

Suston

SUSTAINABLE OUTDOOR NEWS

/ MEDIAKIT 2024

Journalism for Change

Suston is a magazine with a mission. We strive to guide, inspire, and push the outdoor community towards a more sustainable future. Through our printed magazine and digital channels, we share solutions and best cases in everything from material sourcing to responsible adventure travel.

We are supported by leading outdoor organizations and companies that communicate their achievements and goals to Suston's growing audience.

In 2024, we are broadening from B2B and directing our scope even more towards the larger outdoor community and its sustainability enthusiasts. Come and join us on this journey!

sustonmagazine.com

Illustration: Graham Samuels



Print Magazine

With one issue per season, we capture the most engaging stories, deep dives and personalities from the international outdoor community. Our approx. 4000 copies reach and inspire key decision makers and influential sustainability experts.

Reach

- +1500 outdoor store managers (EU).
- +500 sustainability VIP's from the outdoor industry.
- +1500 to international outdoor trade shows (EU).



Sustonmagazine.com

Our B2B website has experienced a 51% increase in traffic over the last two years. For 2024, we will launch a new platform with better UX and functionality. We will also create more content targeted towards the end-consumers.

Reach

- 5,000 pageviews and 2,500 users per month.
- Most visitors from (in order): US, UK, Germany, Scandinavia, France and Canada.

**65 %
opening
rate!**

Suston Monthly

Our monthly B2B newsletter, to over 1200 subscribers. 2x the average opening rate of industry newsletters!

Material Guide

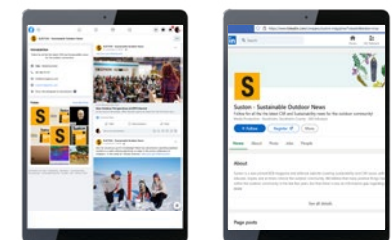
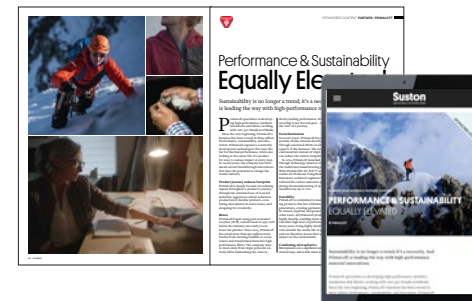
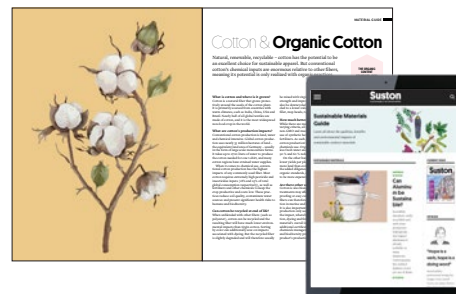
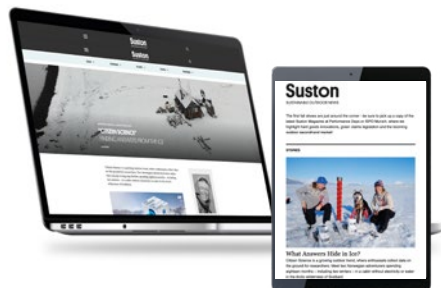
Our bi-annual Material Guide showcases innovations and guides readers towards more sustainable materials.

Partner Stories & Advertisement

Suston invites leading companies that are working systematically with sustainability to share their messages.

Social Media

With 35K monthly impressions, LinkedIn and Facebook are important in reaching our target audiences.



Suston's followers are influential and are important for the transition towards a more sustainable outdoor future.

The sustainability professional

Our core readers are sustainability managers and other experts within the industry.



The store manager

Retailers and their staff are the intersection between the industry and its end-consumers.



The communicator

Marketing teams and other experts stay informed on how to spread important messages.



The outdoor activist

The end-consumers who put sustainability first are searching for both inspiration and trustworthy guidance.



“It is through collaborations and action together that the outdoor industry can create real momentum. We believe that Suston is an important platform for our community to get new insights, find solutions and engage with like-minded partners.”

Dr. Katy Stevens, Head of CSR and Sustainability
European Outdoor Group, Suston Vision Partner since 2017.

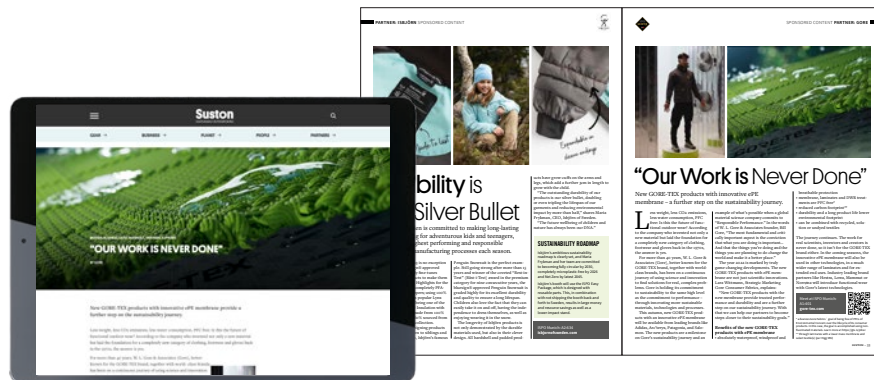
PARTNER CONTENT

Advertorials

Using a journalistic style and effective layout, advertorials are an excellent way to make sure your sustainability message actually gets read. Sponsored content can be distributed in both our print and digital channels.

Native Advertising

We can help with defining the message and writing the text for your advertorial in an editorial manner. The partner provides us with images. Individual pricing based on the amount of work. Get in touch for more information!



ADVERTISING FORMATS

Spread page

Winter & Summer issue: 400×267 mm + 5 mm bleed.

Full page

Winter & Summer issue: 200×267 mm + 5 mm bleed.

Digital Banner

2000 × 1000 px (w x h) Get in touch for campaign formats.

FINANCING AND PRICES

Suston is made possible by the support of our partners. We only reach out to a select group of companies, with high standards and ambitions, sharing our mission to create positive change.

Gold Partner Print & Digital

1 spread page advertorial/ad in 1 magazine issue. Advertorials will be published on Suston's website for 12 months and in 1 newsletter. Banners will be in 1 newsletter and get 10,000 ad impressions online.

Advertorial: 2,500 EUR

Ad+Banner: 2,100 EUR

Silver Partner Print & Digital

1 full page advertorial/ad in 1 magazine issue. Advertorials will be published on Suston's website for 12 months and in 1 newsletter. Banners will be in 1 newsletter and get 10,000 ad impressions online.

Advertorial: 1,800 EUR

Ad+Banner: 1,600 EUR

NEW! Gear Guide Print & Digital

1 product on 1/3 of a full page in the magazine issue, with text and 1 image. Published on Suston's website and in 1 newsletter. More info on the next page.

1 product: 800 EUR

Gold Partner Digital

Digital advertorial (text + 2-3 images) published on Suston's website for 12 months and in 2 newsletters. Five percent of the investment is spent on social media marketing.

Advertorial: 1,300 EUR

Silver Partner Digital

Digital advertorial (text + 2-3 images) published on Suston's website for 12 months and in 1 newsletter. Alternatively, the banner option will be in 1 newsletter and on the website until it gets 10,000 ad impressions.

Advertorial: 1,000 EUR

Banner: 500 EUR

Discount

Partner for 2 packages per year, booked at the same time: 10%.

CONTENT AND THEMES

Summer Issue, June 2024

Before and during: OutDoor by ISPO, Outdoor Retailer (US)

Respond before: April 1, 2024.

Material deadline: April 29, 2024.

Themes

Over-production – bad for economy, worse for the environment. We investigate how it can be avoided.

A Fair Deal. Few brands pursue fair labor certifications. Does this mean the majority of sourcing is from unfair trade, or is the story more nuanced?

Winter Issue, November 2024

Before and during: ISPO Munich, Outdoor Retailer(US)

Respond before: September 23, 2024.

Material deadline: October 21, 2024.

Themes

Materials on the Move. Yesterday's pioneers have become business as usual. Which new, innovative materials are taking the lead?

Climate Forerunners. Meet thought leaders and hear how they want to create change - and what they most fear.

NORR AGENCY

Suston Magazine is published by NORR Agency. We are an independent publishing house and editorial agency based in Stockholm. The focus of NORR Agency is on outdoor, travel and sustainability. We work both with print and digital media, and are producing magazines and content in several languages. Examples from the portfolio include:



NORR Magazin

Our German-language outdoor magazine, focusing on low-impact nature travel in Scandinavia.



365

The customer magazines of Sweden and Finland's largest outdoor retailer chains: Naturkompaniet and Partioaitta.



NEW: Gear Guide for innovative products

Showcase your product highlights in our seasonal Gear Guide. (You decide if it is from the coming season or next year's; this is part of the product presentation). Published twice per year, in our print magazines and online.

BECOME A SUSTON PARTNER

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