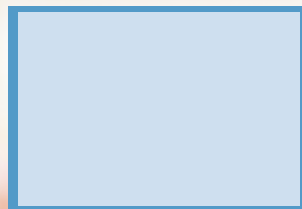


# friKöpenskap MEDIA INFO 2024

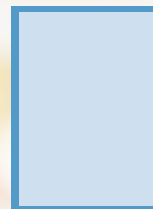
## Editorial plan 2024

Issue	Publishing date	Material day
3	January 19	January 11
4-5	January 26	January 18
6	February 9 <i>Theme: Dairy and juice</i>	February 1
7	February 16	February 8
8-9	February 23	February 15
10	March 8 <i>Theme: Charcuterie and deli</i>	February 29
11	March 15 <i>Theme: Ice cream</i>	March 7
12-13	March 22	March 14
14	April 5	March 28
15	April 12 <i>Theme: Beverages</i>	April 4
16	April 19 <i>Theme: Cheese</i>	April 11
17-18	April 26	April 18
19	May 10	April 30
20	May 17	May 9
21	May 24 <i>Theme: Store design</i>	May 16
22	May 31	May 23
<b>Summer break</b>		
33-34	August 16	August 8
35	August 30	August 22
36	September 6 <i>Theme: Vegetarian</i>	August 29
37-38	September 13	September 5
39	September 27 <i>Theme: Bakery</i>	September 19
40-41	October 4	September 26
42	October 18	October 10
43-44	October 25 <i>Theme: Security</i>	October 17
45	November 8	October 31
46	November 15	November 7
47	November 22	November 14
48	November 29	November 21

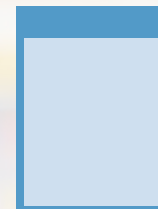
## Ad formats and prices



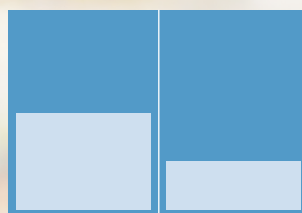
**Spread**  
528 x 372 mm  
SEK 137,400



**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 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](mailto: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

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

## Article page

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

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.

Sticky banner, corner banner and side banner are only showed on desktop.

# Newsletter

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

## File types

Static jpg, gif or png.  
All banners should be static.

## 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**

## 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**

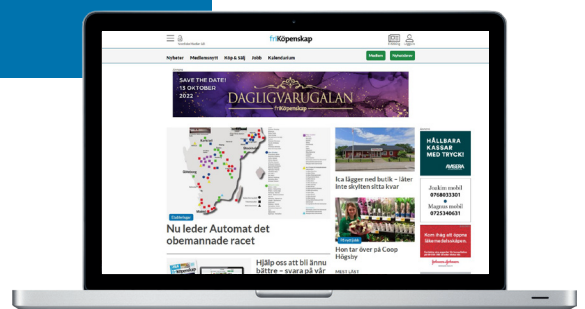
## Membership SEK 12,900/year

### The membership includes:

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

## 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.



## Contact



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