



DO-IT-YOURSELF

NORWAY



AUDIENCE PROFILE

Younger families living in houses or semidetached houses. They are often between 30-45 y/o with young children. They have nice upper middle-class incomes and own their house.

Often, they have recently moved from apartments to a house, and spend most of their savings on the house.

LIFESTYLE

They live busy lives with houses, jobs, and younger children. They live in suburban areas and enjoy working on their house (DIY) and gardening.

They drive modest car brands like Skoda, Mazda, Nissan, or Kia.

ALL USERS • ALL CHANNELS

The audience work towards all users, incl. IOS/Safari users.

The audience can be used on display and mobile, AND on Facebook, YouTube, Instagram, and Snapchat.

UNIQUE AUDIENCE

Unique audience to reach the families that are 250% more likely to spend on do-it-yourself.

Built from high-quality research data from Kantar Research and SSB.

REACH

Reach: 1.100.000
21% of the Norwegians

The audience covers the 1.100.000 Norwegians that are 250% more likely to spend on do-it-yourself than the average consumer.

PRICE

1 million imps: 15.000 NOK
2 million imps: 22.500 NOK
5 million imps: 37.500 NOK