

Nordic Kultur 2023/24

Nordic Kultur is the annual print magazine companion of the renowned National Nordic Museum in Seattle’s Ballard neighborhood. In addition to exploring the exhibitions and programs held at the museum, the magazine offers interviews with local and international members of the Nordic community and highlights current Nordic events. Every February, *Nordic Kultur* is mailed to 6,000 members of the National Nordic Museum, and an additional 4,000 are sold in the gift shop and at events.

By advertising in *Nordic Kultur* your brand will connect with National Nordic Museum benefactors, arts enthusiasts and, of course, those invested in Nordic history and culture. Located in its stunning new facility, the National Nordic Museum is the only museum in the United States that showcases the influence of Nordic values and innovation and has captured national attention and acclaim, providing your brand with the perfect platform to reach your targeted audience of Seattle’s affluent, cultured, and engaged residents.



Courtesy of the National Nordic Museum



Closes: January 27, 2023
 Materials due: February 3, 2023
 Distribution: March 1, 2023

10,000 CIRCULATION
 Mailed to members: 6,000 (75% live in the Puget Sound region)
 Gift Shop/Event sales: 4,000

Gross Rates	
Full page	\$3,245
1/2 page horizontal	\$2,435
1/3 page vertical	\$1,826
1/6 page vertical	\$1,370
Premium Position upgrades available	
Inside Front cover, Inside Back cover	15%



Ad Specifications

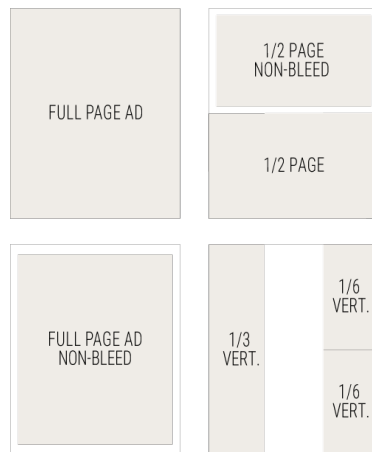
Share with your graphic designer or art director to achieve the best results possible for your ad. For questions regarding ad specifications, contact production@encoremidiagroup.com.

Ad Sizes

Ads may be submitted in PDF or alternate formats in the following sizes:

	Trim Size	With Bleed
Full page	8.5 x 11.0	8.75 x 11.25
Full page (non-bleed)	7.5 x 10.0	—
1/2 horizontal	8.5 x 5.26	8.75 x 5.515
1/2 horiz. (non-bleed)	7.5 x 4.76	—
1/3 vertical*	3.0 x 11.0	3.25 x 11.25
1/6 vertical*	3.0 x 5.35	3.25 x 5.615

*On 1/3 page and 1/6 page ads, keep type .25" from left and right trim, and .5" from top and bottom trim. On full page and half pages with bleed, keep all text .5" away from trim.



Ad Formatting

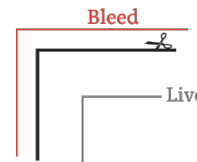
Preferred format: PDF file (press optimized, CMYK, fonts embedded). If a PDF file is inconsistent with Encore's ad specifications, the ad will be returned to the advertiser for modification or run as submitted.

Alternate ad formats: InDesign, Illustrator, Photoshop. Should a submitted file require modification to meet these ad specifications, the advertiser will be notified that it may be subject to production charges at \$80 an hour.

Unacceptable formats: PDFs created using PDF Writer, Publisher, Corel, Word, Excel or PowerPoint.

Modifications to ads: Should a submitted file require modification to meet Encore's ad specifications, the advertiser will be notified that the ad may be subject to production charges. Encore reserves the right to substitute fonts.

Page bleed and live area: Full-page ads with elements or images that go to the edge of page must include an additional 1/8" around the edges. Keep essential elements within the live area to avoid being trimmed off.



Page & Print Specifications

Page Size	8.5 x 11.0
Bleed Size	8.75 x 11.25
Live Area	7.5 x 10.0
Printing	Heatset web offset
Color	4-color process (CMYK)
Resolution	Photos 300 dpi, line art 1200 dpi

Deadlines

Ad materials are due 10 days after the space closing date of each publication. Your Account Executive will provide the appropriate deadlines for your customized schedule.

Proofs

If you have any concerns about color fidelity with your ad, we recommend that you submit a contract quality digital color proof.