



Dagens Handel

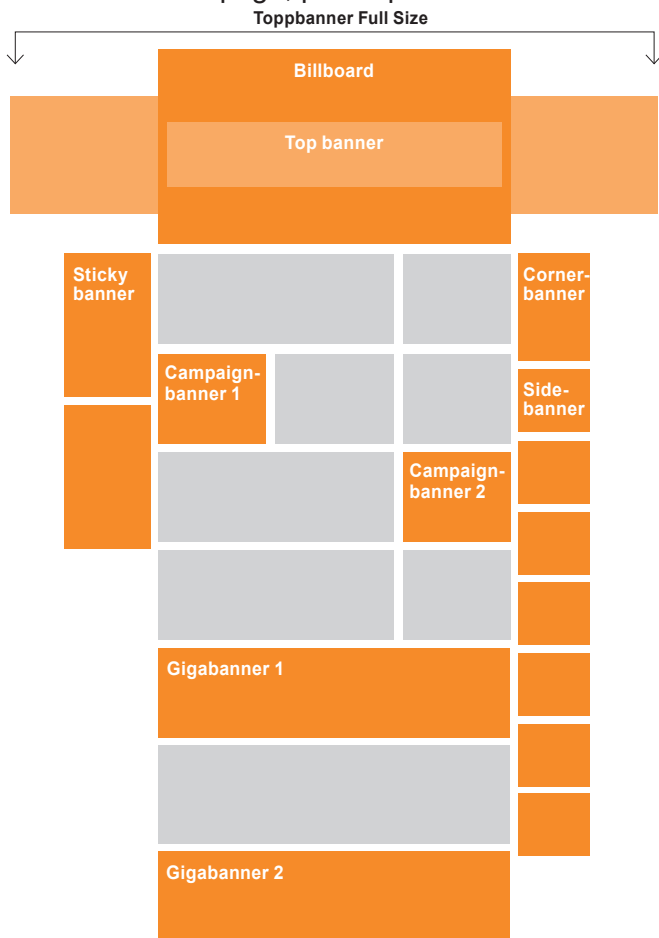
Media info 2024

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



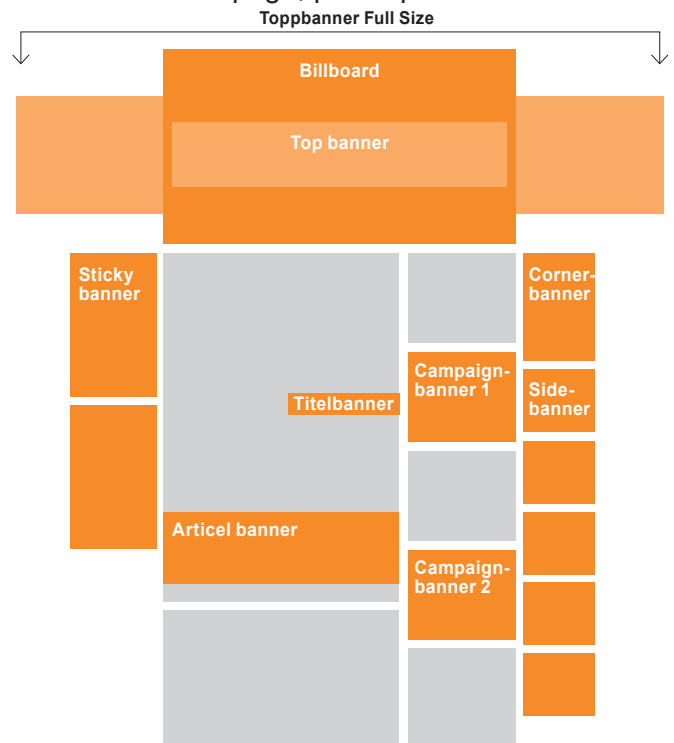
Toppbanner Full Size 1800x450 px, static, max 250 kb.....	67 800 kr
Billboard 980x540 px, static or animated, max 150 kb.....	59 000 kr
Top banner 930x180 px, static or animated, max 70 kb.....	27 600 kr
Sticky banner 240x400 px, static or animated, max 90 kb.....	23 000 kr
Corner banner 200x300 px,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

* 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

File extension

Static jpg, animated gif, Html (zip-file) Script
 All banners must be responsive. Animations should keep within 20 seconds.
 Sticky banner, corner banner and side banner are only showed on desktop.

Article page, prices per month



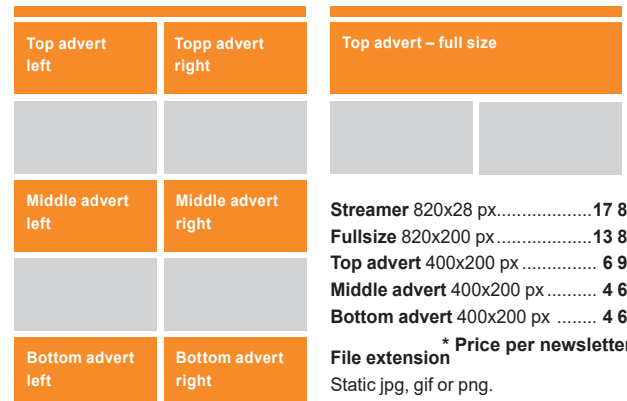
Top banner Full Size 1800x450 px, static, max 250 kb.....	67 800 kr
Billboard 980x540 px, static or animated, max 150 kb.....	59 000 kr
Top banner 930x180 px, static or animated, max 70 kb.....	27 600 kr
Sticky banner 240x400 px,static or animated, max 90 kb.....	23 000 kr
Corner banner 200x300 px, statisk eller animerad, max 70 kb.....	15 000 kr
Side banner 200x175 px, static or animated, max 40 kb.....	4 600 kr
Campaign banner 1 300x250, static or animated, max 75 kb.....	17 400 kr
Campaign banner 2 300x250 px, static or animated, max 75 kb.....	14 400 kr
Titel banner 300x60 px, static, max 20 kb.....	13 800 kr
Article banner 660x200 px, static or animated, max 100 kb.....	20 700 kr

File extension

Static jpg, animated gif, Html (zip-file) Script
 All banners must be responsive. Animations should keep within 20 seconds.
 Sticky banner, corner banner and side banner are only showed on desktop.

Newsletter, prices per day

Streamer



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

* Price per newsletter/day

File extension Static jpg, gif or png.
 All banners must be static. Max 50 kb.

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

23 500 SEK

Membership

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

13 000 SEK/year

More opportunities with Dagens Handel



Native advertising

Native Advertising is a sponsored text on 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.

- **Native articles are published in an editorial environment**

They fit into the context and engage readers to participate of the content. The article is easily spread on social media to the target group.

- **More space to describe products and services**

which traditional banners cannot achieve.

- **Native gives readers a good ad experience**

Native advertising is sponsored text on the web that is ad marked. The content is designed so that the user experiences it as a natural part of the platform.

We will help produce your Native.

Your Native is up for a week and is pushed in the nearest newsletter.

Price per week 17 500 SEK

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.



**For more information,
please contact the advertising
department.**

Marketing

Media manager

Linda Gheysari

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