

# HJEMMEKINO



HI-FI • BILDE • NETTVERK • GADGETS • FILM

PHIATON MS400 NY TV-TEKNIKK MÅNEDENS BESTE FILMER

**HJEMMEKINO** EISA  
HI-FI • BILDE • NETTVERK • GADGETS • FILM

VI HAR VÆRT PÅ VERDENS STØRSTE FORBRUKERMESSE  
**HVA SKJEDDE PÅ IFA 2011?**  
- TRENDENE, PRODUKTENE OG NYHETENE!

MONITOR AUDIO RX1 HØYTTALERE  
TESTET, MÅLT OG GODKJENT

SHARP XV-Z17000  
GLIMRENDE 3D-PROJEKTOR

BLADELIUS THOR MKIII FORSTERKER  
FANTASTISK LYD FRA NABOLANDET

PIONEER VSX-2000 VS INTERESS NORGE

GIGANTENE MØTES TIL RECEIVERDUELL

RECEIVERTEST BUDSJETT-KLASSEN YPPERLIG

ORACLE DELPHI MK IV VINYL ER MORO!

REF. TIL FLAT TV

VELODDIS SVSPRI DISS HUSE

MUSICAL FIDELITY M10C ET GENIALT MULTIPRODUKT

REISEBREV FRA JAPAN STAY HØDETELEFONER MYTHOS ST HØYTTALERE

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ÅRETS EISA AWARDS  
**VI KÅRER ÅRETS BESTE PRODUKTER!**

ASKULLT DISK DALI FAZON FS EN NYDELIG HØYTTALER

ONKYO TX-NR809 YÅRETS MÅNEDENS RECEIVER

BL STUDIO 580 FANTASTISK VELLYDENDE HORN

**BEST I TEST! HJEMMEKINO WINNER! 6 STARS**

**ANBEFALT! HJEMMEKINO RUNNER-UP! 6 STARS**

# MEDIAPLAN 2012

## THE ULTIMATE GUIDE FOR THE A/V-ENTHUSIAST

WHICH TV SHOULD YOU BUY? WHAT DOES BLU-RAY ENTAIL, AND HOW DO YOU GET PERFECT ACOUSTICS AT HOME? WHETHER YOU'RE JUST AN ENTHUSIAST OR WORK IN THE BUSINESS, HJEMMEKINO IS YOUR ULTIMATE GUIDE TO THE A/V WORLD.

Through extensive testing, analysis and comparison, Hjemmekino provides both the professional and general user with facts, findings and evaluations required to make an informed decision. You might want to learn more before purchasing an expensive new product, or perhaps you work in the field and need to keep up with the latest news. Each issue will bring you in-depth tests of TVs, hi-fi equipment and home theatre products. You can also enjoy interviews, learn a new trick or two with our tutorials, and of course, get all the latest updates.



Hjemmekino is the magazine for anyone with a passionate interest in hi-fi and home theatre, TVs, gadgets and accessories. Our job is to enlighten and inspire our readers, hopefully in an entertaining and comprehensive way; we do this by testing nearly every product released, reporting on the current news, visiting consumer shows, and paying very close attention to everything that happens in the world of home electronics.

By offering our readers extensive coverage and intimate knowledge of cutting-edge products, we aim to inspire them to take their hobby to a higher level and to get the most out of their equipment. Each year, our readers spend significant amounts of money on their hobby; some even refurbish their homes, creating dedicated rooms for either home theaters or music. They are early adopters of new technology, not just regarding electronics and products, but also of form and function. They are passionate, opinionated, and deeply interested in reading about relevant news and events.

Hjemmekino – *bringing you the best in home entertainment!*

Håvard Holmedal, editor-in-chief

## HJEMMEKINO IN BRIEF

Releases: 11 issues per year  
 Circulation: 14 000  
 Price: 79 NOK  
 Audience: Male  
 Age group: 15-45 years

### Publisher

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### Digital ad requirements

We accept digital files, preferably PDFs. Proofs may also be sent, allow for at least a week. Resolution: 300 dpi (or higher) Color space *must* be CMYK. Printing method: Offset

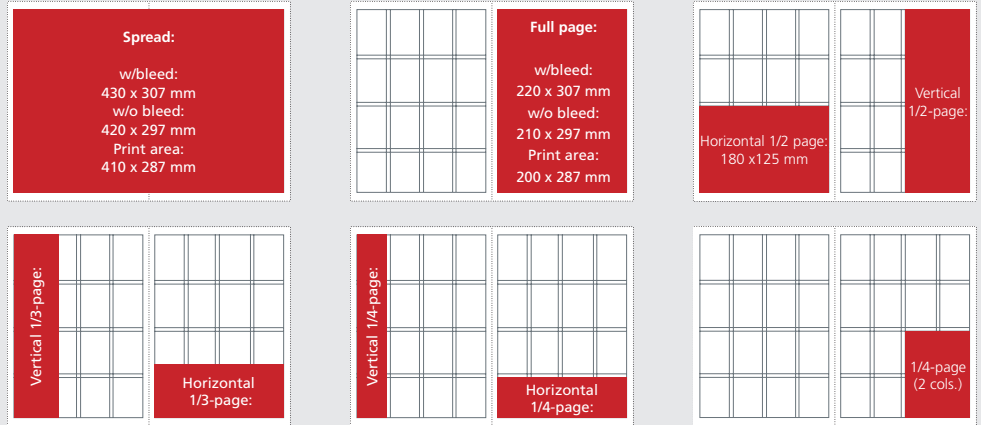
### Materials

Please mark ads with advertiser's name and issue in which the ad is to be published. All materials to be sent digitally to:  
*christian@hl-media.no*

Facsimile articles may be requested after publication. Please provide the issue number and relevant pages numbers.

Further questions may be directed to Christian von Schack:  
*christian@hl-media.no*

## AD FORMATS



## FORMATS AND PRICES

FORMAT	NON-BLEED	BLEED	PRICE
Spread (2 x 1/1 pages)	410 x 287 mm	430 x 307 mm	54.990,-
1/1	200 x 287 mm	220 x 307 mm	29.990,-
1/2 horizontal	180 x 125 mm	-	19.990,-
1/2 vertical	95 x 277 mm	-	19.990,-
1/3 horizontal	180 x 78 mm	-	14.900,-
1/3 vertical	59 x 275 mm	-	14.900,-
1/4 vertical	44 x 275 mm	-	11.900,-
1/4 horizontal	180 x 52 mm	-	11.900,-
1/4 (2 columns)	92 x 130 mm	-	11.900,-

## SELECT PLACEMENTS

Page 2-3	410 x 287 mm	430 x 307 mm	59.990,-
First right	200 x 287 mm	220 x 307 mm	34.990,-
3. cover page	-	-	32.990,-
Back cover	-	-	39.990,-

## THE MARKETPLACE ("ANNONSETORGET")

1/4 page single issue	4.990,-
1/4 side annual deal (per placing)	2.990,-

## RELEASE SCHEDULE 2012

No.	PUB. DATE	WEEK	MAT. DEADLINE	THEME
1	05.01	1	07.12	Group test of flatscreens, 40-42", economy range
2	02.02	5	11.01	Group test of flatscreens, 60-65"; CES in Las Vegas; 5.1 speakers
3	01.03	9	08.02	Integrated amplifiers; high-end home theatre
4	29.03	13	07.03	Complete 5.1-solutions; DAB-radios
5	10.05	19	11.04	Camcorders; docking-units (iPod, iPad, Android)
6	14.06	24	18.05	Group test of flatscreens, 46-50" upper range; sound on-the-go
7	02.08	31	20.06	Group test of flatscreens, 40-42", mid-range; 2.1 speakers
8	30.08	35	01.08	EISA-special; home theatre receivers
9	04.10	40	05.09	Floor-standing speakers, economy range; IFA-convention in Berlin
10	01.11	44	03.10	Floor-standing speakers, upper range; Blu-Ray players
11	29.11	48	01.11	Group test of flatscreens 46-50" mid-range; Xmas gifts
01	03.01.13	1	12.12	Group test of flatscreens, 40-42", economy range

Materials due at ad close. Cancellation: 6 weeks prior to publication