



# **Dagens Handel**

## **Media Info 2021**

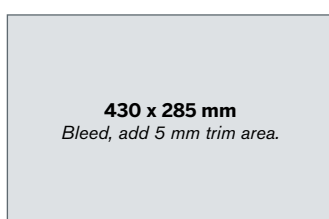
**Dagens Handel provides independent news coverage of the entire retail in multiple channels like: print magazines, e-zine, web news, newsletters and knowledge-based events.**



# Publication Dates 2021

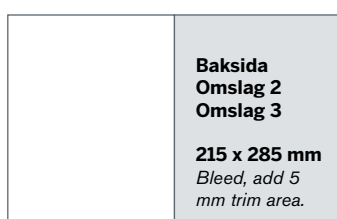
Issue	Publication	Deadline	Theme/Fairs
1	March 5	February 12	Sustainability in focus - Customer loyalty, product development
2	May 21	April 29	Payment solutions in focus - E-commerce, store, security
3	October 1	September 10	The store in Focus - Sustainability, environment, climate, concept
4	November 26	November 5	Focus e-commerce - digital platforms, AI logistics

## Format and prices



### SPREAD

59 900 kr

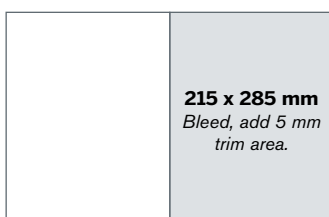


Baksida  
Omslag 2  
Omslag 3

215 x 285 mm  
Bleed, add 5 mm trim area.

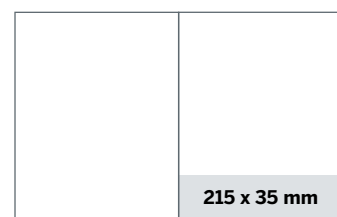
### REQUESTED PLACEMENT

10% will be added to the regular price.



### 1/1-PAGE

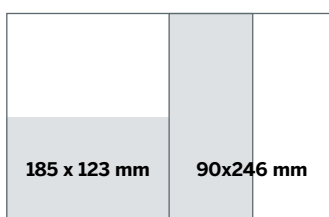
37 900 kr



### STREAMER PAGE 1

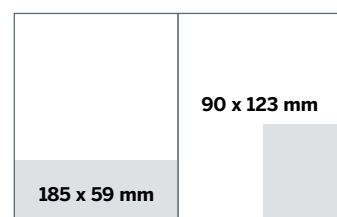
215 x 35 mm

25 000 kr



### 1/2 PAGE

28 300 kr



### 1/4 PAGE

15 000 kr

(Samma pris båda formaten)

### COVER 4:

Leave 30 mm white "border" at the top of the page for addressing.

## Marknadstorget

### Marknadstorget

(Market Square) is an efficient and cost-optimal advertising space for products, services, equipment, training and more. Marknadstorget continuously gives you great consistency with unbeatable reach and accuracy.

\* Note:  
Booked per calendar year.



### Format

90 x 59 mm  
9,000 SEK/year



## Technical information

Column width: 55, 117, 178, 240 mm

Print info: 150 lines/inch, the max total ink weight must not exceed 300 %

Colour: CMYK

### Print

Material: High resolution PDF

Material address: annons@nordiskemedier.se

### 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.

### Attachments

In Dagens Handel, you can also advertise your own attachments - brochures, customer magazine, invitations, etc.. Option to select geographically.

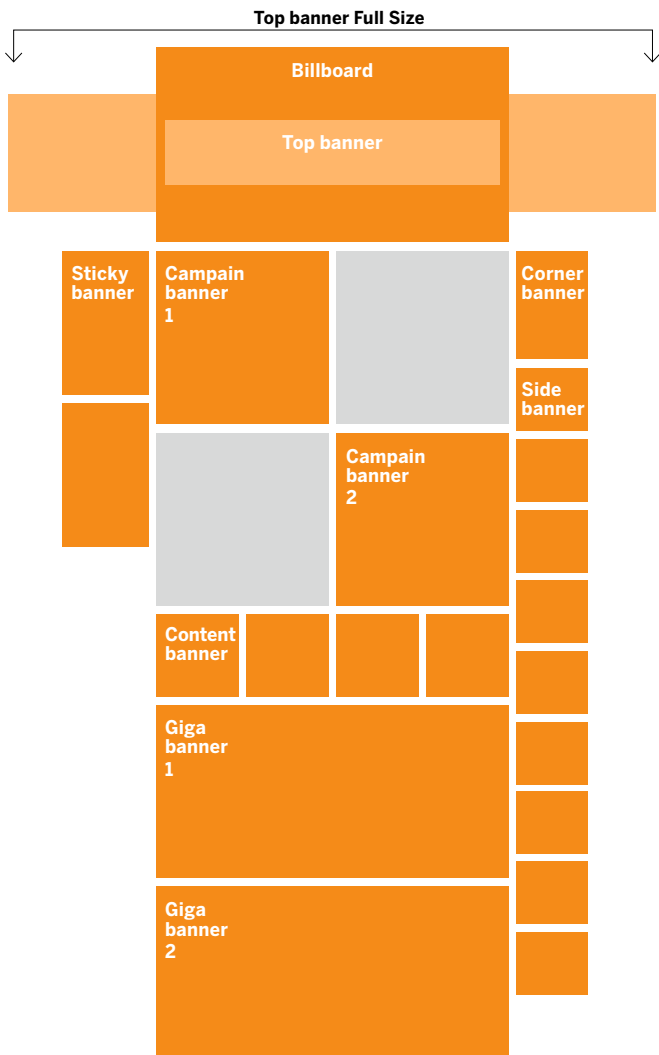
Contact the advertising department for an offer

Linda Gheysari, Media Manager

+46 (0)709-90 54 29, linda.gheysari@nordiskemedier.se

# Ad format & prices web/newsletter

Start page, prices per month



<b>Top banner Full Size</b> 1800x450 px, static, max 250 kb .....	SEK 29.500
<b>Billboard</b> 980x540 px, static or animated, max 150 kb .....	SEK 25.500
<b>Top banner</b> 930x180 px, static or animated, max 70 kb .....	SEK 12.000
<b>Sticky banner</b> 240x400 px, static or animated, max 90 kb .....	SEK 10.000
<b>Corner banner</b> 200x300 px, static or animated, max 70 kb .....	SEK 6.500
<b>Side banner</b> 200x175 px, static or animated, max 40 kb .....	SEK 2.000
<b>Content banner</b> 230x230 px, static, max 55 kb .....	SEK 3.750
<b>Campaign banner 1</b> 480x480 px, static or animated, max 75 kb .....	SEK 9.500
<b>Campaign banner 2</b> 480x480 px, static or animated, max 75 kb .....	SEK 8.800
<b>Giga banner 1</b> 980x480 px, static or animated, max 150 kb .....	SEK 12.000
<b>Giga banner 2</b> 980x480 px, static or animated, max 150 kb .....	SEK 8.500

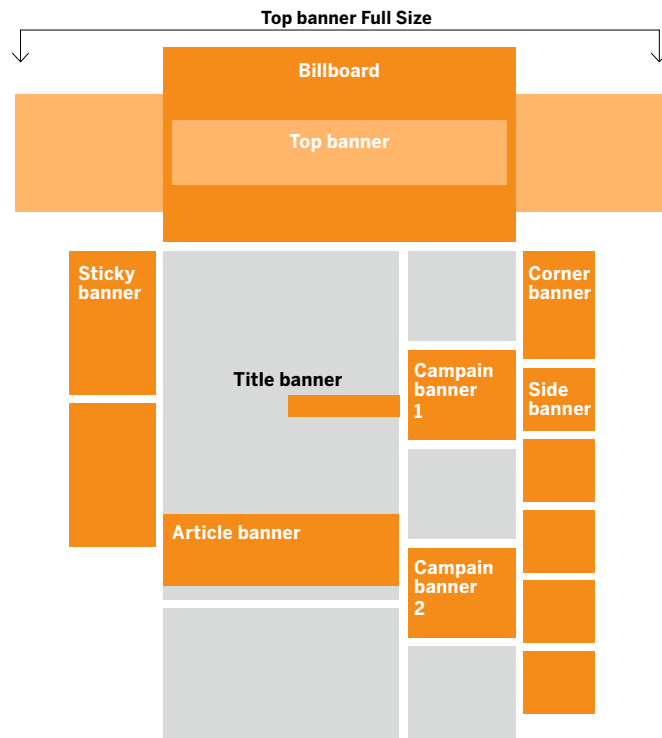
## File types

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

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

Design of the ads included in the price.

Article page, prices per month



<b>Top banner Full Size</b> 1800x450 px, static, max 250 kb .....	SEK 29.500
<b>Billboard</b> 980x540 px, static or animated, max 150 kb .....	SEK 25.500
<b>Top banner</b> 930x180 px, static or animated, max 70 kb .....	SEK 12.000
<b>Sticky banner</b> 240x400 px, static or animated, max 90 kb .....	SEK 10.000
<b>Corner banner</b> 200x300 px, static or animated, max 70 kb .....	SEK 6.500
<b>Side banner</b> 200x175 px, static or animated, max 40 kb .....	SEK 2.000
<b>Campaign banner 1</b> 300x250 px, static or animated, max 75 kb .....	SEK 7.750
<b>Campaign banner 2</b> 300x250 px, static or animated, max 75 kb .....	SEK 6.200
<b>Title banner</b> 300x60 px, static max 20 kb .....	SEK 6.000
<b>Article banner</b> 660x200 px, static or animated, max 100 kb .....	SEK 9.000

## File types

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

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

Design of the ads included in the price.

## 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 .....	7 500 kr *
<b>Full size</b> 820x200 px .....	6 000 kr
<b>Top advert</b> 400x200 px .....	3 000 kr
<b>Middle advert</b> 400x200 px .....	2 000 kr
<b>Bottom advert</b> 400x200 px .....	2 000 kr

\*Price per week

## File types

Static jpg, gif or png.

All banners must be static. Design of the ads included in the price. Max 50 kb.

Newsletter is delivered 3 times a 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

**SEK 20 000**

## Membership SEK 8 800/year

All advertising prices are member prices.  
Prices for non-members are double.  
Contact us for more information.

All advertising prices are member prices. Non-member rates are double.

# More opportunities with Dagens Handel

## Advertorials

**Dagens Handel** offer advertorial ads in the print magazine. There you as an advertiser are able to get your message spread into a concept of editorial and comprehensive image. As an advertiser, you contribute with facts, images and will 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, please contact the advertising department.



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## Native advertising

**Native Advertising** is a sponsored text on [dagenshandel.se](https://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.

## Marketing

**Linda Gheysari**

Media Manager

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[linda.gheysari@nordiskemedier.se](mailto:linda.gheysari@nordiskemedier.se)