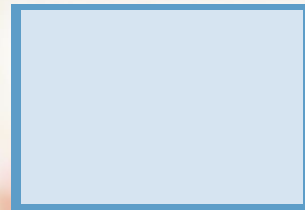


friKöpenskap MEDIA INFO 2022

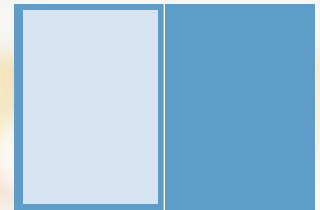
Editorial plan 2022

Issue	Publishing date	Material day
3	January 21	January 13
4	January 28	January 20
5	February 4	January 27
6	February 11	February 3
7	February 18	February 10
8-9	February 25	February 17
10	March 11	March 3
11	March 18	March 10
12	March 25	March 17
13	April 1	March 24
14-15	April 8	March 31
16	April 22	April 13
17	April 29	April 21
18	May 6	April 28
19	May 13	May 5
20-21	May 20	May 12
22	June 3	May 25
23	June 10	June 2
33	August 19	August 11
34	August 26	August 18
35	September 2	August 25
36-37	September 9	September 1
38	September 16	September 8
39	September 30	September 22
40	October 7	September 29
Dagligvarugalan November 15		
41	October 14	October 6
42	October 21	October 13
43-44	October 28	October 20
45	November 11	November 3
46	November 18	November 10
47	November 25	November 17
48	December 2	November 24

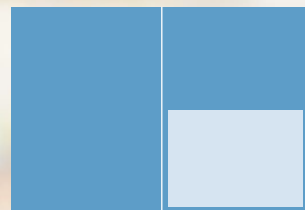
Ad formats and prices



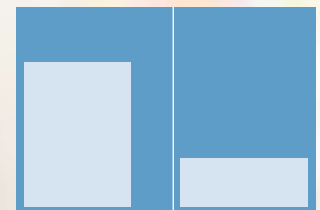
Spread SEK 119,400
528 x 372 mm



1/1-page SEK 82,200
252 x 372 mm



1/2-page SEK 60,200
252 x 185 mm



A4 SEK 67,300
201 x 280 mm
1/4-page SEK 35,900
252 x 90 mm

Supplements and special formats – Contact the sales department.

Advertorials

Fri Köpenskap offer advertorial ads in the paper. Where you as an advertiser is able to get your message spread into a concept of editorial and comprehensive image. As an advertiser, you contribute with facts, images and to be interviewed by a journalist. We compile, write and design your ad in a editorial way as a complete concept, which you approve.

For more information and quotation, please contact the sales department.

Material/advertisement

E-mail material to:
annons.fk@nordiskemedier.se

Technical information

Magazine format: 280x398 mm
Type area: 252x372 mm
Column formats: 47, 98, 149, 201 and 252 mm



Start page

Top banner 930x180 px, SEK 24,000/month	Corner banner 200x300 SEK 13,000/month
Campaign banner 300x250 px SEK 19,000/månad	Side banner 200x175 SEK 4,000/månad
	Side banner
	Side banner
Giga banner 930x250 px, SEK 18,000/month	Side banner

Article page

Top banner 930x180 px, SEK 24,000/month	Corner banner 200x300 SEK 13,000/month
Title banner 300x60 px, static SEK 26,000/month	Campaign banner 300x250 px SEK 19,000/month
Article banner 660x200 px, SEK 15,000/month	Side banner
	Side banner
	Side banner

All banners share their spot with up to three others. Rotation is executed after page reload.

File types

Static jpg, max 75 kb, Animated gif, max 75 kb, 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.

Native advertising

Native Advertising is a sponsored text on fri-kopenskap.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.

Price incl. telephone interview and copywriter: SEK 15,000 / week

Material

E-mail material including landing page to: annons@nordiskemedier.se

Fri Köpenskap – covers the whole business

Fri Köpenskap is Sweden's leading commercial magazine for the food retail business. We are a newspaper issued 34 Fridays each year and have been published since 1943. With our circulation **we reach all food stores** in Sweden and have the best coverage within the large groups Ica, Coop, Axfood and Bergendahls as well as within independent merchants.

Newsletter

Top advert Full Size 820x200 px, SEK 10,000/day	
Top advert left 400x200 px SEK 6,000/day	Top advert right 400x200 px SEK 6,000/day
Mid advert left 400x200 px SEK 5,000/day	Mid advert right 400x200 px SEK 5,000/day
Bottom advert left 400x200 px SEK 4,000/day	Bottom advert right 400x200 px SEK 4,000/day

File types

Static jpg, gif or png.
All banners should be static.
Design of the ads are included in the price (one proof, then SEK 1,000 per started hour).

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

SEK 22,000

Membership
SEK 11,800/year

The membership includes:

- 50% discount on digital advertising
- article on member page
- job advertisement on member page



Contact



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