

Morgunblaðið

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Founded in 1913

Morgunblaðið is a subscription based newspaper, issued every day of the week, throughout the country. It is a respected, quality newspaper, with a long tradition and has an important position in Icelandic media environment. Its' main focus is on news coverage, both home and abroad, politics and culture, with extensive news reports, especially on Sundays.

Gallup survey November 2008 – January 2009 www.gallup.is

Readership

Average issue readership	42,7%
Female	41,3%
Male	44,1%
Accumulative readership over week (capital area)	
Female	75,1%
Male	76,8%

Source: www.gallup.is 2009

Circulation

Average daily sale 49.481

Source:
Icelandic chamber of commerce, www.vi.is

Printed issues – weekdays 54.000

Printed issues – weekends 57.000

Technical information

The main paper is in tabloid format, The printing space of a full page is 25,5 cm wide and 39 cm high. 1 column centimetre is 1 column wide (4,7 cm) and 1 cm high.

- A full page is 5 columns wide (25,5 cm) and 39 cm high, counted as 200 ccm.
- Half a page is 5 columns wide (25,5 cm) and 20 cm high, or 100 ccm.

COLUMN SIZES	TEXTPAGE	CLASSIFIED
1 column	4,7 cm	-----
2 columns	9,9 cm	8,1 cm
3 columns	15,1 cm	-----
4 columns	20,3 cm	16,7 cm
5 columns	25,5 cm	-----
6 columns	-----	25,5 cm

Prices and sizes

Display advertisements

Placement	Column centimetre prices	
	Black/white	4 colours
Textpage	1058	1695
Right hand page	1278	2044
Daily life, health, food, travel	1164	1864
Page 9	1195	1974
Business page	1278	1930
Art and culture	1278	1930
Cinema	1278	1930

Some examples of ad prices (textpage placement)

Size	Black/white	4 colours
1/1 page	255600	405279
1/2 page	134190	169470
1/4 page	55566	84735
2 col. x 3 cm	7668	10168
2 col. x 6 cm	13336	20336
2 col. x 10 cm	22226	33894
2 col. x 15 cm	33340	50841
2 col. x 30 cm	66679	101682
3 col. x 15 cm	50009	76262
4 col. x 20 cm	88906	135576
5 col. x 5 cm	27783	40368
5 col. x 10 cm	55566	84735

Fixed pages (only 1 advertisement on the page)

	2 x 7,4	2 x 11,3	2 x 15,2	3 x 7,4	4 x 7,4	5 x 7,4
Page 2	32865	50400				
Page 4&6	29505	47775				
Page 8 (weather)	26040	42000	56700	41370	55125	68775
Page 10	26040	4200	56700			
TV program		50400				
Inside backpage	393750 one size 5 x 38,6					
Backpage	131250 one size 5 x 5					

*Also available 3 – 4 and 5x11,3 and 3 – 4 and 5x15,2,

Discounts

2 insertions = 10% discount

4 insertions = **12,5%** discount

6 insertions = **15%** discount

8 insertions = **18%** discount

plus **3%** discount if payment is made before insertion, with a credit card or paid directly into our account.

“Fillers” – small fill-up advertisements

Insertion date and placement depend on available space, insertions made by Morgunbladið.

Max. size is 20 ccm.

10 insertions = 20% discount

20 insertions = 30% discount

30 insertions = 40% discount

40 insertions = 50% discount