

ADVERTISE



Celebrating 140 years

MEDIA KIT 2026



ALL THINGS ICELANDIC

There are tens of thousands of people of Icelandic descent across North America, many of whom maintain a strong interest in Iceland — its people, culture, and products. When they discover something Icelandic, they are often eager to learn more and make a purchase.

Lögberg-Heimskringla regularly features stories about Icelandic people, places, and products, as well as the Icelandic-North American communities where these traditions continue to thrive — sharing news of clubs and events, community milestones, and the people who keep our heritage alive.

Advertising in our paper connects your business with a highly engaged audience that is already interested in Icelandic goods and experiences — customers who simply need to know where to buy from a trusted source.

If you sell products locally or online, you will find interested customers among our readers, making advertising in *Lögberg-Heimskringla* a worthwhile investment.



INVESTED AUDIENCE

Lögberg-Heimskringla (LH) reaches more than 6,000 Icelandic-obsessed readers through print subscriptions, digital editions, and our website. *LH* subscribers live across Canada, throughout the United States, in Iceland, and in other parts of the world.

Reader feedback shows that many subscribers read each issue cover to cover, and often keep their copies long after publication — giving your advertisement lasting visibility and impact.

Advertising in *Lögberg-Heimskringla* can do much more than promote your product or service. Whether you're a full-fledged Icelandic or simply an Iceland enthusiast, advertising in *LH* shows your support for a culture rich in heritage and tradition.



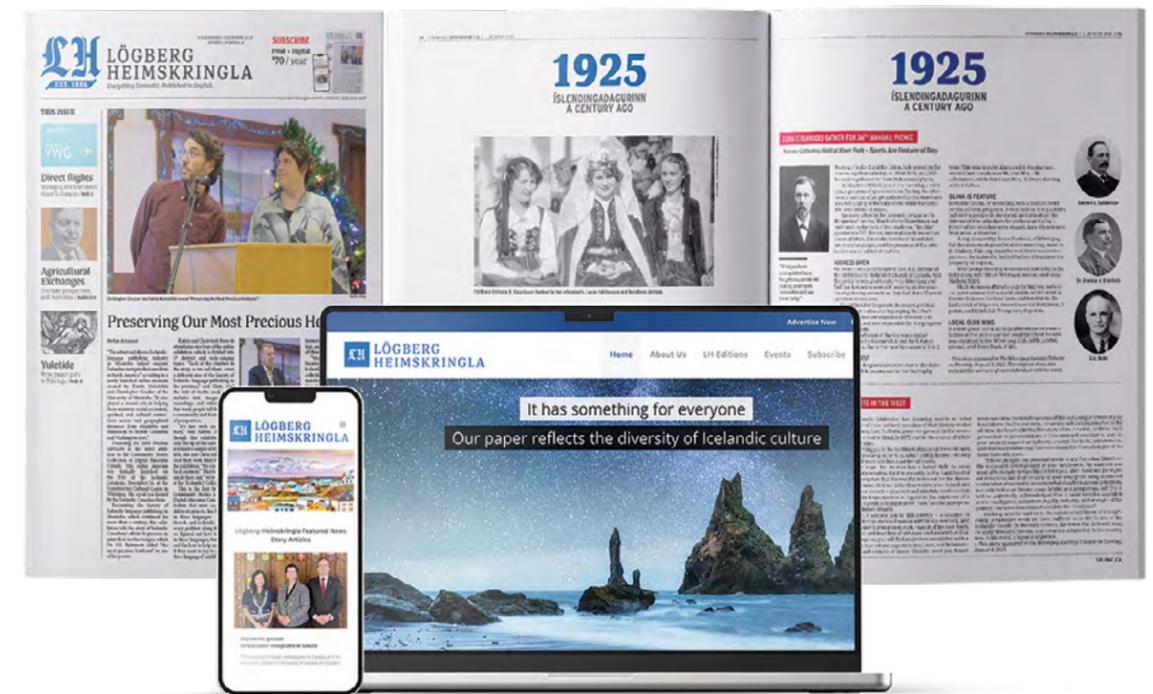
ICELANDIC COMMUNITY

Spanning Print, Web, and Social Media

Since *Lögberg-Heimskringla* is published on the first and the fifteenth of most months, we are able to cover the Icelandic community in depth, with many seasonal and event-related special features throughout the year.

Every issue is archived in PDF format on our website, where subscribers can access both current and past editions. After five years, back issues become publicly available through timarit.is. The digital edition looks exactly like the print version, and your advertisement can include a direct link to your company's website. In this way, your print advertisement also becomes a web advertisement at no extra cost.

Advertising banners on our website are also available. These reach an even broader audience, as the website is open to the public.

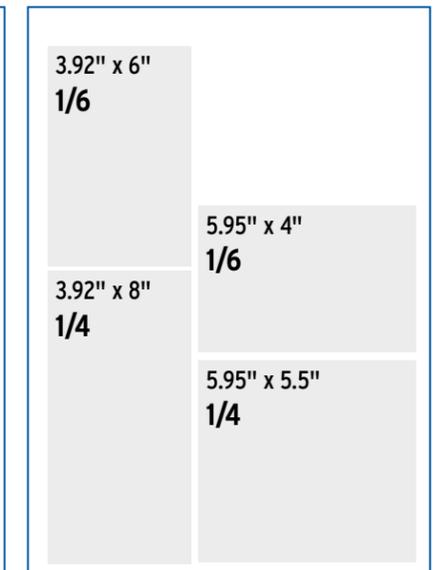
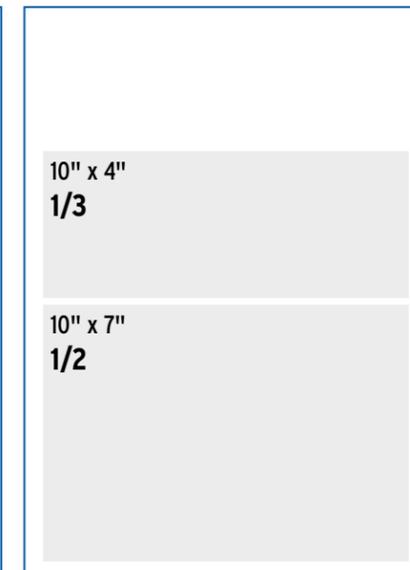
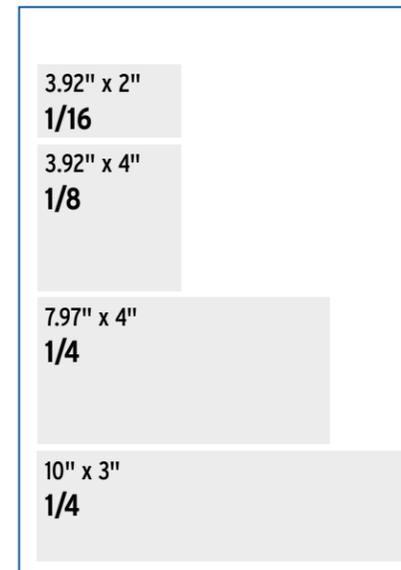


22 ISSUES · PRINT & ON-LINE



BOOK YOUR AD NOW

lh@lh-inc.ca | Tel: (204) 284 5686 | Toll-free: 1 (866) 564 2374



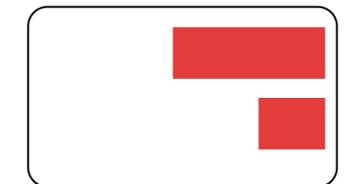
PRINT SAMPLE SIZES

PAGE SIZE	SIZE COLUMN x DEPTH	PRICE [CAD]
FULL	5x14	1325
1/2	5x7	665
1/3	3x6.75	390
1/4	3x5.5	305
1/6	2x6	230
1/8	2x4	155
1/16	2x2	80
1/32	1x2	40

PRINT RATES

LH is published 22 times per year. Rates include both print and online editions of the newspaper. Discounts are extended with frequency.

6x	10%
12x	15%
24x	20%



WEB RATES

Top banner
600 x 200 pixels:
\$125 per month

Side banner
260 x 200 pixels:
\$55 per month

- ▶ Discounts are offered for 6 months or full year
- ▶ RGB, JPEG, GIF, or SWF
- ▶ Ads may be static or animated

▶ *One column is 2 inches.*

▶ *Prebook 4 ads and receive a free web ad.*



PRODUCTION TIME FRAME

Everything Icelandic. Published in English.

Lögberg-Heimskringla (LH) publishes special issues - travel, literature and arts, festivals, Christmas - and cover the numerous events throughout North America and Iceland.

Contact us for details.

lh@lh-inc.ca

Tel: (204) 284 5686

Toll-free: 1 (866) 564 2374

LH-INC.CA

March 15

TRAVEL ISSUE

April 15

SPRING CULTURAL ISSUE

August 1

ICELANDIC FESTIVAL ISSUE

September 1

FALL CULTURAL ISSUE

December 1

CHRISTMAS ISSUE I

December 15

CHRISTMAS ISSUE II

January 15

NEW YEAR ISSUE

ISSUE NO.	ISSUE DATE	EDITORIAL AD DEADLINE	FILE TO PRINT [3 PM]	SPECIAL FEATURE STC	
APRIL 23 ICELAND First day of summer	1	January 15	Wednesday January 7	Thursday January 8	New Year Issue
	2	February 1	Monday January 19	Thursday January 22	
	3	February 15	Friday January 30	Thursday February 5	
	4	March 1	Friday February 13	Thursday February 19	<i>Louis Riel Day February 16</i>
	5	March 15	Friday February 27	Thursday March 5	Travel Issue
	6	April 1	Friday March 13	Thursday March 19	
	7	April 15	Friday March 27	Thursday April 2	Spring Cultural Issue
	8	May 1	Friday April 10	Thursday April 16	<i>Good Friday April 3</i>
	9	May 15	Friday May 1	Thursday May 7	
JUNE 21 CANADA First day of summer	10	June 1	Thursday May 14	Thursday May 21	
	11	June 15	Friday May 29	Thursday June 4	<i>Victoria Day May 18</i>
	12	July 1	Friday June 12	Thursday June 18	Canada Day
	13	July 15	Friday June 26	Thursday July 2	
	14	August 1	Friday July 10	Thursday July 16	Icelandic Festival Issue
	15	September 1	Friday August 14	Thursday August 20	
	16	September 15	Tuesday September 1	Thursday September 10	<i>Labour Day September 7</i>
OCT. 24 ICELAND First day of winter	17	October 1	Friday September 11	Thursday September 17	
	18	October 15	Friday September 25	Thursday October 1	Fall Cultural Issue
	19	November 1	Friday October 16	Thursday October 22	<i>Thanksgiving October 12</i>
	20	November 15	Friday October 30	Thursday November 5	
DEC. 21 CANADA First day of winter	21	December 1	Friday November 13	Thursday November 19	Christmas Issue I
	22	December 15	Friday November 27	Thursday December 3	Christmas Issue II
	1	January 15 2027	Wednesday December 30	Thursday January 7	New Year Issue
	2	February 1 2027	Friday January 15	Thursday January 21	



One of the oldest continuously published newspapers in North America, *Lögberg-Heimskringla* thrives because it fulfills an important function by creating community for those of Icelandic descent in Canada and the United States of America and providing a link between Iceland and North America.

— Let's keep our Icelandic Story going —