

# Mission Statement



**The mission of Sons of Norway** is to promote and to preserve the heritage and culture of Norway, to celebrate our relationship with other Nordic Countries, and provide quality insurance and financial products to our members. We fulfill these goals by providing our members with a number of resources and benefits, the most popular being *Viking* magazine. In fact, when asked what the number one benefit of membership to Sons of Norway is, more than 90 percent of members responded “*Viking* magazine.”

This popularity is due, in no small part, to *Viking*'s dedication to providing its audience with intelligent and entertaining stories about Scandinavian heritage, products and services. Readers see the magazine as a premier resource when searching for distinctly Scandinavian products or services.

Advertisers play a significant role in this and are important to the vitality of the publication. Sons of Norway deeply appreciates the confidence they have shown by entrusting their message to *Viking*. In turn, we are committed to making the magazine a “must read” from cover to cover for more than 100,000 monthly readers.

A handwritten signature in black ink that reads 'Linda Pederson'.

**Linda Pederson**  
Fraternal Director  
Sons of Norway

A large, stylized logo of the word 'Viking' in a blue, cursive font. The 'V' is particularly large and loops around the beginning of the word.

# Editorial Overview

**Viking magazine engages its readers' interests** with entertaining and informative articles on a variety of topics including Scandinavian travel, history, sports, food, art, genealogy and much more!

## Features

*Viking* magazine publishes stories that are related to one of five editorial themes: Heritage & Culture, Travel, Education & Youth, Food, and Modern Societies. All of which relate to Sons of Norway's mission and have a high level of reader interest.

Each feature aims to engage and inform the reader while deepening a connection to his or her heritage. By providing an array of interesting and informative articles and reader service elements, *Viking* has something for every reader to enjoy. Whether you have an affinity for traditional Norwegian cuisine, modern Norwegian figures in the Arts, Culture and Politics or Scandinavian travel, *Viking* has you covered.

*Viking* also helps readers integrate Sons of Norway cultural programming into their own homes—for example, a story on how to read classic Norwegian literature with your book club or creating traditional Norwegian crafts with your children.

## Velkommen

A warm, inviting note from the Sons of Norway International President that starts off every issue highlighting organizational initiatives such as language camps or membership recruitment.

## Nordic Life

An attractive department designed to give readers interesting news items, factoids and tidbits, in addition to highlighting a current individual in the Norwegian and Norwegian-American community.

## Member Matters

Content in the Member Matters section is driven by the successes and ideas of our lodges and members as well as current happenings within Sons of Norway. Often this section will highlight ideas for lodge involvement, recruitment initiatives, fund raising ideas and event success stories.

## Family Finance

Here, we take on pertinent financial issues such as how to find the right life insurance, saving for retirement and tips on starting a second career with input and expertise from Sons of Norway's large network of financial experts.

## District Happenings

Sons of Norway features each of its eight districts with member snapshots designed to highlight lodge events, profile noteworthy members and showcase the many faces that make up our dedicated membership.

## Q&A

Each month, *Viking* closes with a thoughtful Q&A article, where we interview notable personalities and news makers within the Scandinavian and Scandinavian-American communities.



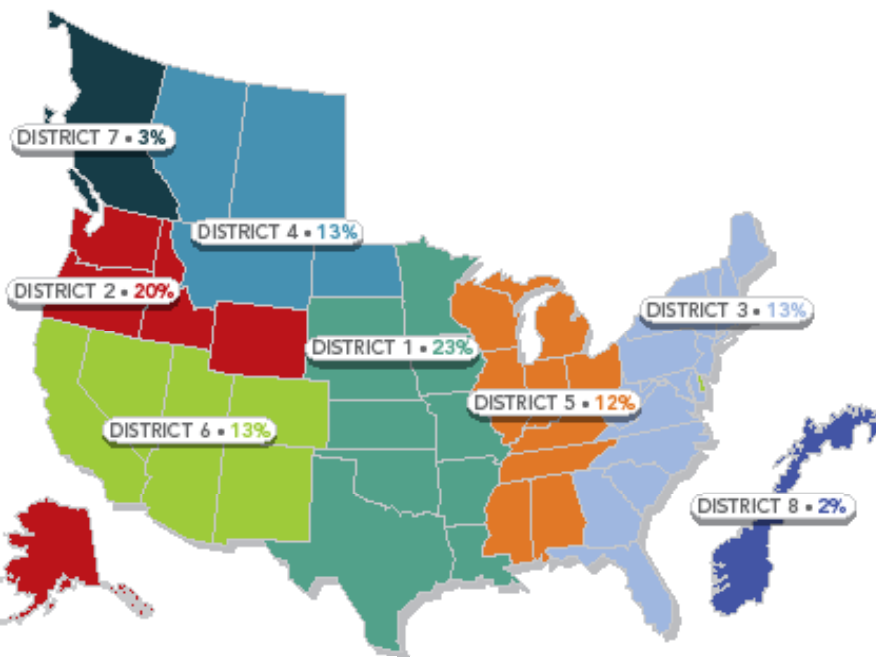
viking

# Demographics

**Viking reaches more Scandinavian Americans** than any other newspaper or periodical in this special interest area.

## Circulation:

42,000 per issue. It is mailed each month directly to the homes of members in the United States and Abroad. Our circulation also includes subscriptions by academic libraries, embassies, consulates and other cultural organizations. Our readership is estimated to be over 100,000 readers each month.



*“Viking magazine is a crucial component of our advertising campaign. It reaches an extremely targeted audience, the Scandinavian community, in an effective way. Advertising in Viking has been and will continue to be a venue through which we market.”*  
—Linda McCormick, Borton Overseas Travel

**Reader Demographics—Based on readership study of 3,000 participants**

## Education:

- 57% have a post secondary degree
- 25% have a graduate degree, masters level or higher

## Household Information:

- 21% make more than \$100,000
- 56% make more than \$60,000
- 88% own their own home
- 77% have two or more people in their household

## Membership Age:

- Age 0 to 29 . . . 19.4%
- Age 30 to 59 . . . 20.3%
- Age 60+ . . . . . 60.3%

## Viking Editorial:

- 92% find Viking to be informative
- 68% read Viking cover to cover

## Viking Advertising:

- 75% read some to all of advertisements
- 34% read most to all of advertisements

## Shopping Habits:

The Scandinavian items most often sought by *Viking* readers include:

- Travel
- Food & Cookware
- Giftware
- Clothing & Jewelry
- Books
- Language Audio & Videos
- Fine Art
- Genealogy Services

# Viking

# Rates and Deadlines

<b>4-Color</b>	<b>1x</b>	<b>6x</b>	<b>12x</b>
<b>Full Page</b>	\$2,458	\$2,194	\$2,057
<b>2/3</b>	\$1,772	\$1,583	\$1,477
<b>1/2</b>	\$1,329	\$1,187	\$1,108
<b>1/3</b>	\$897	\$807	\$733
<b>1/4</b>	\$665	\$622	\$564
<b>1/6</b>	\$443	\$401	\$380
<b>1/12</b>	\$232	\$222	\$190

<b>B &amp; W</b>	<b>1x</b>	<b>6x</b>	<b>12x</b>
<b>Full Page</b>	\$1,894	\$1,683	\$1,583
<b>2/3</b>	\$1,361	\$1,213	\$1,129
<b>1/2</b>	\$1,013	\$907	\$855
<b>1/3</b>	\$686	\$612	\$564
<b>1/4</b>	\$506	\$475	\$433
<b>1/6</b>	\$343	\$311	\$285
<b>1/12</b>	\$179	\$169	\$148
<b>1/24</b>	\$106	\$100	\$ 90

## Premium Positions

Cover 2—add 15%

Cover 3—add 15%

Cover 4—add 20%

No other ad positions are guaranteed.

<b>2011 Deadlines</b>	<b>Jan</b>	<b>Feb</b>	<b>Mar</b>	<b>Apr</b>	<b>May</b>	<b>Jun</b>	<b>Jul</b>	<b>Aug</b>	<b>Sep</b>	<b>Oct</b>	<b>Nov</b>	<b>Dec</b>
Edit Lineup/Ad Close	11/10	12/8	1/12	2/16	3/16	4/13	5/18	6/15	7/13	8/17	9/14	10/12
Ads Requiring Production	11/15	12/13	1/18	2/22	3/21	4/18	5/23	6/20	7/18	8/22	9/19	10/17
CTP/Digital Ready Ads	11/16	12/14	1/19	2/23	3/22	4/19	5/24	6/21	7/19	8/23	9/20	10/18

## Viking Advertising Contact

Theo Johnson—Account Executive

(612) 373-9551

tjohnson@mspcustomcontent.com

220 South Sixth Street, Suite 500

Minneapolis, MN 55402



—Mary Jo Thorsheim,  
Norway Art, Minneapolis

# Digital Mechanical Specifications

**Digital Ads:** We accept materials in electronic format only. To avoid additional production charges, please be sure to follow the listed specifications. Production charges are in addition to space rate. Contact the Production Manager for an estimate.

**Uploading Ads:** Ads may be uploaded via the Web on our easy, quick ad uploader. Go to [www.mspaduploader.com](http://www.mspaduploader.com). Click on “upload ads” and log in using the following:

**Username:** mspads | **Password:** sonic

Then follow the instructions to upload. When uploading materials, please fax a printed copy of the ad to *Viking* Production Manager at the fax number below. Also, if color-matching is needed, please send a SWOP color proof to *Viking* Production Manager at the address below. We also accept ads on CD or DVD.

## Production Manager Contact Information:

Production Department, *Viking* Magazine  
220 South Sixth Street, Suite 500  
Minneapolis, MN 55402  
Phone: (612) 339-7571 | Fax: (612) 339-5806

**Printing:** Web offset.

We can not accept PMS colors (process colors only).  
Binding: Saddle stitched | Trim size: 8” x 10 .75”

**4-Color Process:** 133-line screen. Overall printing maximum density of all colors must not exceed 280%. All 4-color material must be accompanied by a SWOP certified color proof pulled from supplied materials when color-matching is needed. See below for a list of preferred color proofs.

**SWOP Certified Color Proof Required:** All 4-color materials require an accompanying SWOP certified color proof pulled from supplied materials. Preferred color proofs are: Kodak, Agfa, Fuji, Iris, Epson 5000, 7000, or 9000.

**Preferred File Format:** Adobe InDesign, Adobe Illustrator, Adobe PhotoShop, PDFs created with Acrobat Distiller only. A high resolution (300 dpi) Adobe PDF or PDF/X-1a with embedded fonts, CMYK colors, and flattened transparency.

**Accepted Fonts:** All printer and screen fonts must be included with all digital files: PostScript Type 1 or PostScript Type 3. No TrueType fonts accepted. Please use stylized fonts and do not use menu-styled fonts for bold, italic, or bold italic type. All fonts used in art files must be converted to outlines. PostScript fonts are preferred, TrueType fonts can be problematic. We are not responsible for errors caused by TrueType fonts.

**Color:** Everything must be in CMYK format and color corrected. All other color formats (RGB, Pantone/PMS...) will be converted to CMYK. We are not responsible for colors which must be converted to CMYK. Overall printing maximum density of all colors cannot exceed 280%.

**Color Proofs:** Please supply a SWOP certified color proof pulled from supplied materials. If you do not supply a proof, we can provide one at a charge of \$75. If no proof is provided and you choose not to purchase one we will not be responsible for any color issues with the printed advertisement.

**Return of Supplied Ads:** All supplied materials must be labeled with return address and contact name in order to be returned. All electronic ads produced by *Viking* Magazine Production Department are archived for 12 months.

**Bleed Specifications:** Please make sure document dimensions are correct. Build pages to trim size and, if bleed, extend dimensions beyond page edges by a minimum of 1/8”. Keep live matter 1/4” from trim size. Full page bleed: 8.25” x 11” (Trim size: 8” x 10.75”)

## Advertisement Sizes:

Standard Ad Sizes Width x Height (in inches)

Full page . . . . .	7 1/4” x 9 3/4”	1/4 page H . . . . .	7 1/4” x 2 1/4”
2/3 page V . . . . .	4 3/4” x 9 5/8”	1/4 page V . . . . .	2 1/4” x 7 1/4”
1/2 page H . . . . .	7 1/4” x 4 3/4”	1/6 page H . . . . .	4 3/4” x 2 1/4”
1/2 page V . . . . .	4 3/4” x 7 1/4”	1/6 page V . . . . .	2 1/4” x 4 3/4”
1/3 page SQ . . . . .	4 3/4” x 4 3/4”	1/12 page . . . . .	2 1/4” x 2 1/4”
1/3 page V . . . . .	2 1/4” x 9 5/8”	1/24 page* . . . . .	2 1/4” x 1 1/8”

\* 1/24 ads are limited to approximately 30 words and cannot include photos. Small graphics are acceptable.

## Need Creative Services?

If you cannot provide a digital files that is within the guidelines, we can offer design services for a minimal charge.

Up to 1/4 page ad in size: \$50 | 1/3 to full page ad in size: \$75

If you would like to make changes to an existing file that we’ve previously created for you, there is a minimum production fee of \$25.

