



friKöpenskap

MEDIA INFO 2018

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 Bergendahl's as well as within independent merchants.

Editorial plan 2018

Issue	Publishing date	Material day
1-3	January 19	January 11
4	January 26	January 18
5	February 02	January 25
6	February 09	February 01
7	February 16 Nominate	February 08
8	February 23	February 15
9	March 02	February 22
10	March 09	March 01
11	March 16	March 08
12-13	March 23	March 15
14	April 06	March 29
15	April 13	April 05
16	April 20	April 12
17	April 27	April 19
18-19	May 04	April 26
20	May 18	May 09
21	May 25	May 17
22-32	June 01	May 24
33	August 17	August 09
34	August 24	August 16
35	August 31 Finalist	August 23
36	September 07	August 30
37	September 14	September 06
Dagligvarugalan September 20		
38	September 21	September 13
39	September 28	September 20
40	October 05	September 27
41	October 12	October 04
42	October 19	October 11
43-44	October 26	October 18
45	November 09	November 01
46	November 16	November 08
47	November 23	November 15
48	November 30	November 22
49-52	December 07	November 29

Ad formats and prices

Spread 528 x 372 mm 4-C SEK 119,400	1/1-page 252 x 372 mm 4-C SEK 82,200	1/2-page 252 x 185 mm 4-C SEK 60,200	"A4" 201 x 280 mm 4-C SEK 67,300	1/4-page 252 x 90 mm 4-C 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

Malin lysmo, tel +46 (0)40-694 24 92
 malin.lysmo@exakta.se

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

www.fri-kopenskap.se

Start page

Top banner 930x180 px, SEK 12,360/month	Corner banner 150x300 SEK 6,690 /month
	Side banner 150x175 SEK 2,060 /month
Campaign banner 480x480 px, SEK 9,780/month	Side banner
	Sid-banner
	Side banner
	Side banner
Giga banner 980x480 px, SEK 12,360/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 12,360/month	Corner banner 150x300 SEK 6,690 /month
Title banner 200x60 px SEK 13,390 /month	Side banner 150x175 SEK 2,060 /month
Campaign banner 300x250 px SEK 7,980 /month	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 3,090/day	Top advert right 400x200 px, SEK 3,090/day
Mid advert left 490x147 px, SEK 2,060/day	Mid advert right 310x235 px, SEK 2,060/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

Material

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

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.