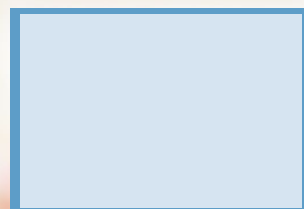


# friKöpenskap MEDIA INFO 2023

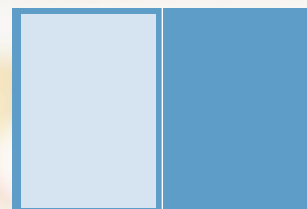
## Editorial plan 2023

Issue	Publishing date	Material day
3	January 20 <i>Theme: All the world's food</i>	January 12
4	January 27	January 19
5	February 3	January 26
6	February 10 <i>Theme: Dairy and cheese</i>	February 2
7	February 17	February 9
8-9	February 24	February 16
10	March 10 <i>Theme: Chilled vegetarian</i>	March 2
11	March 17	March 9
12	March 24	March 16
13-14	March 31	March 23
15	April 14 <i>Theme: Beverage</i>	April 6
16	April 21	April 13
17	April 28	April 20
18	May 5	April 27
19-20	May 12	May 3
21	May 26 <i>Theme: Barbecue</i>	May 17
22	June 2	May 25
23	June 9	June 1
33	August 18 <i>Theme: Snacks &amp; confectionery</i>	August 10
34	August 25	August 17
35	September 1 <i>Theme: From sea</i>	August 24
36	September 8	August 31
37-38	September 15	September 7
39	September 29 <i>Theme: Pets</i>	September 21
40	October 6	September 28
41	October 13	October 5
42	October 20	October 12
43-44	October 27 <i>Theme: Security</i>	October 19
45	November 10	November 2
<b>Dagligvarugalan November 16</b>		
46	November 17	November 9
47	November 24	November 16
48	December 1	November 23

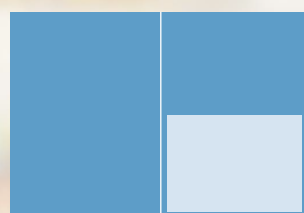
## Ad formats and prices



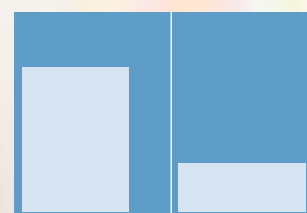
**Spread** SEK 137,400  
528 x 372 mm



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



**1/2-page** SEK 69,400  
252 x 185 mm



**A4** SEK 77,400  
201 x 280 mm  
**1/4-page** SEK 41,300  
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](mailto: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

<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.  
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](mailto: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

<b>Top advert Full Size</b> 820x200 px, SEK 12,000/day	
<b>Top advert left</b> 400x200 px SEK 6,900/day	<b>Top advert right</b> 400x200 px SEK 6,900/day
<b>Mid advert left</b> 400x200 px SEK 5,800/day	<b>Mid advert right</b> 400x200 px SEK 5,800/day
<b>Bottom advert left</b> 400x200 px SEK 4,600/day	<b>Bottom advert right</b> 400x200 px SEK 4,600/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**

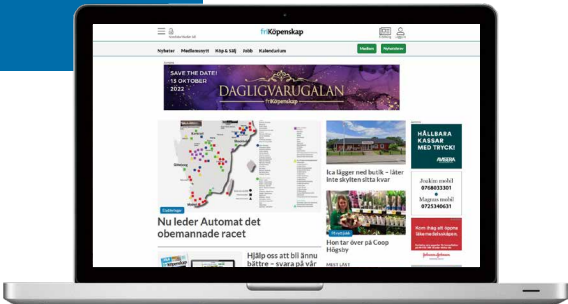
- 12 months side banner on the portal
- 1 top ad in the newsletter
- 2 middle ads in the newsletter
- 2 bottom ads in the newsletter
- 1 year membership

**SEK 23,100**

**Membership SEK 12,900/year**

**The membership includes:**

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



## Contact



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