



# LÖGBERG HEIMSKRINGLA

*The Icelandic Community Newspaper*

# ADVERTISE



## ***ABOUT***

### **LÖGBERG-HEIMSKRINGLA AND ICELANDIC CULTURE**

There are tens of thousands of people of Icelandic descent in North America, most of whom are fascinated with Iceland, her people and her products, both cultural and practical. When they hear about one of these products – anything from an item of clothing or furniture to a new book or an exciting album from a new Icelandic band – they very often want to buy it.

Lögberg-Heimskringla writes about Icelandic people, places and things as well as their North American counterparts. Advertising in our paper gives your business a whole new pool of potential customers – people who are already interested in all things Icelandic, and only need to be told where to buy from a trusted source. If you offer products for sale, locally and/or through the internet, you will find your customers among our readership. This targeted marketing makes the costs of advertising in the LH very worthwhile for your business.

We have special issues – travel, literature and arts, festivals, Christmas – and cover the numerous events throughout North America.



# WEB ADS

Advertise your business on

[www.lh-inc.ca](http://www.lh-inc.ca)

Top banner 600 x 200 pixels

Side banner 260 x 200 pixels, RGB  
JPEG, GIF, or SWF files accepted.

Depth may vary.

Ads may be static or animated.

Design fees \$25.

Contact us for details.

## \$50 for 2 months



OVER 10  
COUNTRIES  
REACHED  
WORLDWIDE



3,000  
YEARLY  
VISITORS

# BOOK YOUR AD NOW!

Toll-free 1-866-564-2374

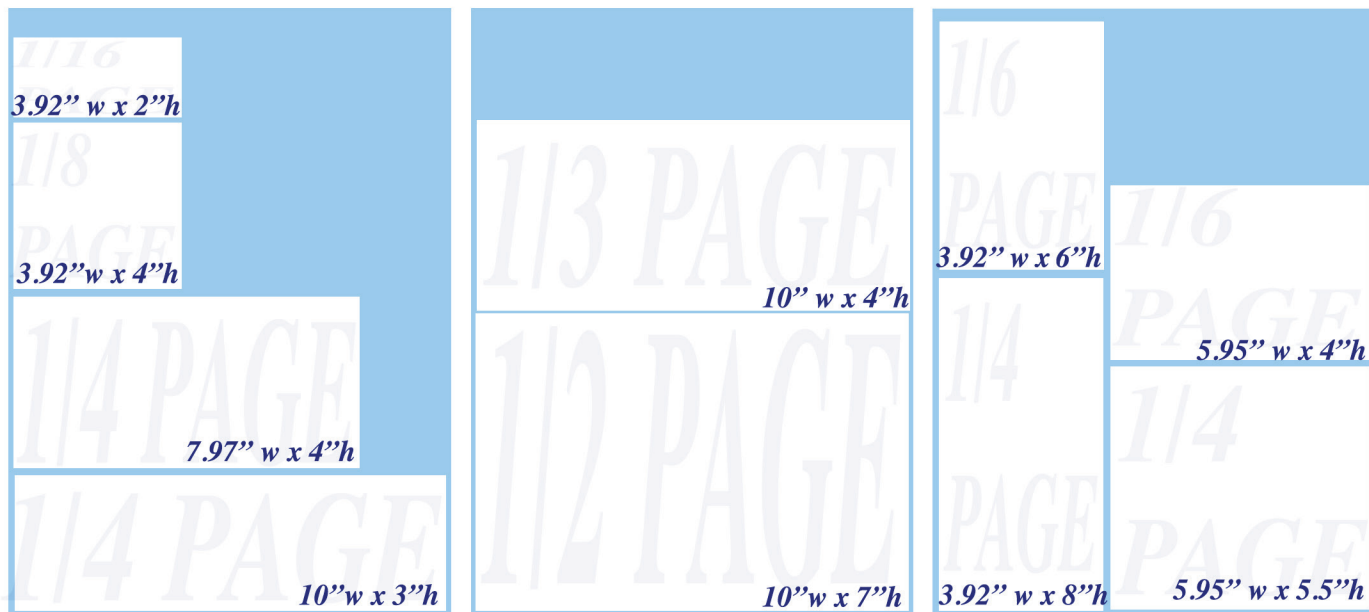
Winnipeg 204-284-5686

or e-mail [adinna@lh-inc.ca](mailto:adinna@lh-inc.ca)

Visit [WWW.LH-INC.CA](http://WWW.LH-INC.CA)

# PRINT

Print Sample sizes shown  
(other size options available)



## PRINT ADVERTISING

PAGE SIZE	SIZE COLUMN X DEPTH*	BLACK & WHITE	COLOUR
FULL	5 X 14	\$950	\$1325
1/2	5 X 7	\$475	\$665
1/3	3 X 6.75	\$275	\$380
1/4	3 X 5.5	\$220	\$305
1/6	2 X 6	\$165	\$230
1/8	2 X 4	\$110	\$155
1/16	2 X 2	\$60	\$80
1/32	1 X 2	\$30	\$40

\*Numerous ad dimensions available if within column inch specifications

## PREBOOK 4 ADS & RECEIVE A FREE WEB AD

**FILE SPECIFICATIONS:**  
PDF, EPS, TIFF  
(min. res of 200dpi)  
All fonts and images must be embedded  
Colour files sent as CMYK

**PAGE SIZE:**  
11.0 x 15.5 inches  
5 columns x 215 agate lines  
1.89 inches/column  
1075 agate lines/page  
14 agate lines/inch

**COLUMN WIDTH:**  
1 column – 1.89”  
2 columns – 3.92”  
3 columns – 5.95”  
4 columns – 7.97”  
5 columns – 10.00”

## RATES

CMYK COLOUR RATE 40%  
PREMIUM POSITIONS 25%

\*Minimum \$75



\*NET RATES

## PREBOOK DISCOUNT RATES

6X -10%    12X - 15%    24X - 20%



EST. 1886

# LÖGBERG HEIMSKRINGLA

*Everything Icelandic. Published in English.*

## *L-H Production Deadlines 2024*

*22 Issues per year.*

ISSUE NUMBER	ISSUE DATE	ADVERTISING DEADLINE	SPECIAL FEATURE <small>SUBJECT TO CHANGE</small>
1	January 15	Wednesday, January 3	
2	February 1	Monday, January 15	
3	February 15	Monday, January 29	
4	March 1	Monday, February 12	
5	March 15	Monday, February 26	Travel Issue 
6	April 1	Monday, March 11	
7	April 15	Monday, April 1	Spring Cultural Issue 
8	May 1	Monday, April 15	
9	May 15	Monday, April 29	
10	June 1	Monday, May 13	
11	June 15	Monday, May 27	
12	July 1	Monday, June 10	
13	July 15	Monday, June 24	
14	August 1	Monday, July 8	Icelandic Festival Issue 
15	September 1	Monday, August 26	Fall Cultural Issue 
16	September 15	Monday, September 9	
17	October 1	Monday, September 23	
18	October 15	Monday, October 7	
19	November 1	Monday, October 21	
20	November 15	Monday, November 4	
21	December 1	Monday, November 18	Christmas Issue I 
22	December 15	Monday, December 2	Christmas Issue II 
1	January 15 2025	Monday, January 6	Happy New Year Issue 

# ***BENEFITS***

## **BEING PART OF A COMMUNITY.**

An ad can do much more than just sell your product or service – whether you're a full-blown Icelander or an enthusiast, it shows your support in a culture rich in heritage and tradition.

## **PUBLISHED 22 TIMES A YEAR.**

Since L-H is published on the 1st and 15th of almost every month, with an average of 16 pages every issue, we can cover the Icelandic community in depth – with many seasonal and event-related special features. Written responses from readers show that they read every issue cover-to-cover. Many keep the papers long after the publication date, giving your ad a much stronger impact.

## **REASONABLE RATES FOR AN INTERNATIONAL NEWSPAPER.**

L-H's subscribers live all across Canada, in many parts of the United States, Iceland and other International destinations.

## **EASY ACCESS.**

Every issue of L-H is archived in PDF format on our website, looking exactly like the print edition – those back issues can be read by any subscriber. Any way you look at it, your print ad becomes a free web ad. For web-only ads that link directly to your website, call for details.



## **CONTACT US**

**LÖGBERG HEIMSKRINGLA**

835 Marion Street

Winnipeg MB R2J 0K6

Direct line advertising: (204) 284-5686

Toll free: 1-866-564-2374 Ext. 3

Web: [WWW.LH-INC.CA](http://WWW.LH-INC.CA)

Fax: (204) 284-7099

E-mail: [adinna@lh-inc.ca](mailto:adinna@lh-inc.ca)