

Suston

SUSTAINABILITY OUTDOOR NEWS

/ MEDIKIT 2025

Journalism for Change

Suston is a magazine with a mission. We strive to guide, inspire, and push the outdoor community toward 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.

Now we are broadening from B2B to B2C, increasingly directing our scope toward the larger outdoor community and its sustainability enthusiasts. Come and join us on this journey!

sustonmagazine.com



Illustration: Graham Samuelis

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).
- +2500 sustainability VIP's from the outdoor community.



Sustonmagazine.com

Our B2B website has experienced a 51% increase in traffic over the last two years. For 2025, we will launch a new platform with better UX and functionality. We will also create more content targeted toward 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!

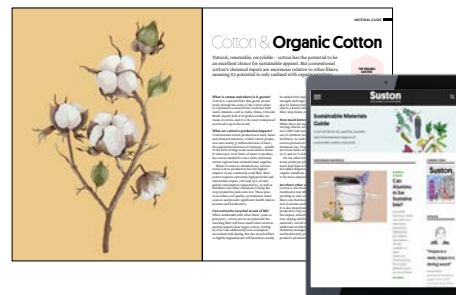
Suston Monthly

Our monthly B2B newsletter, to over 2000 subscribers. 2x the average opening rate of industry newsletters!



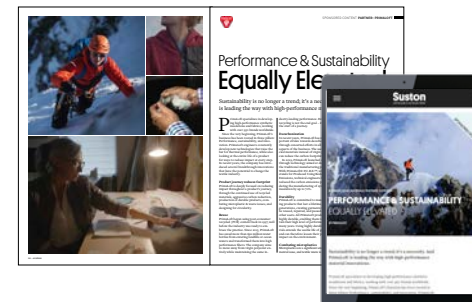
Material Guide

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

Target Group

Suston's followers are both influential and important for the transition toward 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.

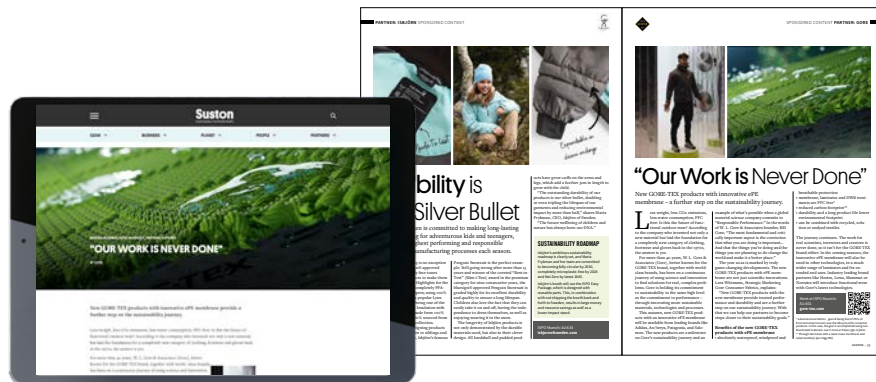
PARTNER CONTENT

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: 400x267 mm + 5 mm bleed.

Full page

Winter & Summer issue: 200x267 mm + 5 mm bleed.

Digital Banner

2000 x 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: Those that hold high standards and ambitions, and who share 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

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, May 2025

Before and during: OutDoor in Munich, May 19–21.

Respond before: March 21.

Material deadline: April 4.

Themes

Results That Matter

Over recent years, data collection and reporting have improved greatly within the outdoor industry. Has positive change become visible yet?

How to Tackle “Greenlash”

When customers demand lower prices and politicians seek easier paths, how can sustainability pioneers join forces and amplify their impact?

Winter Issue, December 2025

Before and during: ISPO Munich, December 2–4.

Respond before: October 3.

Material deadline: October 17.

Themes

Well-Being by Nature

Is better health the new driving force behind a growing outdoor community? We highlight inspiring examples and key research findings.

Providers of Solutions

How can outdoor companies share their best solutions with other stakeholders—and what are these solutions?

BECOME A SUSTON PARTNER

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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 produce magazines and sustainability communication 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.



Communication

We produce CSR reports and other sustainability communication for brands like Hestra.