktigste tingene du må få med deg før Oslo Børs åpner i dag.

Publisert 07. des. 2023



1. BØRSÅPNING: Europiske futures er ned rundt 0,5 prosent. S&P500-indeksen falt 0,4 prosent i går. I dag faller S&PAsia50-indeksen 1,1 prosent.

Den amerikanske lånsrenten er i 4,16 prosent – 4 basispunkter høyere enn da Oslo Børs stengte i går.

2. OLJE- OG GASSPRIS: Brent-oljen handlet til 74,62 dollar fatet, som er rundt én dollar lavere siden Oslo Børs stengte i går. Oljeprisen er nesten 3 dollar lavere enn før børsåpning i går.

Gassprisen Dutch TTF (Januar-kontrakt) steg 3,1 prosent i går til 39,31 euro pr. MWh. Dagen før nådde gassprisen årets laveste nivå.

3. SEACREST PETROLEO: Har gjort en rettet emisjon på 31,11 millioner aksjer til kurs 9 kroner. Aksjen sluttet sist på 9,99 kroner.

4. HØEGH AUTOLINERS: Transporterte 1,3 millioner kubikkmeter med last i november på pro rata-basis. I oktober var tallet 1,4 millioner. Gjennomsnittlig bruttofraktrate i november var 95,5 dollar pr. kubikkmeter, mot 96,5 dollar i oktober.

Vi skriver et analytiker Andrea De Luca i Vesco Nautical mener Grimaldi Group i Italia kan være interessert i Høegh Autoliners, samt at Fearnley spekulerer i kjepepris.

5. NORGES BANK: Nå prisen det inn fem norske rentekutt neste år, og det første allerede i mars, **skriver vi**.

6. BW LPG: – Dette (terken i Panama-kanalen) trekker betydelig kapasitet, og vi tror at innføringen i 2024 fort kan bli enda høyere enn i år, noe som ennå ikke ligger i konsensusestimaten, sier Nordea-forvalter Jon Hille-Walle i Børsintervjuet.

7. PGS/TGS: Er tildelt en 3D-seismikkkontrakt i Asia-Stillehavsområdet. «Ramform Sovereign» vil bli mobilisert for undersøkelsen i desember, og kontrakten har en total varighet på omtrent 50 dager.

8. HYDRO: Morgan Stanley jekker opp kursmålet fra 86 kroner til 89 kroner, og gjentar kjøpsbefalingen. Aksjen ble sist omsatt for 63 kroner. For øvrig har aluminiumsrisen falt til 2.141 dollar pr. tonn, ned 6 prosent seneste måned.

Kapital

Helgebriefing
Vår oppdatering til deg



Norges mektigste kvinner

Rett før deadline på dagens spesialutgave av Kapital med temaet **Norges 100 mektigste kvinner**, tikket det inn en epost til redaksjonen. Avsender var en journalist fra en ledende bransjepublikasjon som ville lage en sak om at vi i forrige spesialutgave, Kapital Investor, hadde bilde av kun menn på forsiden.

Årsaken til mandsdominansen på coveret var at vi i Kapital Investor omtalte en stor bransjekåring av Norges beste aksjeanalytikere, og i denne kåringen er det dessverre ikke noen kvinner som havner blant de 25 beste analytikerne.

Denne mangelen på kvinner i finansbransjen generelt, og i kåringen spesielt, gjorde vi derfor et selvstendig redaksjonelt poeng av i Kapital Investor-utgaven, slik vi også har gjort i utallige andre artikler i laget av de 20 siste årene. Faktisk er det ingen andre medier som har dekket kjønnsbalansen i finansbransjen tettere enn Kapital.

Det blir derfor ikke bare totalt skivebø å skyldte på Kapital for manglende fokus på kvinner, men også et streifskudd på budbringeren. Selv om vi tydelig omtaler at det ikke er Kapital som kårer de beste aksjeanalytikerne, mente åpenbart journalisten at det var Kapitals ansvar at det ikke er flere kvinnelige aksjeanalytikere. Hen ville derfor ha svar på bl.a. følgende spørsmål:

– Kjenner dere på noe ved å publisere en forsida med bare menn?

– Kunne det vært noen kvinner på forsiden?

– Hvilke signaler mener dere at dere sender ut med en slik kåring der det kun er menn som pryder forsiden?

– Reduserer en slik mandsdominert bransje og kåring hvilke annonser som kommer på trykk, eller annonserer som har interesse av å annonsere i Kapital?

Siden journalisten feilet grovt i premisset for spørsmålene – det er ikke Kapital selv som kårer Norges beste analytikere – var det lett av avfeie saken:

Dette er en bransjekåring hvor meglerhusene selv nominerer sine kandidater, og hvor meglerhusenes kunder, det være seg store institusjonelle investorer, family offices og andre store investorer, stemmer på kandidatene. Stemmene blir talt opp, vektet og så presentert av Kapital.

Kapital har derfor ingen påvirkning på resultatet, og derfor kan til det

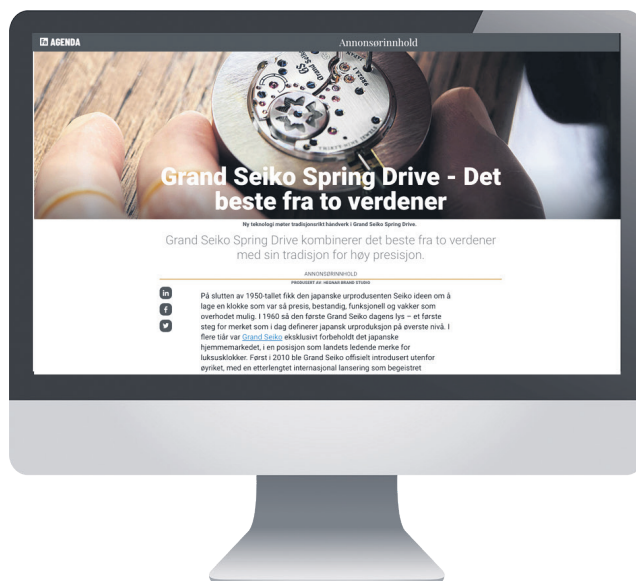
Newsletter

Experience the power from advertising in a newsletter on e-mail! Unlike other forms of digital advertising, newsletters are coming directly in to the readers mailbox, with a relevant context. Exclusivity: At the maximum to advertisers per newsletter!

AD PRICES PER WEEK	
Morgenkaffen / Børsbjellen	20 000
Helgebriefing	10 000
Advertising format: 600 x 400 (500) px	

Prices ex. VAT

For more information, kontakt:
annonse@finansavisen.no



Engaging content that makes an impact

FA Creative tailor makes advertisement campaigns, events, creative solutions and produces content. We know our readers, what they like to read, when they read the different types of content and what makes them take action.

HOW:

We have at our disposal project managers, journalists, copywriters, photographers, video and sound producers, analysts and graphic designers. All can be a part of your project to optimize your campaign in our media. All content we produce for you can also be published on your own websites.

FA Agenda

- Native-spots on the front page of FA.no
- Several different entrances with various sizes. Placement and size at the front will be adapted to the clients needs
- Ca. 2 mill. forsidevisninger pr. uke
- Prises ved SOV

FA Agenda subscription

- Minimum 3 months subscription
- Minimum 10 % SOV frontpage in the periode
- Always on!

FA Agenda banner

- The article is put on ad space
- The same price as CPM, as a digital ad

Native print

We make content to all our media surface, including newspaper and magazines. Native print stand out positively in the ads tests.

For more information contact:

annonse@finansavisen.no

CREATIVE IN-HOUSE AGENCY

PREMIUM NATIVE

Our Native spots are placed on the front page of FA.no under the widget called FA Agenda. They are distributed through the editorial CMS and not through a banner ad. The upside with this arrangement is that we get 20-30% of the traffic through searches, and these are usually valuable clicks. We optimize the articles continuously, while simultaneously working on all FA Agenda campaigns qualitatively.

PERFORMANCE NATIVE

If you want to control and optimize your campaign yourself, we recommend placing it on a banner spot. We will help you with design and everything you might need to run your campaign.

NATIVE PRINT - HIGH ATTENTION

As a strongly driven print media house, with a stable circulation and readership, we deliver content marketing for print, and we know it works. Content at Hegnar Media is on top of all measured attention for print campaigns as tracked by the analysis company RAM Norge.

PRICES FOR CONTENT PRODUCTION AND CAMPAIGN DESIGN

Text production costs 10.000 NOK and photographer 5000 NOK. We can also design unique layouts to provide a special reading experience.

EVENT

2024

The Investor Daily Conference October 16th

Real Estate and Property Conference November 29th



For more information about our sponsorship opportunities: annonse@finansavisen.no

How effective is your ad?

What coverage and effect can you get by advertising in Finansavisen and Kapital?

By using analysis and insight tools from Kantar and RAM Norge (Research and Analysis of Media) we gather insight and an understanding of what's required to succeed in reaching out to our readers, whether it be in Finansavisen's newspaper, MOTOR, Kapital or Finansavisen.no.

Coverage for your print advertisement campaign and target audience analyses are done through Consumer & Media's survey. Meanwhile, for digital campaigns we use Google Ad Manager.

For ad and effect tracking we use RAM's acknowledged measurement tool. RAM is an easy, quick and cost effective tool that gives us the opportunity to give our advertisers advice based on insight. Today, RAM provides hundreds of media houses with their statistics and research, and have therefore become the currency for these measurements. www.rampanel.com.

More about RAM:

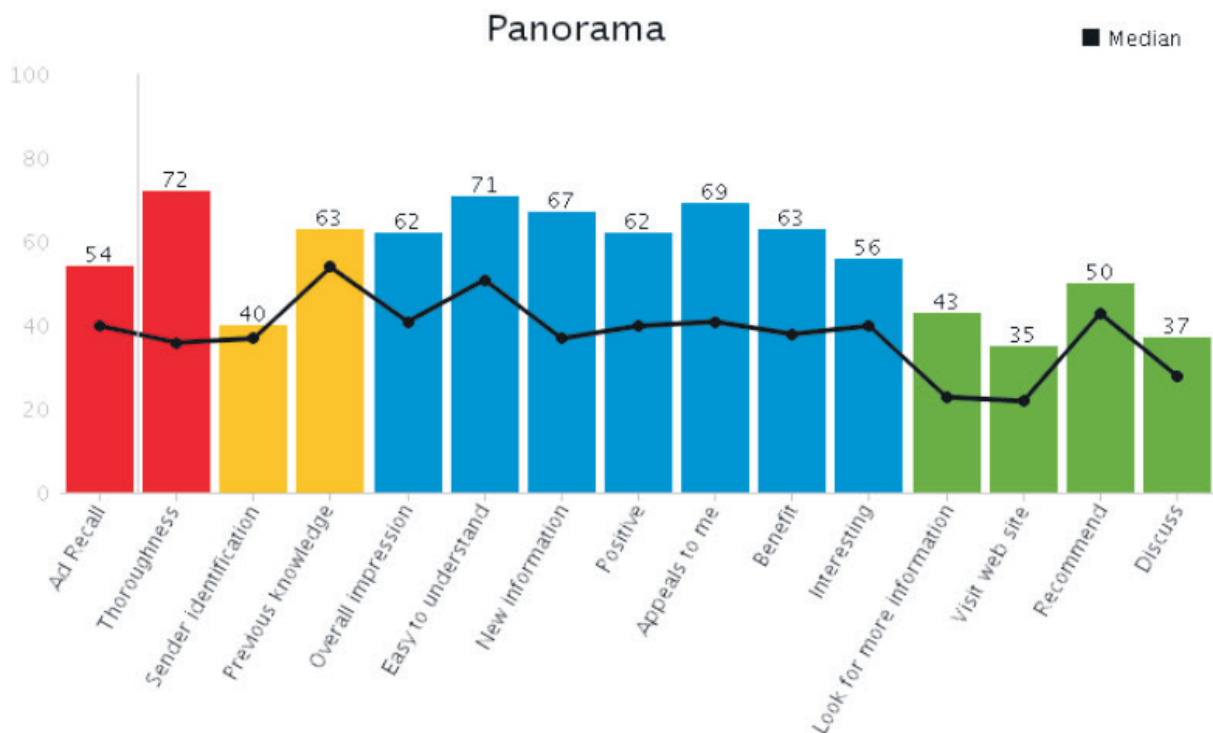
RAM measures how ads and articles (both editorial and advertorial content) are read and perceived by the readers. By using standardised questionnaires the effect can be tracked quickly through our reader panel, and the test results are weighted to reflect our readership on an average day.

With standardised questions all results are included in a big international database which means that the results from one test can be compared to values and benchmarks within different industries, formats, placement, target audience etc.

RAM contributes with knowledge in all parts of the communication process. This is where attention (how many remember the advertisement or content in question), decoding, involvement, engagement and action (whether the ad/content made the reader look for more information and have an intention to buy).

It will be possible to measure direct display campaigns through RAM Inviso. Ram Inviso is a real time dashboard that shows information about coverage, frequency and demographics for the individual.

EXAMPLE RAM REPORT WITH REFERENCE:





CONDITIONS

- Complaint deadline is 7 days after publication. Warranty void if deadline is not sustained or material is not according to print specifications.
- Complaints must be in writing.
- The newspaper claims the right to move ads from preordered pages due to editorial reasons.
- Advertisements delivered too late or cancelled after deadline, will be charged with 100% of the price.
- The newspaper claims the right, if necessary, to move the publication of an advertisement, if it doesn't contain time determined words.
- The newspaper has no responsibility for errors in material that is received from customer, agencies or other newspapers.
- Finansavisen doesn't return unused material, if there has not been an agreement of this in advance.

For more information scan the QR-code.



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