

# Offisersbladet

issueplan 2012



The Military Officers Association (BFO) is an affiliate of the Confederation of Vocational Unions (YS). BFO's magazine Offisersbladet/The Officers Magazine is published by the Military Officers Association (BFO). BFO is a politically independent personnel organisation. BFO is by far the largest officer's organisation and organises all categories of officers in the three military branches and the home guard. More than half of all officers and NCOs are members and BFO is the dominating organisation within the Norwegian Armed Forces. Officers' Magazine is the largest specialised magazine for military personnel in active service.





## **About Officers` Magazine**

Our magazine is the dominating among Norwegian officers and NCO's and is sent to all the 10.500 members of the organization the magazine represents. The Officers Magazine is also provided to all the representatives in our parliament as well as the government officials. Every person who is in a position where serious decisions are being taken, receives our magazine.

We have changed the profile of the magazine towards focusing on new military material for all services, and NATO and European security issues. Due to our readers this change of profile has been highly welcomed.

This includes new helicopters, new armoured fighting vehicles, new fighters, new frigates and missiletorpedoboats and new rifles. In addition to the projects which has been started, we will try to look forward and write about various projects we believe will or should be considered within the armed forces.

Every issue is printed in 10.700 copies, which is quite good for a Norwegian military magazine.

We represent the Military Officers Association which organizes more than half of all Norwegian officers. The organization has members from every rank, service and category of Norwegian officers and NCO's and is the far largest of 3 organizations. We can guarantee that advertisements in our magazine reach out to the important persons who makes the crucial decisions on military projects. No matter what other magazines might claim, the decision makers, at least the military ones, are among our readers.

Besides taking care of organisational information to the members, the magazine covers news related to: Defence and security. Technical information on various new military pieces of equipment such as new fighters, new frigates, various weapon systems, rifles and ammunition, coastal defence, uniforms and helicopters.

## Issueplan 2012

Issue	Deadline for material	Date of issue
1 februar.....	20.01 .....	.03.02
2 mars.....	02.03 .....	16.03
3 mai .....	20.04 .....	.04.05
4 juni .....	01.06 .....	15.06
5 september.....	24.08 .....	.07.09
6 oktober .....	05.10 .....	19.10
7 desember.....	16.11 .....	.02.12

Deadline for material is deadline for ordering. No complaint can be entertained if the deadline for delivery of material has been exceeded. Notice of claims, alterations or stoppage of advertisements must be given in writing.

## Issues

Confirmed number of copies last year

Norway	Abroad	Total
10.450	250	10.700

## Insertion prices 2012

Format	4 colours	
1/1 page 210x280mm	16.000,-	
2/1 page 420x280mm	25.000,-	
1/2 page 180x124mm	9.500,-	
2 columns yellow pages	8.500,-	

Add 3 mm bleed, each side.

## Inside front and back covers

2. cover inside	18.000,-
3. cover inside	18.000,-
Backside	22.000,-

All prices given in NOK. 25% (VAT) value added tax is not included. Stop order must be sent advertising manager within one week before deadline for material. Completed work such as layout, type, repro must be paid for independently from date of cancellation. Advertisement material is primarily to be delivered by e-mail or ftp by agreement with the advertising manager.

## Discount

- 10 % discount if ordering 3 advertisements.
- 15 % discount if ordering 4 or more advertisements.

## Commission/effectuation

Agency commission: 6.0%

Effectuation compensation: 2,0%

## Yearly subscription

Norway: NOK 400,-

Abroad: NOK 500,-

## Supplements

Supplements by agreement

## Specification of target groups

- Members of the organisation doing service home and abroad
- Military leaders (The material commands of all services)
- Department of Defence
- Members of Parliament and local/regional politicians
- Political parties
- Organisations/institutions
- Broadcasting companies/Newspapers
- Information agencies/Various other



## Advertising on www.bfo.no

You can reach 17.000 readers every week!

Our website is one of the most visited websites for independent defence information in Norway. Our visitors are officers and nco's, but also government and media in Norway as well as abroad. We are monitoring our website every day, and can provide you with statistics on demand.

Prices depends on sizes, location and period of advertising. We offer special prices if you consider a combination of web- and magazine advertising.

Please contact advertising manager

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