



Norway's LEADING magazine for women!

From traditional print to digital IT-girl

(the journey)

Timeline



1874



The weekly

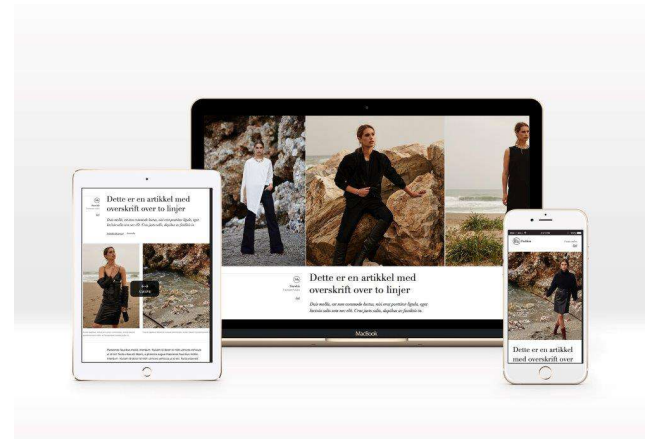


2006



Digital launch

New organization
2018 →



Relaunched kk.no



Twice a mo



From KK's vantage point of a weekly women's magazine in print, we have created one of Norway's **top 10 mobile** sites in a year since launch

#	Nettsted	Unike Brukere	Brukersesjoner	Sidevisninger
1	VG Mobil	3 987 704	23 880 094	70 286 440
2	NRK Mobil	2 635 848	9 656 199	29 520 652
3	Dagbladet Mobil	2 487 286	9 021 792	21 305 896
4	TV2 Mobil	2 024 298	8 042 769	19 531 098
5	Finn Mobil	2 023 808	5 766 555	46 565 707
6	Nettavisen Mobil	1 968 106	5 645 476	11 856 891
7	Aftenposten Mobil	1 137 804	3 301 303	6 869 391
8	E24 Mobil	987 774	2 354 322	3 701 098
9	Startsiden Mobil	897 245	1 697 167	5 174 782
10	KK.no Mobil	860 413	1 482 449	2 114 247
11	Klikk Mobil	846 981	1 631 677	4 084 474
15	Gule Sider Mobil	515 964	789 402	1 613 071

Mobile top 12 in Norway by unique visitor's pr week. Week 1 2017.

Norwegian official online ratings, conducted by Kantar TNS/ComScore.

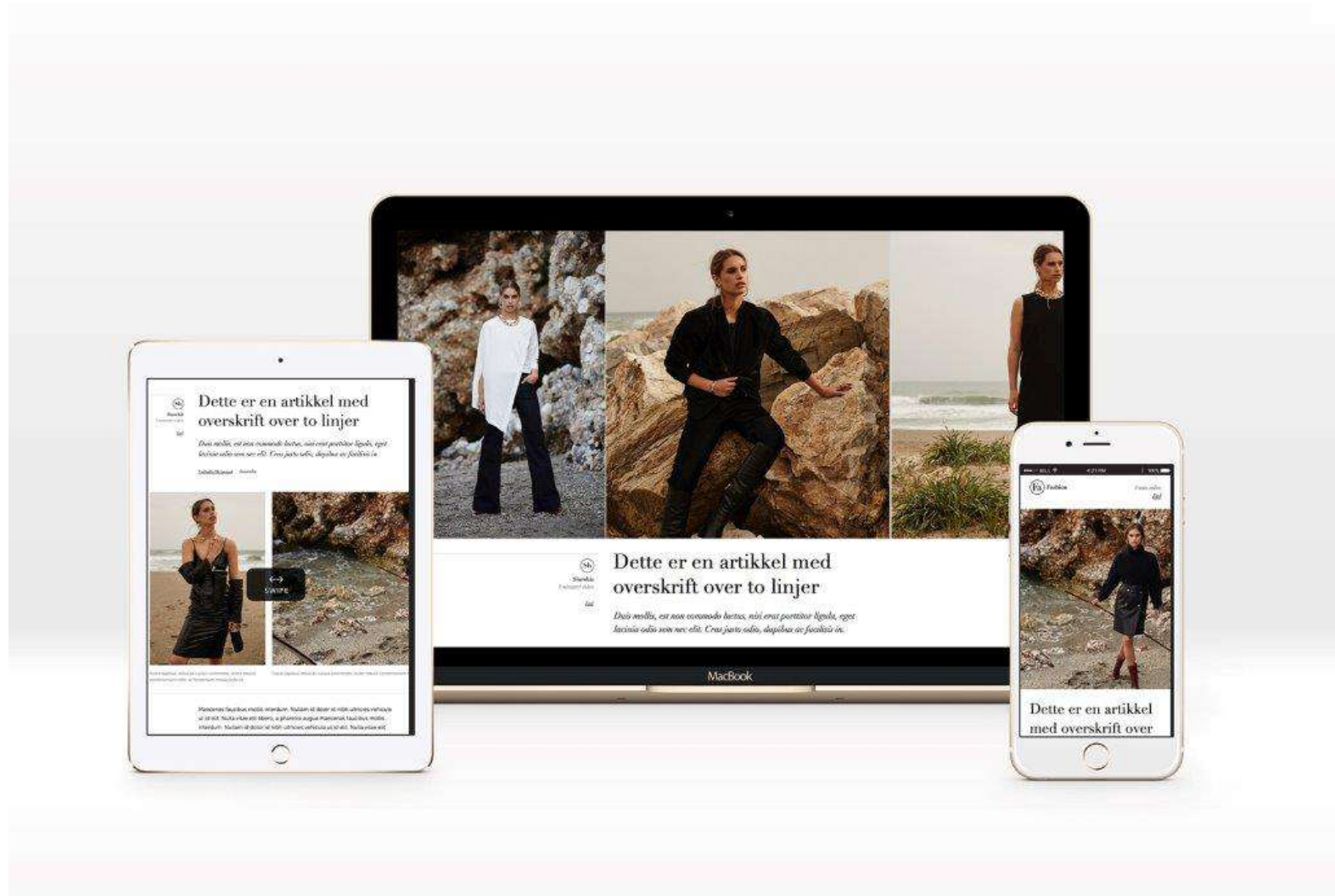
All sites above kk.no are either within the news or portal category.

DESIGN: Mobile First



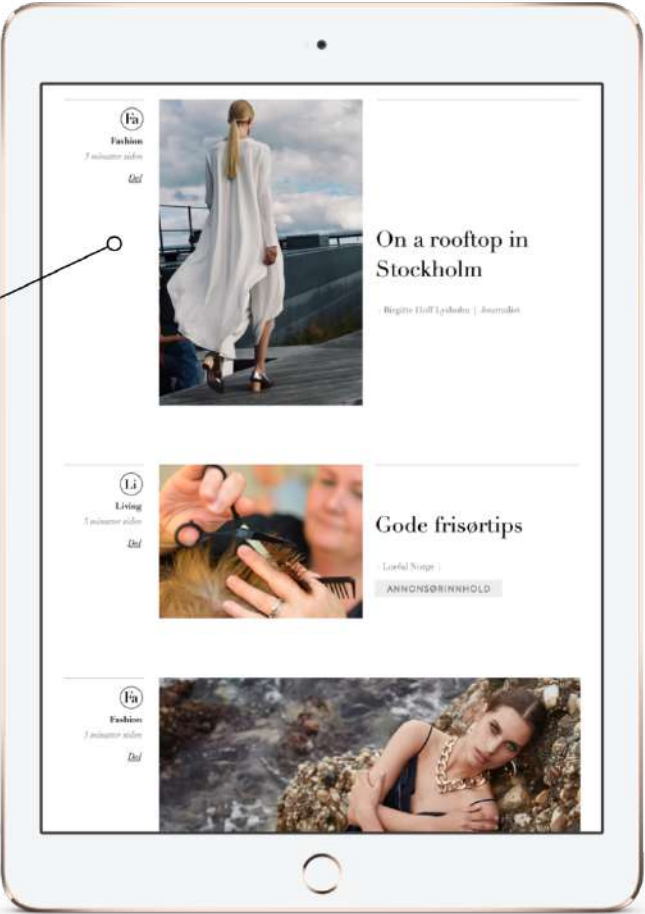
From
Mobile

To
Desktop





The sensation of a magazine brought **DIGITAL!**



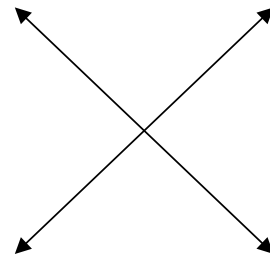
Inspired by SoMe



Infinite
Scroll



CROSSPLATFORM – but born from mobile



Full
format



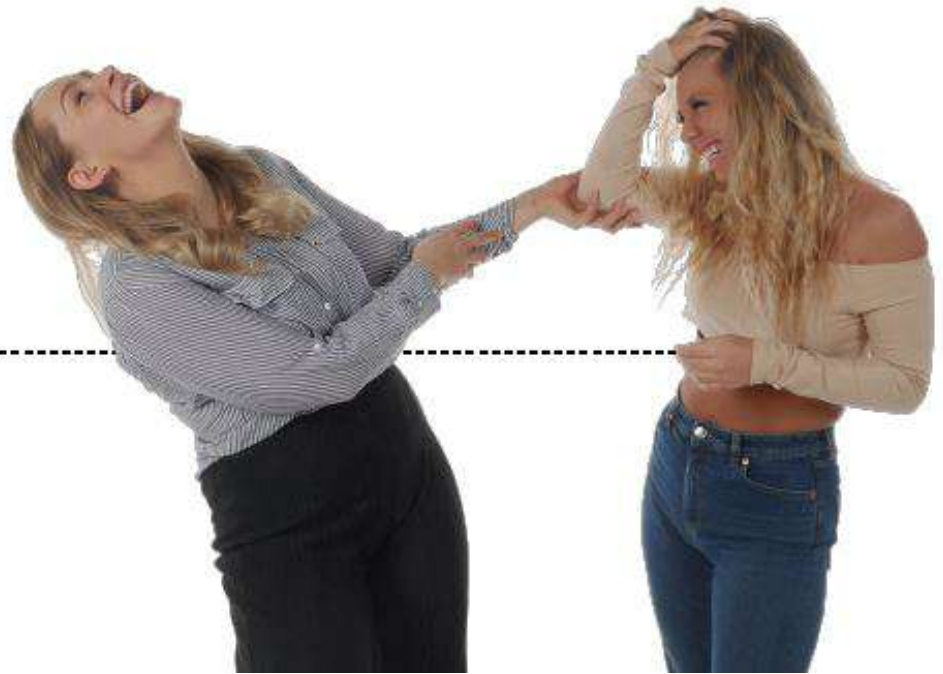
New and awardwinning ad-format **FULL SCREEN** on all platforms

Fluid
Ads



New KK.no
and its revolutionary new ad format

TOPP



From print to social media:



Facebook

Følgere: 52.800



Snapchat

Følgere: 10.000



YouTube

Abonnerer: 13.200



Instagram

Følgere: 37.000

Topptube:

- 13200 subscribers
- 3 million views

TOPPTUBE

TOPPTube
13 710 abonnenter

ABONNER 13K

HJEM VIDEOR SPILLELISTER FELLESSKAP KANALER INFO

#FÆRRA2018

Dette visste du ikke om «Paradise»-deltakere 1 - Jeg var en tjukkas
TOPPTube • sett 601 ganger • For 1 uke siden
Se årets «Paradise Hotel»-deltakere og lære funfacts om seg selv!

PARADISE 2018

KJENDIS VS. HATERS SPILL AV ALLE

ANNIJOB
Anniken Jørgensen leser hatkommentarer om seg selv
TOPPTube
sett 3,4k ganger • For 1 uke siden

IDA FLADEN
Ida Fladen leser hatkommentarer om seg selv
TOPPTube
sett 28k ganger • For 3 mo. siden

VITA OG WANDA
Vita og Wanda leser hatkommentarer om seg selv
TOPPTube
sett 7,5k ganger • For 2 mo. siden

RELATERTE KANALER

- Harm & Hegoeth
ABONNER
- Pierre & Isabel
ABONNER
- Kristin og Dennis
ABONNER
- Mina Jacobsen
ABONNER
- Arnlak Olsson
ABONNER
- Sara Høydahl
ABONNER

