

Dagens Handel

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.



MEDIA INFO 2017

Publication Dates 2017

Issue	Publication	Deadline	Theme/Fairs
1	January 27	January 13	Trade in the community/trends
2	March 3	February 17	Security
3	March 31	March 17	The shop
4	May 4	April 20	Omnichannel
5-6	June 16	June 2	Trade in the community, career, staff
7-8	September 22	September 8	Security and logistics
9-10	November 17	November 3	Profitable business

Advertising department

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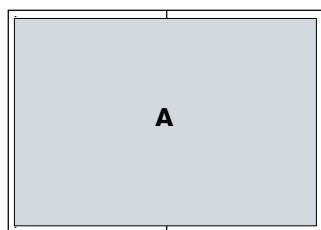
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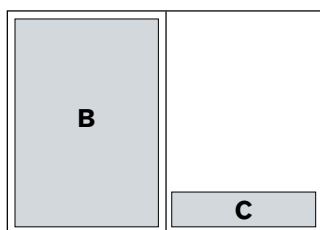
Format and prices



SPREAD

Format A

500 x 325 mm*
540 x 375 mm** SEK 61,700



1/1-PAGE/STREAMER

Format B

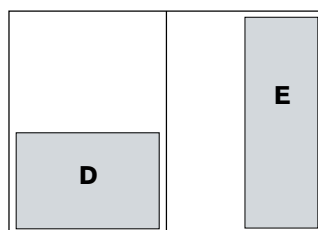
240 x 325 mm*
270 x 375 mm** SEK 36,900

Format C – Page 2

240 x 50 mm* SEK 21,100

Page 3 SEK 37,500

Cover 4 SEK 39,400



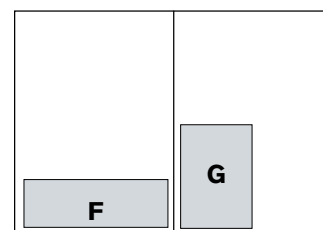
1/2-PAGE

Format D

240 x 162 mm SEK 27,500

Format E

117 x 325 mm SEK 27,500



1/4-PAGE

Format F

240 x 81 mm* SEK 15,200

Format G

117 x 162 mm* SEK 15,200

* Setting area.

** Bleed, add 5 mm trim area.

Requested placement: 10% will be added to the regular price.

Place ads

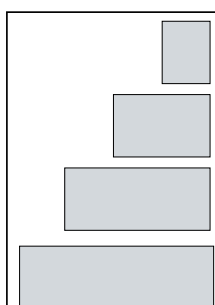
Dagens handel

SEK 34/ column mm in CMYK

dagenshandel.se

SEK 8 500

In combination with the listing in Dagens Handel, you only pay SEK 4,000



1-column

55 mm

2-column

117 mm

3-column

178 mm

4-column

240 mm

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

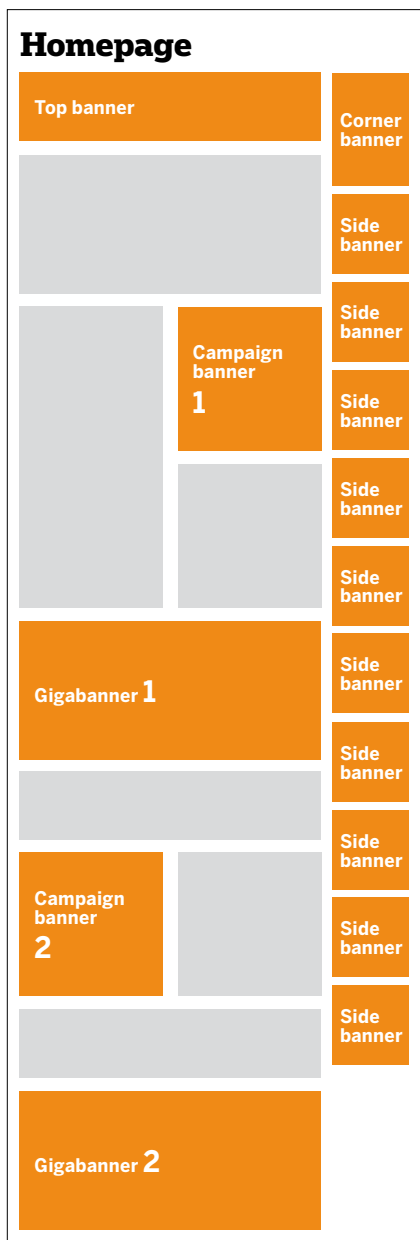
55 x 80 mm
15 000 kr/year

Format

117 x 80 mm
22 500 kr/year



Ad format & prices web/newsletter



Top banner 930x180 px SEK 12 000 / month
 Corner banner 150x300 px SEK 6 500 / month
 Side banner 150x175 px SEK 2 000 / month
 Campaign banner 480x480 px SEK 9 500 / month
 Gigabanner 1 980x480 px SEK 12 000 / month
 Gigabanner 2 980x480 px SEK 8 500 / month

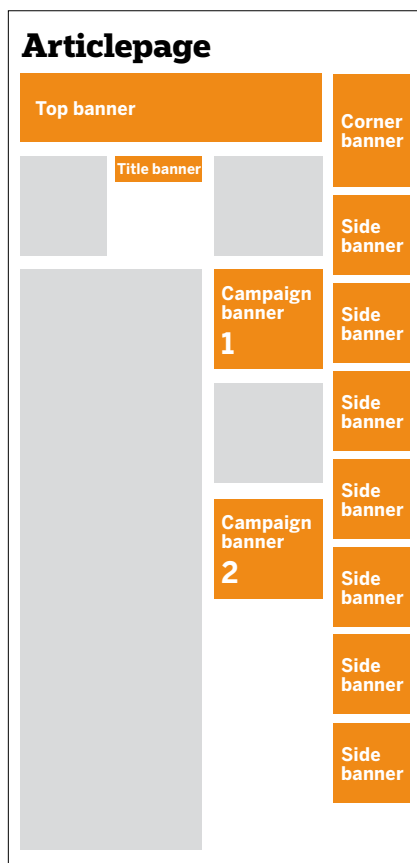
Membership SEK 6 800/year

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

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

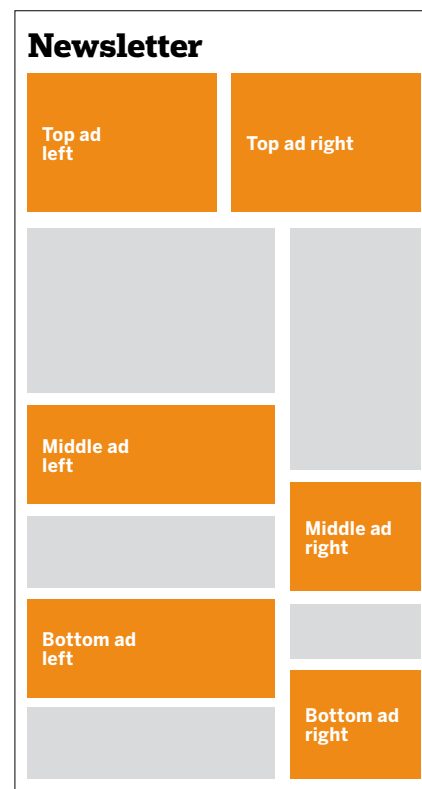
SEK 20 000



Top banner 930x180 px SEK 12 000 / month
 Corner banner 150x300 px SEK 6 500 / month
 Side banner 150x175 px SEK 2 000 / month
 Title banner, statisk 200x60 px SEK 13 000 / month
 Campaign banner 300x250 px. SEK 7 750 / month

Type of files (Applies to both Home & Article page)
 Static jpg, max 75 kb
 Animated gif, max 75 kb
 Html (Full Source Zip)
 Script

All banners should be responsive.
 Animations should last within 20 seconds.
 Ad design is included in the price.



Top ad left 400x200 px SEK 3 000 / day
 Top ad right 400x200 px SEK 3 000 / day
 Middle ad left 490x147 px SEK 2 000 / day
 Middle ad right 310x235 px SEK 2 000 / day
 Bottom ad left 490x147 px SEK 1 500 / day
 Bottom ad right 310x235 px SEK 1 500 / day

Type of files
 Static jpg, gif eller png.

All banners should be static.
 Ad design is included in the price.

All advertising prices are member prices.
 Prices for non-members are double.

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.dagenshandel@mentoronline.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.

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.

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.

Native advertising

SEK 10,000/week

Seminars and events 2017

DagensHandel retailforum

Dagens Handel Retail Forum is the great meeting place for trade, where the latest trends and the most important issues are discussed - locally and globally. There is also the opportunity to network with retail executives during breakfast and lunch breaks.

Dagens Handel organizes Dagens Handel Retail Forum in both Stockholm and Gothenburg in the autumn of 2017. Please look at www.retailforum.se for more information and get in contact with to the advertising department.

Dagens Handel *Executive Forum*

Dagens Handel is the channel for new and deeper business relationships. We customize meetings according to your wishes and needs.

Exclusively selected participants, often in small groups, meet in an inspiring environment, where given the opportunity to discuss and get inspiration. The topics are developed in consultation with you.

Executive Forum can realized in the form of breakfast seminars, executive dinners and round-table talks.

