

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 January- Mars 2012 www.capacent.is

| Readership | | Circulation | |
|--------------------------------------------------|-------|-------------------------------------------------------------------------|--------|
| Average issue readership | 33,6% | Average daily sale | 49.481 |
| Female | 32,7% | Source: | |
| Male | 34,4% | Icelandic chamber of commerce, www.vi.is | |
| Accumulative readership over week (capital area) | | Printed issues – weekdays | 54.000 |
| Female | 75,1% | Printed issues – weekends | 57.000 |
| Male | 76,8% | | |

Source: www.capacent.is 2012

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 Morgunbladid.

Max. size is 20 ccm.

10 insertions = 20% discount

20 insertions = 30% discount

30 insertions = 40% discount

40 insertions = 50% discount