



ADVERTISE

MEDIA KIT 2025







ALL THINGS ICELANDIC

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 *Lögberg-Heimskringla* very worthwhile for your business.





INVESTED AUDIENCE

Lögberg-Heimskringla (LH) has approximately 8,000 Icelandic-obsessed readers both in print and online. *LH*'s subscribers live all across Canada, in many parts of the United States, Iceland, and other international destinations. 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. Advertising in *LH* can do much more than just sell your product or service - whether you're a full-blown Iclander or an enthusiast, it shows your support in a culture rich in heritage and tradition.



ICELANDIC COMMUNITY

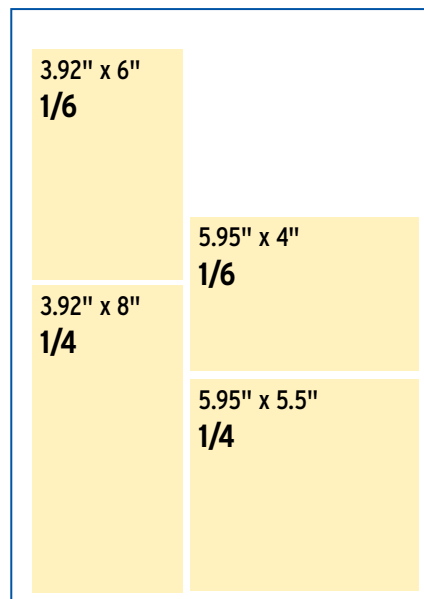
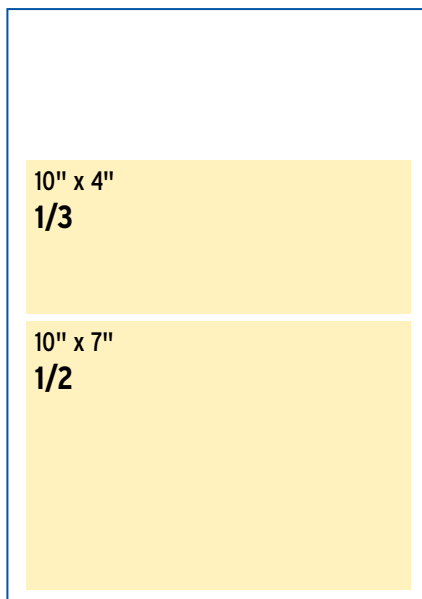
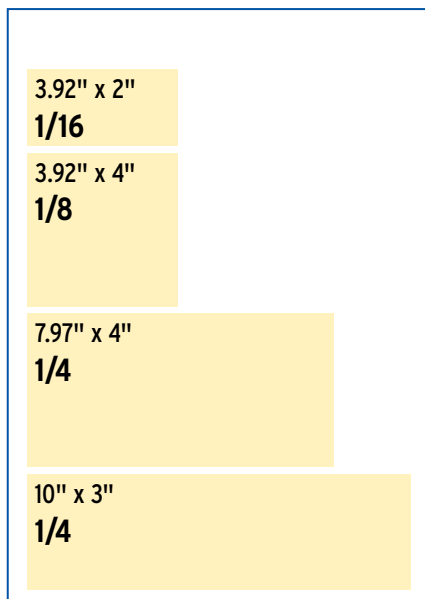
Spanning Print, Web, and Social Media

22 ISSUES
Print &
Digital
2025



Since *Lögberg-Heimskringla* is published on the first and the fifteenth of almost every month, we can cover the Icelandic community in depth - with many seasonal and event-related special features. Every issue is archived in PDF format on our website and back issues can be read by any subscriber. After five years, our back issues are archived and publically available at timarit.is.

The online version looks exactly like the print edition and your ad will have a direct link to your company website. Any way you look at it, your print ad becomes a free web ad. Advertising banners for the website are also available. These are viewed by a wider audience than the subscribers as it is open to the public.



PRINT SAMPLE SIZES

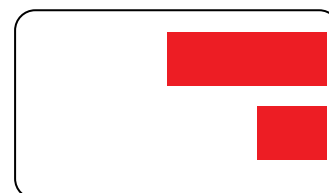
PAGE SIZE	SIZE COLUMN x DEPTH	PRICE [CAD]
FULL	5x14	1325
1/2	5x7	665
1/3	3x6.75	390
1/4	3x5.5	305
1/6	2x6	230
1/8	2x4	155
1/16	2x2	80
1/32	1x2	40

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%

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



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

BOOK YOUR AD NOW

Toll-free 1-866-564-2374

Winnipeg 204-284-5686

Email lh@lh-inc.ca

LH-INC.CA



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.

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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	SPECIAL FEATURE STC
APRIL 24 ICELAND <i>First day of summer</i>	1 January 15	Wednesday January 8	New Year Issue
	2 February 1	Monday January 20	
	3 February 15	Friday January 31	
	4 March 1	Friday February 14	<i>Louis Riel Day February 17</i>
	5 March 15	Friday February 28	Travel Issue
	6 April 1	Friday March 14	
	7 April 15	Friday March 28	Spring Cultural Issue
	8 May 1	Friday April 11	<i>Good Friday April 18</i>
	9 May 15	Friday May 2	
	JUNE 20 CANADA <i>First day of summer</i>	10 June 1	Thursday May 15
	11 June 15	Friday May 30	<i>Victoria Day May 19</i>
	12 July 1	Friday June 13	
	13 July 15	Friday June 27	
	14 August 1	Friday July 11	Icelandic Festival Issue
	15 September 1	Friday August 15	
OCT. 25 ICELAND <i>First day of winter</i>	16 September 15	Tuesday September 2	<i>Labour Day September 1</i>
	17 October 1	Friday September 12	
	18 October 15	Friday September 26	Fall Cultural Issue
	19 November 1	Tuesday October 14	<i>Thanksgiving October 13</i>
	20 November 15	Friday November 3	
DEC. 21 CANADA <i>First day of winter</i>	21 December 1	Friday November 14	Christmas Issue I
	22 December 15	Friday November 27	Christmas Issue II
	1 January 15 2026	Friday January 2	New Year Issue
	2 February 1 2026	Friday January 16	



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 —