

friKöpenskap



MEDIA INFO 2021

Sales department

Claes Holmström
Advertising Manager
+46 (0)70-943 73 10
claes.holmstrom@nordiskemedier.se

Fred Luxenburg
Key Account Manager
+46 (0)73-682 53 05
fred.luxenburg@nordiskemedier.se

Magnus Wrigert
Job Advertisement
+46 (0)73-682 53 37
platsannonser@nordiskemedier.se

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.

Editorial plan 2021

Issue	Publishing date	Material day
3	January 22	January 14
4	January 29	January 21
5	February 5	January 28
6	February 12	Nominate February 4
7	February 19	February 11
8	February 26	February 18
9	March 5	February 25
10	March 12	March 4
11	March 19	March 11
12-13	March 26	March 18
14	April 9	April 1
15	April 16	April 8
16-17	April 23	April 15
18-19	May 7	April 29
20	May 21	May 12
21	May 28	May 20
22-33	June 4	May 27
34	August 27	August 19
35	September 3	Finalists August 26
36-37	September 10	September 2
38	September 24	September 9
Dagligvarugalan September 30		
39	October 1	September 23
40	October 8	September 30
41	October 15	October 7
42	October 22	October 14
43-44	October 29	October 21
45	November 12	November 4
46	November 19	November 11
47	November 26	November 18
48-52	December 3	November 25

Ad formats and prices

Spread 528 x 372 mm SEK 119,400	1/1-page 252 x 372 mm SEK 82,200	1/2-page 252 x 185 mm SEK 60,200	"A4" 201 x 280 mm SEK 67,300	1/4-page 252 x 90 mm SEK 35,900
---	--	--	--	---

Technical information

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

www.fri-kopenskap.se

Start page

Top banner 930x180 px, SEK 12,000/month	Corner banner 200x300 SEK 6,500 /month
	Side banner 200x175 SEK 2,000 /månad
Campaign banner 300x250 px SEK 9,500 /månad	Side banner
Giga banner 930x250 px, SEK 9,000/month	Side banner

Article page

Top banner 930x180 px, SEK 12,000/month	Corner banner 200x300 SEK 6,500 /month
	Side banner 200x175 SEK 2,000 /month
Article banner text 300x60 px, static SEK 13,000:-/månad	Campaign banner 300x250 px SEK 9,500 /month
Inread article banner 660x200 px, SEK 7,500/month	Side banner

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.

All banners share their spot with up to three others.
 Rotation is executed after page reload.

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.

Material

E-mail material including landing page to: **annons@nordiskemedier.se**

Newsletter

Top advert Full Size 820x200 px, SEK 5,000/day	
Top advert left 400x200 px SEK 3,000/day	Top advert right 400x200 px SEK 3,000/day
Mid advert left 400x200 px SEK 2,500/day	Mid advert right 400x200 px SEK 2,500/day
Bottom advert left 400x200 px SEK 2,000/day	Bottom advert right 400x200 px SEK 2,000/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).

Membership

SEK 9,800/year

The membership includes:

- article on member page
- job advertisement on member page

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