

# friKöpenskap



## MEDIA INFO 2020

### Sales department

**Mi Andrén**

Advertising Manager  
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**Paulina Fredriksson**

Mediechef, Print & Web  
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**Fred Luxemburg**

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**Magnus Wrigert**

Job Advertisement  
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## 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 2020

Issue	Publishing date	Material day
3	January 17	January 9
4	January 24	January 16
5	January 31	January 23
6	7 februari	January 30
7	February 14 <b>Nominate</b>	February 6
8	February 21	February 13
9	February 28	February 20
10	March 6	February 27
11	March 13	March 5
12	March 20	March 12
13	March 27	March 19
14-15	April 3	March 26
16	April 17	April 9
17-18	April 24	April 16
19	May 8	April 30
20-21	May 15	May 7
22	May 29	May 21
22-33	June 5	May 28
34	August 21	August 13
35	August 28 <b>Finalists</b>	August 20
36	September 4	August 27
37	September 11	September 3
38	September 18	September 10
39	September 25	September 17
40	October 2	24 September
<b>Dagligvarugalan oktober 8 Stockholms Stadshus</b>		
41	October 9	October 1
42	October 16	October 8
43-44	October 23	October 15
45	November 6	October 29
46	November 13	November 5
47	November 20	November 12
48	November 27	November 19
49-52	December 4	November 26

# Ad formats and prices

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

<b>Top banner</b> 930x180 px, SEK 12,000/month	<b>Corner banner</b> 200x300 SEK 6,500 /month
	<b>Side banner</b> 200x175 SEK 2,000 /month
<b>Campaign banner</b> 480x480 px, SEK 9,500/month	<b>Side banner</b>
	<b>Side banner</b>
	<b>Side banner</b>
	<b>Side banner</b>
<b>Giga banner</b> 980x480 px, SEK 12,000/month	<b>Side banner</b>

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

### Article page

<b>Top banner</b> 930x180 px, SEK 12,000/month	<b>Corner banner</b> 200x300 SEK 6,500 /month
	<b>Side banner</b> 200x175 SEK 2,000 /month
<b>Campaign banner</b> 300x250 px SEK 7750 /month	<b>Side banner</b>
	<b>Side banner</b>

### 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 included in the price.

# Newsletter

<b>Top advert Full Size</b> 820x200 px, SEK 5,000/day	
<b>Top advert left</b> 400x200 px SEK 3,000/day	<b>Top advert right</b> 400x200 px SEK 3,000/day
<b>Mid advert left</b> 400x200 px 2.500:-/dag	<b>Mid advert right</b> 400x200 px 2.500:-/dag
<b>Bottom advert left</b> 400x200 px 2.000:-/dag	<b>Bottom advert right</b> 400x200 px 2.000:-/dag

### File types

Static jpg, gif or png.  
 All banners should be static.  
 Design of the ads included in the price.

## 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**

## Membership

### SEK 6,800/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