

friKöpenskap



MEDIA INFO 2019

Sales department

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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 2019

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

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
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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

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

All banners, except the Title banner, share their spot with up to three others. Rotation is executed after page reload.

Article page

Top banner 930x180 px, SEK 12,000/month	Corner banner 200x300 SEK 6,500 /month
	Side banner 200x175 SEK 2,000 /month
Campaign banner 300x250 px SEK 7,750 /month	Side banner
	Side banner
	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 included in the price.

Newsletter

Top advert left 400x200 px, SEK 3,000/day	Top advert right 400x200 px, SEK 3,000/day
Mid advert left 490x147 px, SEK 2,000/day	Mid advert right 310x235 px, SEK 2,000/day

File types

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

Membership
SEK 6,800/year

- The membership includes:
- article on member page
 - job advertisement on member page
 - side banner on the portal

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

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