



# Dagens Handel

## Media info 2023

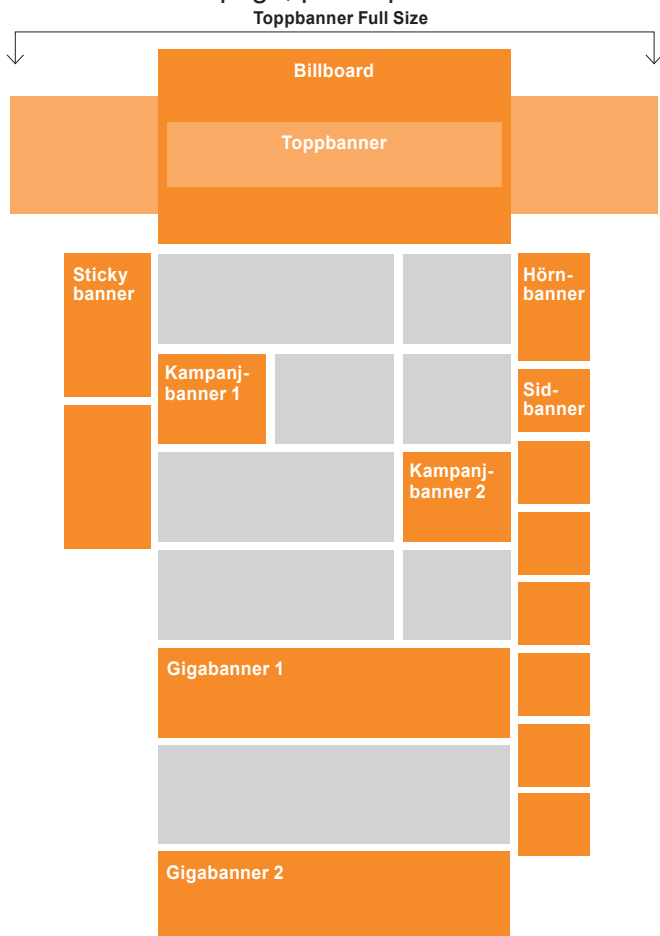
Dagens Handel provides independent news coverage of the entire retail in multiple channels like: web news, newsletters and knowledge-based events.



Members 50% discount

# Ad format & prices web/newsletter

Start page, prices per month



<b>Toppbanner Full Size</b> 1800x450 px, static, max 250 kb.....	<b>67 800 kr</b>
<b>Billboard</b> 980x540 px, static or animated, max 150 kb .....	<b>59 000 kr</b>
<b>Toppbanner</b> 930x180 px, static or animated, max 70 kb .....	<b>27 600 kr</b>
<b>Sticky banner</b> 240x400 px, static or animated, max 90 kb .....	<b>23 000 kr</b>
<b>Hörnbanner</b> 200x300 px, static or animated, max 70 kb .....	<b>15 000 kr</b>
<b>Sidbanner</b> 200x175 px, static or animated, max 40 kb .....	<b>4 600 kr</b>
<b>Kampanjbanner 1</b> 300x250, static or animated, max 75 kb .....	<b>17 800 kr</b>
<b>Kampanjbanner 2</b> 300x250 px, static or animated, max 75 kb .....	<b>14 400 kr</b>
<b>Giga banner 1</b> 930x250 px, static or animated, max 150 kb .....	<b>24 000 kr</b>
<b>Giga banner 2</b> 930x250 px, static or animated, max 150 kb .....	<b>17 000 kr</b>

\* When you buy ad slot no 1 you will also be visible at ad slot no 3, further down on the page  
\*\* When you buy ad slot no 2 you will also be visible at ad slot no 4, further down on the page

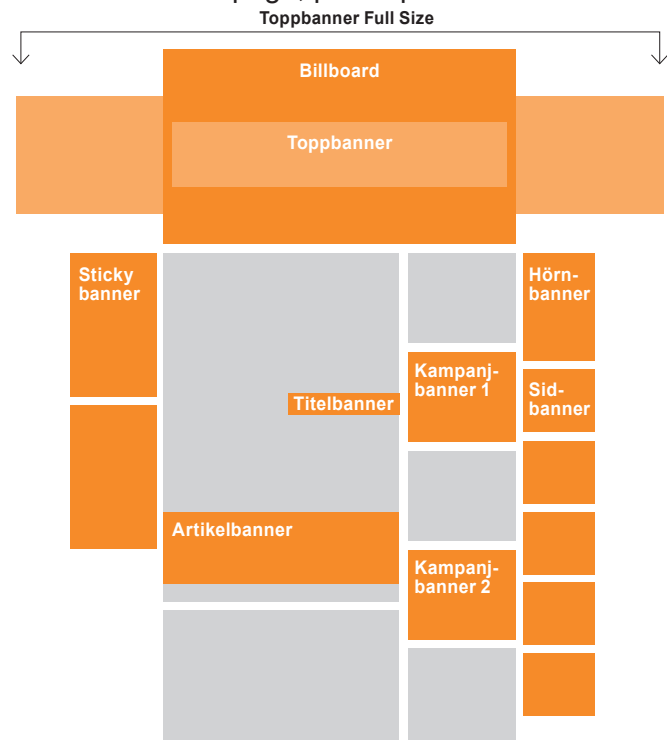
## Filtyper

Static jpg, animated gif, Html (zip-file) Script

All banners must be responsive. Animations should keep within 20 seconds.

Design of the ads are included in the price (one proof, then SEK 1.000 per started hour)

Article page, prices per month



<b>Toppbanner Full Size</b> 1800x450 px, static, max 250 kb.....	<b>67 800 kr</b>
<b>Billboard</b> 980x540 px, static or animated, max 150 kb .....	<b>59 000 kr</b>
<b>Toppbanner</b> 930x180 px, static or animated, max 70 kb .....	<b>27 600 kr</b>
<b>Sticky banner</b> 240x400 px,static or animated, max 90 kb .....	<b>23 000 kr</b>
<b>Hörnbanner</b> 200x300 px, statisk eller animerad, max 70 kb .....	<b>15 000 kr</b>
<b>Sidbanner</b> 200x175 px, static or animated, max 40 kb .....	<b>4 600 kr</b>
<b>Kampanjbanner 1</b> 300x250, static or animated, max 75 kb .....	<b>17 400 kr</b>
<b>Kampanjbanner 2</b> 300x250 px, static or animated, max 75 kb .....	<b>14 400 kr</b>
<b>Titelbanner</b> 300x60 px, static, max 20 kb .....	<b>13 800 kr</b>
<b>Artikelbanner</b> 660x200 px, static or animated, max 100 kb .....	<b>20 700 kr</b>

## Filtyper

Static jpg, animated gif, Html (zip-file) Script

All banners must be responsive. Animations should keep within 20 seconds.

Design of the ads are included in the price (one proof, then SEK 1.000 per started hour)

Sticky banner, corner banner and side banner are only showed on desktop.

## Newsletter, prices per day

### Streamer

Top advert left	Top advert right	Top advert – full size
Middle advert left	Middle advert right	
Bottom advert left	Bottom advert right	

<b>Streamer</b> 820x28 px.....	<b>17 800 kr</b>
<b>Fullsize</b> 820x200 px .....	<b>13 800 kr</b>
<b>Top advert</b> 400x200 px .....	<b>6 900 kr</b>
<b>Middle advert</b> 400x200 px .....	<b>4 600 kr</b>
<b>Bottom advert</b> 400x200 px .....	<b>4 600 kr</b>

\* Price per week

### File types

Static jpg, gif or png.

All banners must be static. Max 50 kb.

Design of the ads are included in the price (one proof, then SEK 1.000 per started hour)

The newsletter goes out 3 times/week.

## Material

Advertising material incl landing page

Send to: annons@nordiskemedier.se

## Member package

12 months side banner on the portal  
1 top ad in the newsletter  
2 middle ads in the newsletter  
2 bottom ads in the newsletter  
1 year membership

**Pris: 23.100 SEK**

## Membership

Membership prices on banners  
Post your own company articles  
Free job listings  
And much more

**12 900 SEK/year**

# More opportunities with Dagens Handel

## Native advertising

**Native Advertising** is a sponsored text on [dagenshandel.se](http://dagenshandel.se) that is marked as an ad.

The content is designed so that the reader perceives it as a natural part of the platform.

The sponsored content should, for maximum effect, be relevant to the target audience and add value to the reader. We help you to produce your Native.



For more information,  
please contact the  
advertising department.

## Other

**Payment terms:** Prices exclude VAT. Advertising tax is included. Settlement per 10 days. Invoice charges.

**Production costs:** For production, or adjustment / modification of advertising material, production costs will be charged.

**General information:** Advertisements can be moved or canceled if the magazine is notified at least two months before the publication date.

Responsibility for errors in advertisements is limited to a maximum ad cost. For damage because of loss of material or faulty materials will not accept responsibility.

## Placement ads

### Text link

Web and newsletter for 30 days 11 990 SEK  
For banners contact the advertising department.

## Marketing

### Mediechef

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