



# Dagens Handel

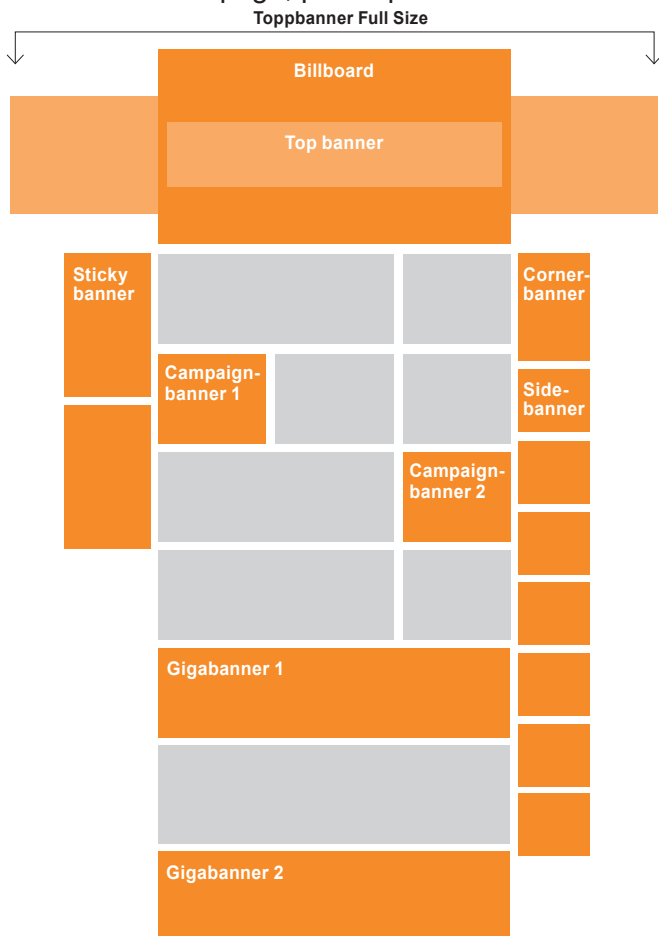
## Media info 2024

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



Topbanner 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

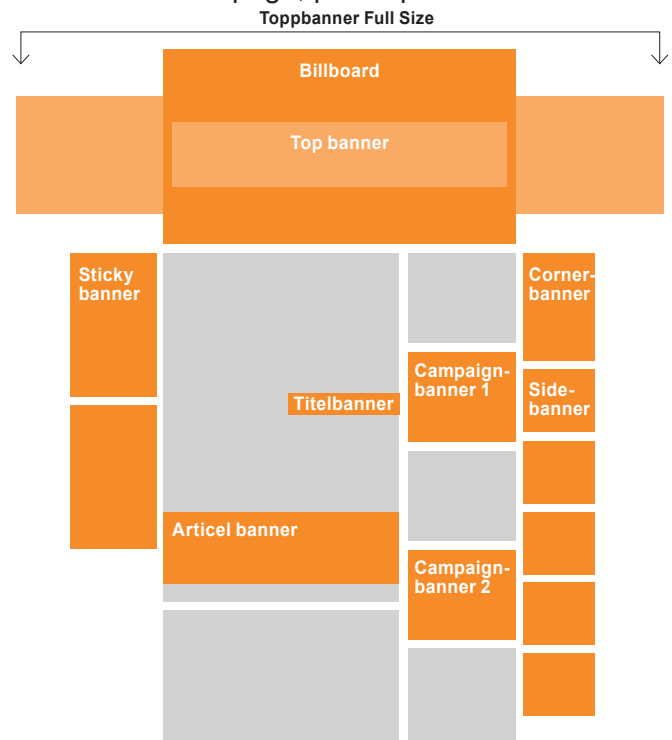
## File extension

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

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

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

**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.

- **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

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