

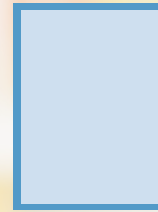
## Editorial plan 2025

Issue	Publishing date	Material day
4-5	January 24	January 17
6-7	February 7	January 31
8-9	February 21	February 14
10	March 7	February 28
11	March 14 <b>Nomination supplement</b>	March 7
12	March 21	March 14
13	March 28	Marsch21
14	April 4	March 28
15-16	April 11	April 4
17-18	April 25	April 18
19	May 9	May 2
20	May 16	May 9
21-22	May 23	May 16
23	June 5	May 29
<b>Summer break</b>		
34	August 22	August 15
35-36	August 29	August 22
37-38	September 12	September 5
39	September 26 s	September 19
40-41	October 3	September 26
42	October 17 <b>Finalist supplement</b>	October 10
43-44	October 24 o	October 17
45	November 7	October 31
46	November 14	November 7
47	November 21	November 14
48	November 28	November 21

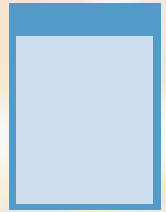
## Ad formats and prices



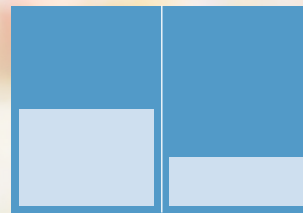
**Spread** SEK 137 400  
**Spread s.2-3** SEK 189 990  
 528 x 372 mm



**1/1-page**  
 252 x 372 mm  
 SEK 94 600



**Back page**  
 252 x 321 mm  
 SEK 137 400



**1/2-page** 252 x 185 mm SEK 69 400  
**1/4-page** 252 x 90 mm SEK 41 300

**Page 3**, SEK 139 990  
**Page 7**, SEK 119 990

**Ad**  
 (upper left front page):  
 86 x 46 mm  
 SEK 41 300

**Streamer**  
 (bottom front page):  
 252 x 22 mm  
 SEK 35 000

## 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.

## Job ads

1 col	2 col	3 col	4 col	5 col
47 mm	98 mm	149 mm	201 mm	252 mm

Price print SEK 38/column mm,  
 minimum SEK 8 925  
 Price digital only SEK 8 925

Platsannonserna ligger även 30 dagar på fri-kopenskap.se och 20 dagar i vårt nyhetsbrev.

### Supplement

Let Fri Köpenskap be the carrier of your brochures, fact sheets, invitations, product presentations, etc.

### Information

VAT is added to all prices. Remarks not made within eight days will not be accepted. See general conditions at [www.fri-kopenskap.se](http://www.fri-kopenskap.se)

## Material/advertisement

E-mail material to:  
[annons.fk@nordiskemedier.se](mailto:annons.fk@nordiskemedier.se)

## Technical information

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



## Start page

<b>Sticky-banner</b> 240x400 SEK 18 000 /month	<b>Top banner</b> 930x180 px, SEK 28 000/month	<b>Corner banner</b> 200x300 SEK 15 000 /month
	<b>Campaign banner</b> 300x250 px SEK 22 000 /månad	<b>Side banner</b> 200x175 SEK 4,600 /månad
	<b>Giga banner</b> 930x250 px, SEK 20 800/month	<b>Side banner</b>

## Article page

<b>Top banner</b> 930x180 px, SEK 28 000/month	<b>Corner banner</b> 200x300 SEK 15 000 /month
<b>Title banner</b> 300x60 px, static SEK 29 900/month	<b>Campaign banner</b> 300x250 px SEK 22 000 /month
<b>Article banner</b> 660x200 px, SEK 15 000/month	<b>Side banner</b>

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.

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**

**E-mail material including landing page to: [annons@nordiskemedier.se](mailto: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

**SEK 23 100**

## 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

<b>Top advert Full Size</b> 820x200 px, SEK 12 000/day	
<b>Top advert left</b> 400x200 px SEK 3 900/day	<b>Top advert right</b> 400x200 px SEK 3 900/day
<b>Mid advert left</b> 400x200 px SEK 2 900/day	<b>Mid advert right</b> 400x200 px SEK 2 900/day
<b>Bottom advert left</b> 400x200 px SEK 1 900/day	<b>Bottom advert right</b> 400x200 px SEK 1 900/day

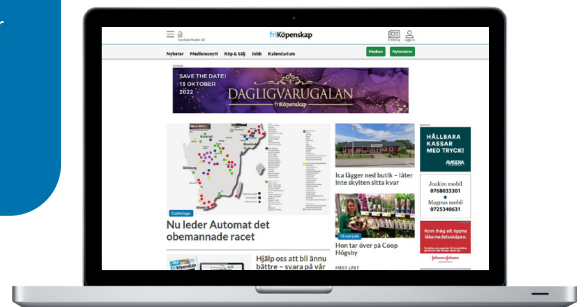
## File types

Static jpg, gif or png.  
All banners should be static.

**Membership**  
**SEK 12 900/year**

**The membership includes:**

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



## Contact



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