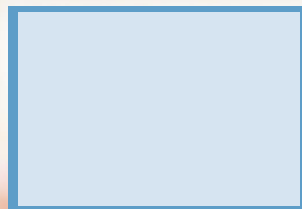


friKöpenskap MEDIA INFO 2024

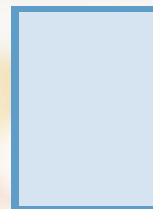
Editorial plan 2024

Issue	Publishing date	Material day
3	January 19	January 11
4-5	January 26	January 18
6	February 9	February 1
7	February 16	February 8
8-9	February 23	February 15
10	March 8	February 29
11	March 15	March 7
12-13	March 22	March 14
14	April 5	March 28
15	April 12	April 4
16	April 19	April 11
17-18	April 26	April 18
19	May 10	April 30
20	May 17	May 9
21	May 24	May 16
22	May 31	May 23
Summer break		
33-34	August 16	August 8
35	August 30	August 22
36	September 6	August 29
37-38	September 13	September 5
39	September 27	September 19
40-41	October 4	September 26
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

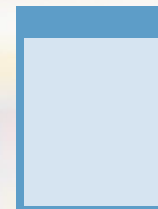
Ad formats and prices



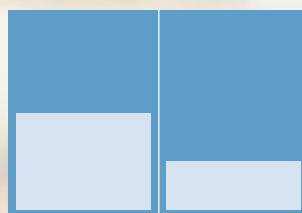
Spread
528 x 372 mm
SEK 137,400



1/1-page
252 x 372 mm
SEK 94,600



Back page
252 x 321 mm
SEK 137,400



1/2-page
252 x 185 mm
SEK 69,400

1/4-page
252 x 90 mm
SEK 41,300

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 an 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

Technical information

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



Start page

Top banner 930x180 px, SEK 28,000/month	Corner banner 200x300 SEK 15,000/month
Campaign banner 300x250 px SEK 22,000/månad	Side banner 200x175 SEK 4,600/månad
Giga banner 930x250 px, SEK 20,800/month	Side banner

Article page

Top banner 930x180 px, SEK 28,000/month	Corner banner 200x300 SEK 15,000/month
Title banner 300x60 px, static SEK 29,900/month	Campaign banner 300x250 px SEK 22,000/month
Article banner 660x200 px, SEK 15,000/month	Side banner

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

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.

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.

Price incl. telephone interview and copywriter: SEK 15,000/week

Material

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

Fri Köpenskap – 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.

Newsletter

Top advert Full Size 820x200 px, SEK 12,000/day	
Top advert left 400x200 px SEK 6,900/day	Top advert right 400x200 px SEK 6,900/day
Mid advert left 400x200 px SEK 5,800/day	Mid advert right 400x200 px SEK 5,800/day
Bottom advert left 400x200 px SEK 4,600/day	Bottom advert right 400x200 px SEK 4,600/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).

Member package

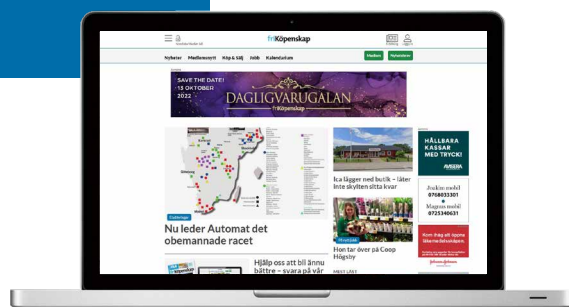
- 12 months side banner on the portal
- 1 top ad in the newsletter
- 2 middle ads in the newsletter
- 2 bottom ads in the newsletter
- 1 year membership

SEK 23,100

Membership SEK 12,900/year

The membership includes:

- 50% discount on digital advertising
- article on member page
- job advertisement on member page



Contact



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