

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, one of which is *Viking* magazine. When asked what the number one benefit of membership to Sons of Norway is, more than 90 percent of members responded “*Viking* magazine.”



Viking magazine is a vibrant and exciting publication dedicated to providing its audience with information about Scandinavian heritage, products and services. Readers see the magazine as a premier resource when searching for distinctly Scandinavian products or services.



Advertisers are vital to this important publication, and 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” for more than 100,000 monthly readers.

Eivind Heiberg
Fraternal Director
Sons of Norway

VIKING

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: Travel, Food, Education & Youth, Heritage & Culture, and Modern Societies: Norway, Canada and the United States. All of which keep with the magazine's mission and have a high level of reader interest.

A typical issue of *Viking* magazine may contain an interview with Norway's Prime Minister, some traditional seasonal recipes and pay homage to fallen Norwegian-American Civil War heroes.

Each feature aims to engage and inform the reader while deepening a connection to his or her heritage. We like to tie into Sons of Norway cultural programming when appropriate—for example, a story on how to read classic Norwegian literature with your book club.

VELKOMMEN

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

LETTERS FROM READERS

Viking readers are nothing if not passionate! The letters page is a lively forum for their thoughts, feedback and ideas.

NORDIC LITES

An attractive, bubbly department designed to give readers interesting news items, factoids and tidbits relating to

Norway, Canada and the United States. Do moose cause global warming? Are Norwegians now getting hitched in chapels made of ice? Nordic Lites will tell you.

MEMBER MATTERS

Content in the Member Matters section is all about Sons of Norway members. We highlight the secrets of successful events, share recipes and ideas for lodge involvement.

FAMILY FINANCE

Sons of Norway has a network of expert financial benefits counselors who are more than happy to serve as sounding boards for members and clients. 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.

DISTRICT HAPPENINGS

The REALLY member-focused section! Each district gets a page to showcase four snapshots from lodge celebrations, parades or other Sons of Norway activities.

LOVING MEMORY

Sons of Norway honors members who've recently passed away by printing their name, lodge and hometown.

Q&A

Each month, *Viking* leaves readers on a thoughtful note with the Q&A where we interview notable personalities and news makers familiar to the Scandinavian and Scandinavian American communities.

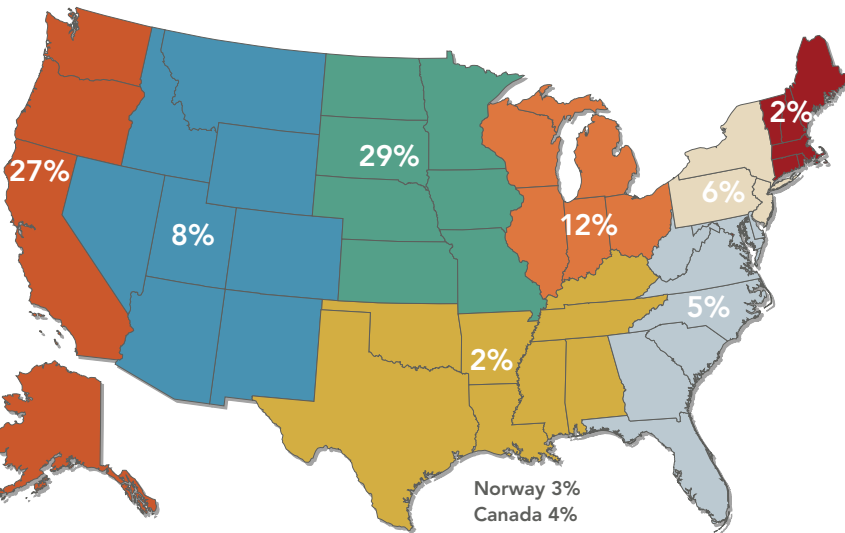
VIKING

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.



Norway 3%
Canada 4%

Numbers are rounded and do not add up to 100%.

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* 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

VIKING

RATES AND DEADLINES

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

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

PREMIUM POSITIONS

Cover 2—add 15%

Cover 3—add 15%

Cover 4—add 20%

No other ad positions are guaranteed.

2010 DEADLINES	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Edit Lineup/Ad Close	11/11	12/9	1/13	2/17	3/17	4/14	5/19	6/16	7/14	8/18	9/15	10/13
Ads Requiring Production	11/16	12/14	1/18	2/22	3/22	4/19	5/24	6/21	7/19	8/23	9/20	10/18
CTP/Digital Ready Ads	11/17	12/15	1/19	2/23	3/23	4/20	5/25	6/22	7/20	8/24	9/21	10/19

VIKING ADVERTISING CONTACT

Scott Ostwald—Account Executive

612-373-9551

sostwald@mspcustomcontent.com

220 South Sixth Street, Suite 500

Minneapolis, MN 55402

VIKING

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. 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.

ACCEPTABLE DESKTOP FILE FORMATS: Adobe InDesign, Adobe Illustrator, Adobe PhotoShop, PDFs created with Acrobat Distiller only (please request additional specifications sheet for creating PDFs), Quark 6 or Quark PDF. Files must be sent in Mac format only.

IMAGES/SCANS: All images/scans should be 300 dpi saved as a TIFF or an EPS. We cannot accept JPEG images or Pantone/PMS or RGB colors or 72 dpi (i.e., images pulled from a Website). All images provided must be in CMYK format and color corrected. We are not responsible for color on RGB or PMS files that must be converted to CMYK. Please make sure process separation is checked for all process color builds. B/W scans should be saved as grayscale or bitmap.

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.

LOGOS AND ARTWORK: Images should be EPS. Avoid rotation and cropping of images in layout program and do not nest EPS files in other EPS files. Supply InDesign Package or similar reports. Please print a directory of disk contents and include a contact name, phone, and address with all materials.

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"
2/3 page vertical	4 3/4" x 9 5/8"
1/2 page horizontal	7 1/4" x 4 3/4"
1/2 page vertical	4 3/4" x 7 1/4"
1/3 page square	4 3/4" x 4 3/4"
1/3 page vertical	2 1/4" x 9 5/8"
1/4 page horizontal	7 1/4" x 2 1/4"
1/4 page vertical	2 1/4" x 7 1/4"
1/6 page horizontal	4 3/4" x 2 1/4"
1/6 page vertical	2 1/4" x 4 3/4"
1/12 page	2 1/4" x 2 1/4"
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.

