friKöpenskap



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# Sales department

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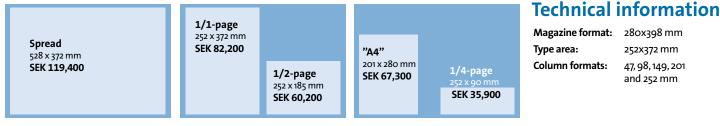
# COVERS THE WHOLE BUSINESS

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 12					
40	October 4	26 September					
40	October 11	October 3					
41	October 18	October 10					
43-44	October 25	October 17					
45 44	November 8	October 31					
45	November 15	November 7					
40	November 22	November 14					
47	November 29	November 21					
49-52	December 6	November 28					
49-52	November 0 November 20						

# Ad formats and prices



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.

Article page

For more information and quotation, please contact the sales department.

### **Material/advertisement**

E-mail material to: annons.fk@nordiskemedier.se

package banner on the portal

Newsletter

## www.fri-kopenskap.se

#### Start page

Start page		Article page		Top advert left	Top advert right
Top banner 930x180 px, SEK 12,000/month Campaign banner 480x480 px, SEK 9,500/month	Corner banner 200x300 SEK 6,500 /month	<b>Top banner</b> 930x180 px, SEK 12,000/month	Corner banner 200x300 SEK 6,500 /month	400x200 px, SEK 3,000/day	400x200 px, SEK 3,000/day
	Side banner 200X175 SEK 2,000 /month Side banner	Campai, banner 300x250 SEK 7,750 /month	/month	Mid advert left 490x147 px, SEK 2,	.000/day
	Sid- banner		Side banner		Mid advert right 310x235 px, SEK 2,000/day
	Side banner	<b>File types</b> Static jpg, max 75 kb Animated gif, max 75 kb		File types Static jpg, gif or	
	Side banner	Html (zip-file) Script All banners must be		All banners shou Design of the ac	ds included in the price.
Giga banner 980x480 px, SEK 12,000/month Side banner		responsive. Animations should keep within 20 seconds.	Member SEK 6,800	D/year 🔪 🗤	Aember package 2 months side banner on the po
All banners, except the Title banner, share their spot with up to three others. Rotation is executed after page reload.		Design of the ads included in the price.	The membership in • article on member p • job advertisement o	page • 2 on member page • 2	top ad in the newsletter middle ads in the newsletter bottom ads in the newsletter

# side banner on the portal

### • 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

Nordiske Medier