

Dagens Handel



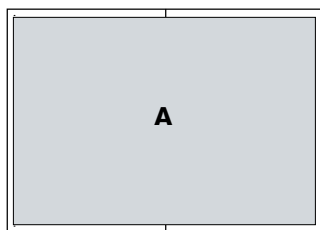
Dagens Handel provides independent news coverage of the entire retail in multiple channels like: print magazines, e-zine, web news, newsletters and knowledge-based events.

Media info 2019

Publication Dates 2019

Issue	Publication	Deadline	Theme/Fairs
1	March 8	February 15	The shop in focus, security, interior, trends
2	May 10	April 24	Digitalization in focus – payment solutions,
3	September 13	August 27	Customer loyalty, AI, marketing
4	November 15	October 29	Logistics – E-commerce

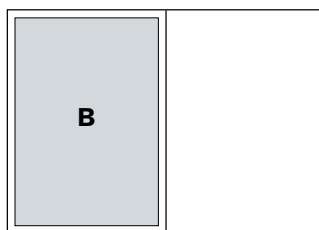
Format and prices



SPREAD

Format A

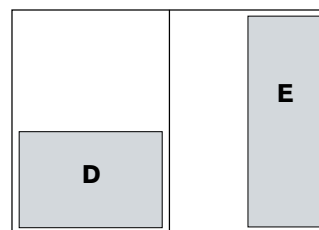
430 x 285 mm** SEK 59,900



1/1-PAGE/STREAMER

Format B

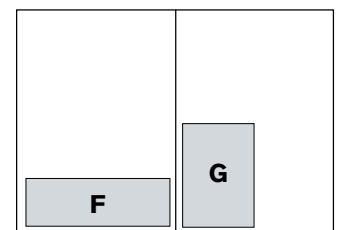
215 x 285 mm** SEK 38,000



1/2-PAGE

Format D

185 x 123 mm SEK 28,300



1/4-PAGE

Format F

185 x 59 mm* SEK 15,700

Format G

90 x 123 mm* SEK 15,700

** Bleed, add 5 mm trim area.

Requested placement: 10% will be added to the regular price.

Marknadstorget

Marknadstorget (Market Square) is an efficient and cost-optimal advertising space for products, services, equipment, training and more. Marknadstorget continuously gives you great consistency with unbeatable reach and accuracy.

* Note: booked per calendar year.



Format

90 x 59 mm
9,000 SEK/year

Technical information

Column width: 55, 117, 178, 240 mm

Print info: 150 lines/inch, the max total ink weight must not exceed 300 %

Colour: CMYK

Print

Material: High resolution PDF

Material address:

annons@nordiskemedier.se

Other

Payment terms:

Prices exclude VAT.

Advertising tax is included.

Settlement per 10 days.

Invoice charges.

Production costs:

For production, or adjustment / modification of advertising material, production costs will be charged.

General information:

Advertisements can be moved or canceled if the magazine is notified at least two months before the publication date. Responsibility for errors in advertisements is limited to a maximum ad cost. For damage because of loss of material or faulty materials will not accept responsibility.

Attachments

In Dagens Handel, you can also advertise your own attachments - brochures, customer magazine, invitations, etc.. Option to select geographically.

Contact the advertising department for an offer

Linda Gheysari

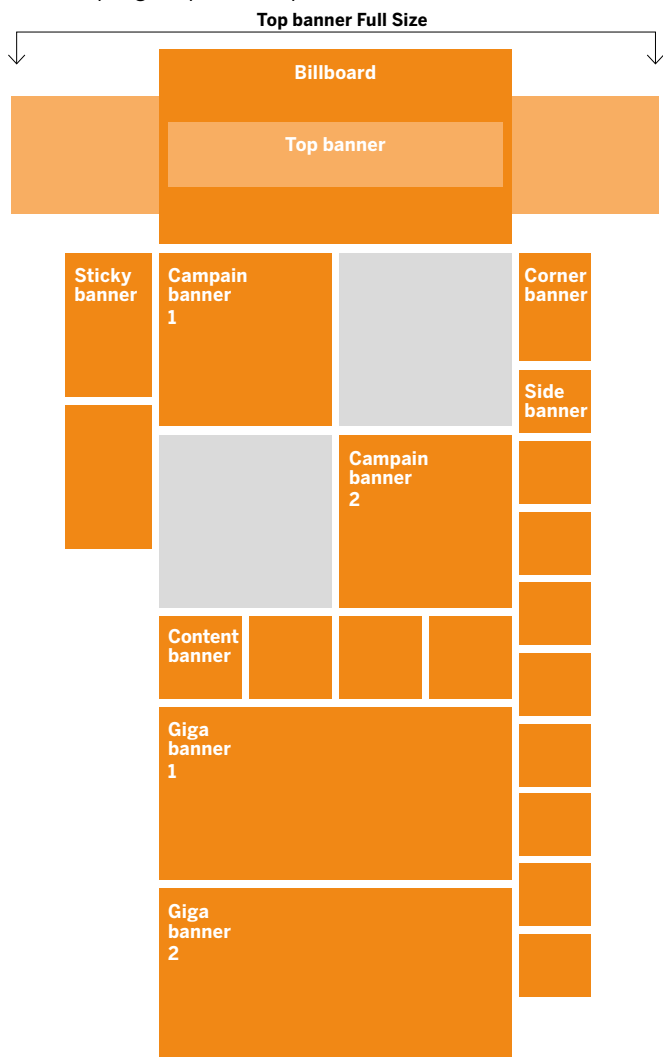
Media Manager

+46 (0)709-90 54 29

linda.gheysari@nordiskemedier.se

Ad format & prices web/newsletter

Start page, prices per month



- Top banner Full Size** 1800x450 px, static, max 250 kb SEK 29.500
- Billboard** 980x450 px, static or animated, max 150 kb SEK 25.500
- Top banner** 930x180 px, static or animated, max 70 kb SEK 12.000
- Sticky banner** 240x400 px, static or animated, max 90 kb SEK 10.000
- Corner banner** 200x300 px, static or animated, max 70 kb SEK 6.500
- Side banner** 200x175 px, static or animated, max 40 kb SEK 2.000
- Content banner** 230x230 px, static, max 55 kb SEK 3.750
- Campaign banner 1** 480x480 px, static or animated, max 75 kb SEK 9.500
- Campaign banner 2** 480x480 px, static or animated, max 75 kb SEK 8.800
- Giga banner 1** 980x480 px, static or animated, max 150 kb SEK 12.000
- Giga banner 2** 980x480 px, static or animated, max 150 kb SEK 8.500

File types

Static jpg, animated gif, Html (zip-file) Script
 All banners must be responsive. Animations should keep within 20 seconds.
 Design of the ads included in the price.

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

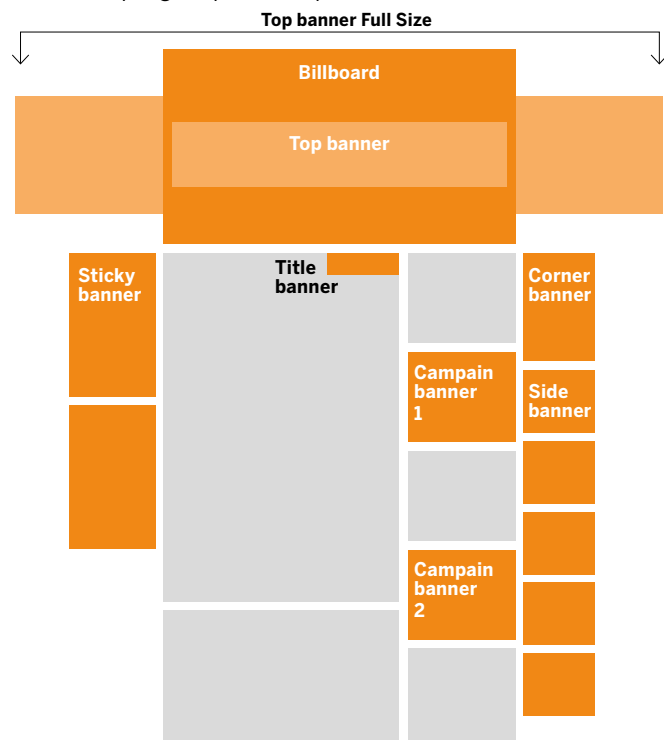
Membership

SEK 6 800/year

All advertising prices are member prices.
 Prices for non-members are double.
 Contact us for more information.

Advertising material incl landing page
 Send to: annons@nordiskemedier.se

Article page, prices per month

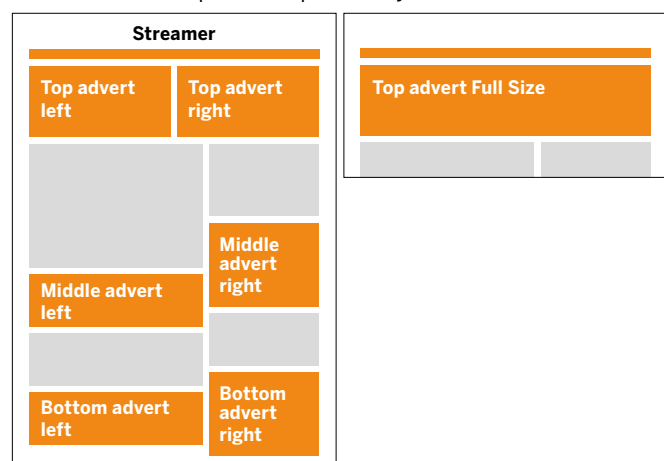


- Top banner Full Size** 1800x450 px, static, max 250 kb SEK 29.500
- Billboard** 980x450 px, static or animated, max 150 kb SEK 25.500
- Top banner** 930x180 px, static or animated, max 70 kb SEK 12.000
- Sticky banner** 240x400 px, static or animated, max 90 kb SEK 10.000
- Corner banner** 200x300 px, static or animated, max 70 kb SEK 6.500
- Side banner** 200x175 px, static or animated, max 40 kb SEK 2.000
- Campaign banner 1** 300x250 px, static or animated, max 75 kb SEK 7.750
- Campaign banner 2** 300x250 px, static or animated, max 75 kb SEK 6.200
- Title banner** 200x60 px, static, max 20 kb SEK 13.000

File types

Static jpg, animated gif, Html (zip-file) Script
 All banners must be responsive. Animations should keep within 20 seconds.
 Design of the ads included in the price.

Newsletter, prices per day



- Streamer** 820x28 px, static, max 50 kb SEK 7.500*
- Top advert Full Size** 820x200 px, static, max 50 kb SEK 6.000
- Top advert** 400x200 px, static, max 50 kb SEK 3.000
- Middle advert left** 490x147 px, static, max 50 kb SEK 2.000
- Middle advert right** 310x235 px, static, max 50 kb SEK 2.000
- Bottom advert left** 490x147 px, static, max 50 kb SEK 1.500
- Bottom advert right** 310x235 px, static, max 50 kb SEK 1.500

File types

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

*Price per week

More opportunities with Dagens Handel

Advertorials

Dagens Handel offer advertorial ads in the print magazine. There you as an advertiser are able to get your message spread into a concept of editorial and comprehensive image. As an advertiser, you contribute with facts, images and will 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, please contact the advertising department.

Native advertising

Native Advertising is a sponsored text on dagenshandel.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.

Native advertising

SEK 15,000/week

Seminars and events 2019



Dagens Handel Retail Forum is the great meeting place for trade, where the latest trends and the most important issues are discussed – locally and globally. There is also the opportunity to network with retail executives during breakfast and lunch breaks.

Dagens Handel organizes Dagens Handel Retaildagen in Stockholm october 3 2019.

Please look at www.retaildagen.se for more information and get in contact with to the advertising department.