

Editorial plan 2025

Issue	Publishing date	Material day
4-5	January 24	January 17
6-7	February 7	January 31
8-9	February 21	February 14
10	March 7 Nomination supplement	February 28
11	March 14	March 7
12	March 21	March 14
13	March 28	March 21
14	April 4	March 28
15-16	April 11	April 4
17-18	April 25	April 18
19	May 9	May 2
20	May 16	May 9
21-22	May 23	May 16
23	June 5	May 29
Summer break		
34	August 22	August 15
35-36	August 29	August 22
37-38	September 12	September 5
39	September 26 s	September 19
40-41	October 3	September 26
42	October 17 Finalist supplement	October 10
43-44	October 24 o	October 17
45	November 7	October 31
46	November 14	November 7
47	November 21	November 14
48	November 28	November 21

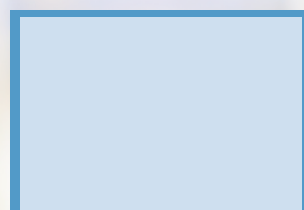
Supplement

Let Fri Köpenskap be the carrier of your brochures, fact sheets, invitations, product presentations, etc.

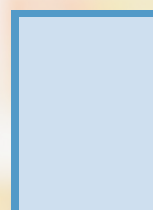
Information

VAT is added to all prices. Remarks not made within eight days will not be accepted. See general conditions at www.fri-kopenskap.se

Ad formats and prices



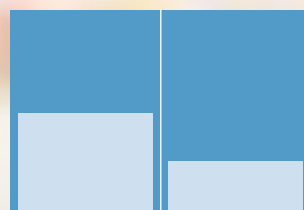
Spread
528 x 372 mm
SEK 137 400



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

Ad
(upper left front page):
90 x 50 mm
SEK 41 300

Streamer
(bottom front page):
252 x 25 mm
SEK 35 000

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.

Job ads

1 col	2 col	3 col	4 col	5 col
47 mm	98 mm	149 mm	201 mm	252 mm

Price print SEK 38/column mm,
minimum SEK 8 925

Price digital only SEK 8 925

Platsannonserna
ligger även 30 dagar
på fri-kopenskap.se
och 20 dagar i vårt
nyhetsbrev.

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 och 252 mm



Start page

Top banner 930x180 px, SEK 28 000/month	Corner banner 200x300 SEK15 000 /month
Side banner 200x175 SEK4,600 /månad	Side banner
Campaign banner 300x250 px SEK 22 000 /månad	Side banner
Giga banner 930x250 px, SEK 20 800/month	Side banner

Article page

Top banner 930x180 px, SEK 28 000/month	Corner banner 200x300 SEK15 000 /month
Side banner 200x175 SEK4,600 /month	Side banner
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

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.

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

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

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

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 3 900/day	Top advert right 400x200 px SEK 3 900/day
Mid advert left 400x200 px SEK 2 900/day	Mid advert right 400x200 px SEK 2 900/day
Bottom advert left 400x200 px SEK 1 900/day	Bottom advert right 400x200 px SEK 1 900/day

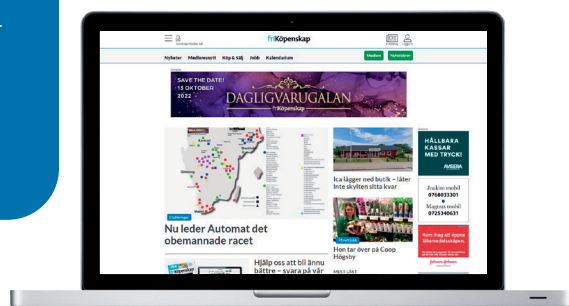
File types

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

Membership SEK 12 900/year

The membership includes:

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



Contakt



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