

Dagens Handel



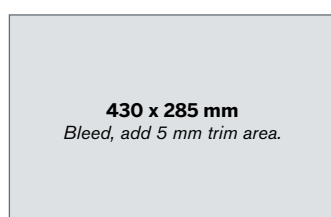
Dagens Handel provides independent news coverage of the entire retail in multiple channels like: print magazines, e-zine, web news, newsletters and knowledge-based events.

Media info 2020

Publication Dates 2020

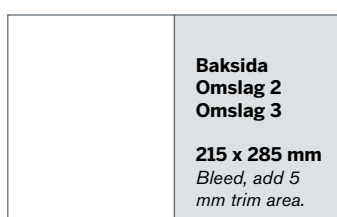
| Issue | Publication | Deadline | Theme/Fairs |
|-------|--------------|-------------|--|
| 1 | March 6 | February 17 | Sustainability in focus - Customer loyalty, product development |
| 2 | May 15 | April 20 | Payment solutions in focus - E-commerce, store, security |
| 3 | September 25 | September 2 | The store in Focus - Sustainability, environment, climate, concept |
| 4 | November 20 | October 30 | Focus e-commerce - digital platforms, AI logistics |

Format and prices



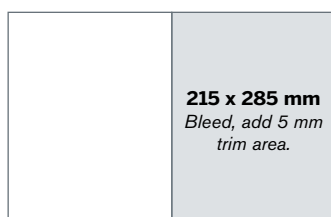
SPREAD

SEK 59 900 kr



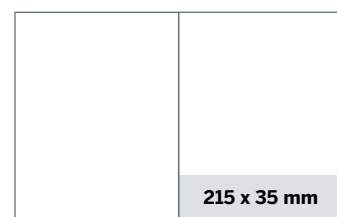
RECUESTED PLACEMENT

10% will be added to the regular price.

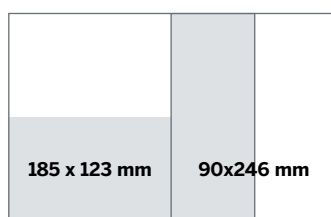


1/1-PAGE

SEK 37 900 kr

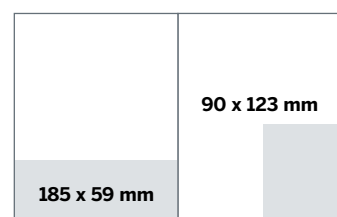


STREAMER PAGE 1 SEK 25 000 kr



1/2 PAGE

SEK 28 300 kr



1/4 PAGE

SEK 15 000 kr

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.

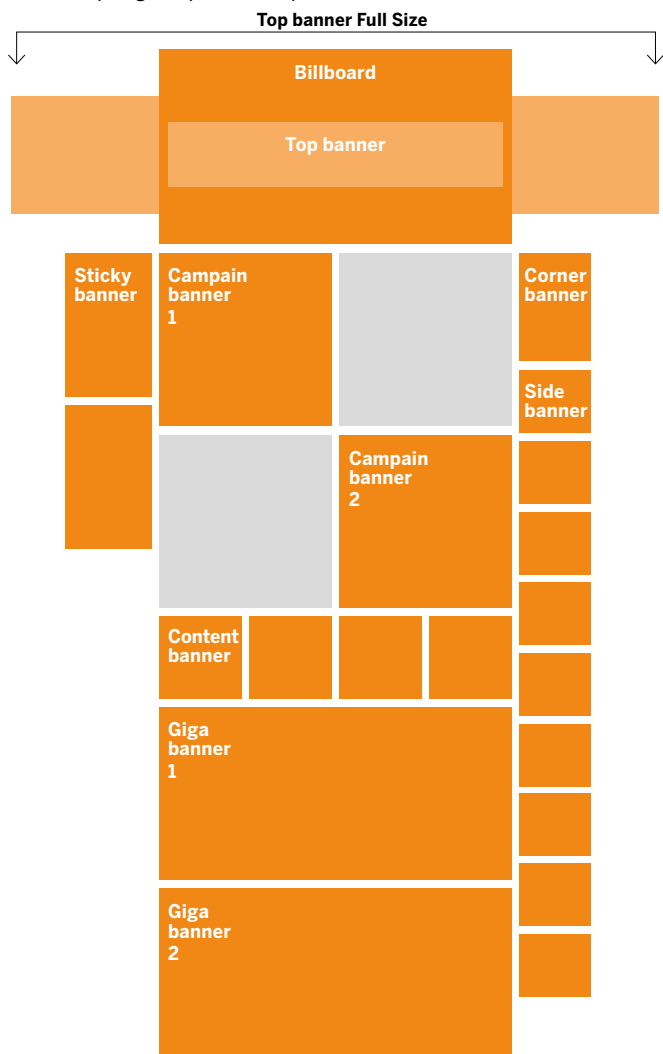
Contact the advertising department for an offer

Linda Gheysari, Media Manager

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

Ad format & prices web/newsletter

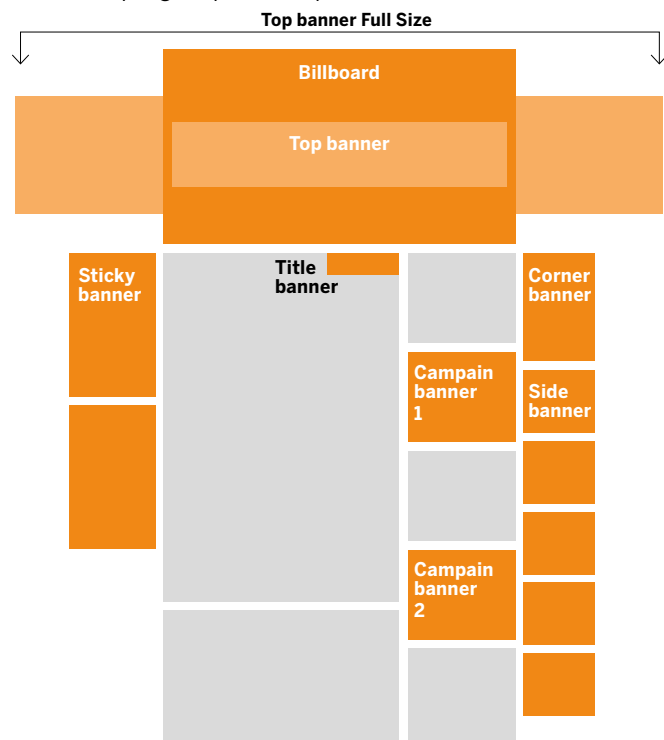
Start page, prices per month



| | |
|---|------------|
| Top banner Full Size 1800x450 px, static, max 250 kb | SEK 29 500 |
| Billboard 980x540 px, static or animated, max 150 kb | SEK 25 500 |
| Top banner 930x180 px, static or animated, max 70 kb | SEK 12 000 |
| Sticky banner 240x400 px, static or animated, max 90 kb | SEK 10 000 |
| Corner banner 200x300 px, static or animated, max 70 kb | SEK 6 500 |
| Side banner 200x175 px, static or animated, max 40 kb | SEK 2 000 |
| Content banner 230x230 px, static, max 55 kb | SEK 3 750 |
| Campaign banner 1 480x480 px, static or animated, max 75 kb | SEK 9 500 |
| Campaign banner 2 480x480 px, static or animated, max 75 kb | SEK 8 800 |
| Giga banner 1 980x480 px, static or animated, max 150 kb | SEK 12 000 |
| Giga banner 2 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



| | |
|---|------------|
| Top banner Full Size 1800x450 px, static, max 250 kb | SEK 29 500 |
| Billboard 980x540 px, static or animated, max 150 kb | SEK 25 500 |
| Top banner 930x180 px, static or animated, max 70 kb | SEK 12 000 |
| Sticky banner 240x400 px, static or animated, max 90 kb | SEK 10 000 |
| Corner banner 200x300 px, static or animated, max 70 kb | SEK 6 500 |
| Side banner 200x175 px, static or animated, max 40 kb | SEK 2 000 |
| Campaign banner 1 300x250 px, static or animated, max 75 kb | SEK 7 750 |
| Campaign banner 2 300x250 px, static or animated, max 75 kb | SEK 6 200 |
| Title banner 200x60 px, static, max 20 kb | SEK 13 000 |

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 | |

| | |
|--------------------------|----------|
| Streamer 820x28 px | 7 500 kr |
| Full size 820x200 px | 6 000 kr |
| Top advert 400x200 px | 3 000 kr |
| Middle advert 400x200 px | 2 000 kr |
| Bottom advert 400x200 px | 2 000 kr |

*Price per week

Nyhetsbrevet går ut 1 ggr/dag.

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

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

SEK 8 800/year

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

Material

Advertising material incl landing page

Send to: annons@nordiskemedier.se

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 15 000/week**

Marketing

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