

# Morgunblaðið

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## Founded in 1913

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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 Readership Survey: Apr.- Jun. 2015

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Readership		
Average issue readership	29,3%	30,8% readership 18-80 yrs old, daily.
Female	28,3%	46,7% readership during the weekends.
Male	30,3%	Distributed nationwide to subscribers
Accumulative readership over weekend (capital area)	47%	
Female	49%	
Male	45%	
Source: <a href="http://www.Gallup.is">www.Gallup.is</a> Apr - Jun 2015		

## Technical information

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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 cm.
- 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 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		1164	1865
Right hand page		1406	2248
Daily life		1406	2248
Page 9		1195	1974
Business page		1406	2248

### Some examples of ad prices

textpage placement		
Size	Black/white	4 colours
1/1 page		385.980
½ page - left page	116.400	186.500
½ page - right page	140.600	224.800
¼ page - left page (5x10)	58.200	93.250
¼ page - right page (5x10)	70.300	112.400
2 col. x 3 cm - left page	6.984	13.055
2 col. x 3 cm - right page	9.842	15.736
2 col. x 6 cm - left page	13.968	22.380
2 col. x 6 cm - right page	16.872	26.976
2 col. x 10 cm - left page	23.280	37.300
2 col. x 10 cm - right page	28.120	44.960
2 col. x 15 - left page	34.920	55.950
2 col. x 15 - right page	42.180	67.440
2 col. x 30 cm- left page	69.840	111.900
2 col. x 30 cm - right page	84.360	134.880
3 col. x 15 cm - left page	52.380	83.925
3 col. x 15 cm - right page	63.270	101.160
4 col. x 20 cm - left page	93.120	149.200
4 col. x 20 cm - right page	112.480	179.840
5 col. x 5 cm - left page	29.100	46.625
5 col. x 5 cm - right page	35.150	56.200
5 col. x 10 cm - left page	58.200	93.250
5 col. x 10 cm - right page	70.300	112.400

<b>Fixed pages</b>						
	<b>2 x 7,4</b>	<b>2 x 11,3</b>	<b>2 x 15,2</b>	<b>3 x 7,4</b>	<b>4 x 7,4</b>	<b>5 x 7,4</b>
page 2	32.865	50.400				
Page 4 & 6	29.505	47.775				
Page 8	27.528	42.036	56.544	41.292	55.056	68.820
Page 10	33.270	50.805	68.339	49.906	66.541	83.176
TV		50.400				
Inside backpage	393.750					
Backpage	131.250					

## Discounts

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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 in to our account.*

### “Fillers” – small fill-up advertisements

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

Max. size is 20 cm.

10 insertions	=	20%	discount
20 insertions	=	30%	discount
30 insertions	=	40%	discount
40 insertions	=	50%	discount