

# Suston

**SUSTAINABILITY OUTDOOR NEWS**

**/ MEDIKIT 2026**

# Suston

Mission

## 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.

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

Suston Magazine and the team also collaborate with the major international outdoor and sustainability events.

Join us in 2026!

[sustonmagazine.com](http://sustonmagazine.com)



Suston highlights from the year: Presentations at ISPO, Walk & Talk workshop at European Outdoor Summit and exhibition at Performance Days.



## Print Magazine

With one issue per season, we capture the most engaging stories, deep dives and personalities from the international outdoor community.

### Reach

+ 500 outdoor store managers (EU).  
+2500 sustainability VIP's from the outdoor community.

### Summer Issue, from May 2026

Main events: European Outdoor Week,  
Performance Days October  
Respond before: March 13.  
Material deadline: April 3.

### Winter Issue, from December 2026

Main events: ISPO, Prowinter Bolzano,  
Performance Days March 2027  
Respond before: October 2.  
Material deadline: October 16.



## Sustonmagazine.com

For 2026, we will launch a new platform with better UX and functionality. We will also create more content targeted toward C-level management.

### 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!**

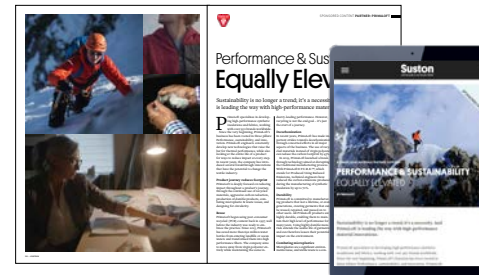
### Suston Monthly

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



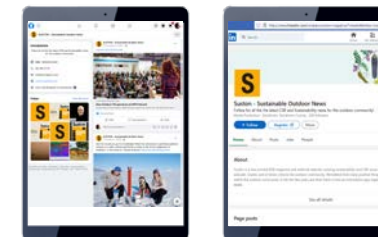
### Partner Stories & Advertisement

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.



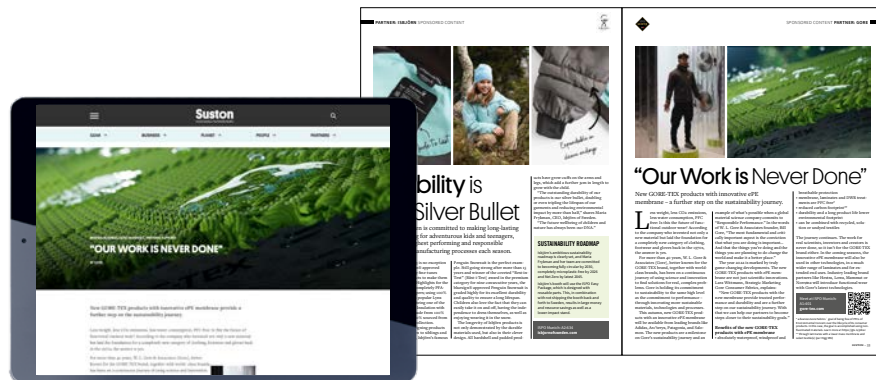
## PARTNER CONTENT

### 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 2026

**The over-achievers** – why perform better than the rest?

**Biodiversity goals** – from nice-to-have to must-have.

**Inside the circle** – sustainability managers at C-level share their insights.

### Winter Issue, December 2026

**Legislation and policy** – guiding you through the jungle.

**Communication gone wild** – Creative ways to empower customers.

**Labor rights** – are they getting any better? And if so, where?

## Target groups

**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.

# NORR AGENCY

Suston Magazine is published by NORR Agency. We are an independent publishing house and editorial agency based in Stockholm. 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.

[norragency.com](http://norragency.com)



### Communication

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

## BECOME A SUSTON PARTNER

Contact us for more information:

**Gabriel Arthur | Editor-in-chief**  
gabriel.arthur@norragency.com  
+46 70 632 54 99

**Jonathan Eidse | Editor & Writer**  
jonathan.eidse@norragency.com  
+47 912 401 01

**Victoria Reim | Head of Sales**  
victoria.reim@norragency.com  
+46 73-640 95 63