

The Swedish people's beloved weekly magazine



HEMMETS JOURNAL

Hemmets Journal is Sweden's major classic weekly magazine – which new generations are continuously taking to their heart. We have 300,000 readers every week. The magazine's readers are very loyal and we have a high level of credibility, people quite simply trust what we write! 75 per cent of our readers are women with an active interest in food, gardening, home and family, dogs, cats, interior design, fashion, beauty and health.

CIRCULATION AND RANGE

- 299,000 readers per issue.

Source: Orvesto full year 2020

- Unique visitors to hemmetsjournal.se: 115,000/week

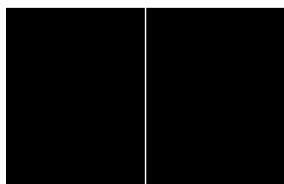
READERSHIP

Our readers are active and involved. If they are not pottering in the garden they are preparing glorious dinners, planning the summer holiday, attending an evening course in French or listening to Lucinda Riley's latest in the car on the way home from work.

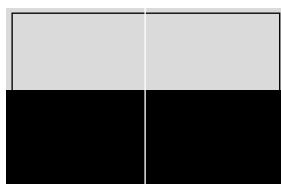
Awaiting them at home is this week's copy of Hemmets Journal and a moment of pleasant relaxation. The magazine will keep them company for at least two hours during the coming week. We give readers recreation, practical tips and exciting stories from real life. Just like a good and close friend!

The readers are mature women (50+) and they live throughout the country, primarily in small and medium-sized towns.

FORMAT / PRICES



2/1-page
(2x) 208 x 278 mm
+ 5 mm bleed
SEK 96 900



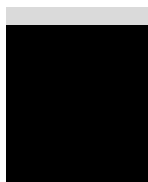
Half spread
(2x) 208 x 139 mm
+ 5 mm bleed
SEK 49 200



2nd and 3rd cover
208x278 mm
+ 5 mm bleed
SEK 54 300



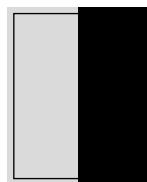
1/1-page
208x278 mm
+ 5 mm bleed
SEK 48 400



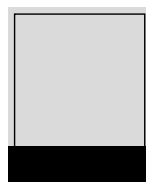
1/1-page back page
208x243 mm
+ 5 mm bleed
SEK 54 900



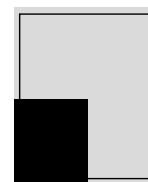
1/2-page horizontal
208x139 mm
+ 5 mm bleed
SEK 35 500



1/2-page vertical
104x278 mm
+ 5 mm bleed
SEK 35 500



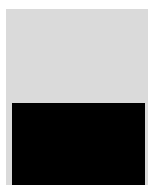
1/4-page horizontal
208x82 mm
+ 5 mm bleed
SEK 24 800



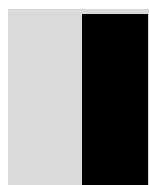
1/4-page
104x139 mm
+ 5 mm bleed
SEK 24 800

Requested position +10%

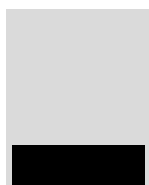
CLASSIFIED PAGES



1/2-page horizontal
192x128 mm
SEK 16 000



1/2-page vertical
95x260 mm
SEK 16 000



1/4-page horizontal
192x63 mm
SEK 9 900



1/4-page vertical
95x128 mm
SEK 9 900



1/8-page horizontal
95x63 mm
SEK 5 400



1/8-page vertical
47x128 mm
SEK 5 400



1/12-page vertical
47x95 mm
SEK 4 200



1/16-page horizontal
95x31 mm
SEK 2 750



1/16-page vertical
47x63 mm
SEK 2 750



1/32-page horizontal
47x31 mm
SEK 1 500

SUPPLEMENTS

Tests show that a magazine supplement produces up to ten times higher response frequency than unaddressed direct mail. Your supplement can furthermore have almost any appearance you want, and reach an affluent target group at a very low contact cost. There are a large number of tried and tested types of supplements and activities from which to choose:

- **Fixed:** stapled or glued on advertisement and as sample.
- **Loose:** max. format 198 x 268 mm, min. 105 x 148 mm.
- **Selected:** subscribed edition, distribution regions.
- **Enclosed in plastic:** with activity letter selected for, for example, retailers.
- **Co-produced:** 4–32 pages, material high-resolution pdfs, 208 x 278 mm bleed.

PRICES SUPPLEMENTS

WEIGHT IN GRAMS	SEK/UNIT
< 20 g	1:10
21–40 g	1:20
41–50 g	1:30
> 50 g	ask for quotation

Glued insert, additional price: 0,10 SEK per unit.

Additional costs apply when selected. Minimum selection 25 000 units.

Co-produced supplements (on the magazine's paper)
Ask for quotation

PUBLICATION SCHEDULE 2022

Issue	Copy date	Copy date appendix	Publication date
02	29 Nov	13 Dec	4 Jan
03	10 Dec	27 Dec	13 Jan
04	16 Dec	3 Jan	20 Jan
05	22 Dec	10 Jan	27 Jan
06	30 Dec	17 Jan	3 Feb
07	10 Jan	24 Jan	10 Feb
08	17 Jan	31 Jan	17 Feb
09	24 Jan	07 Feb	24 Feb
10	31 Jan	14 Feb	3 Mar
11	7 Feb	21 Feb	10 Mar
12	14 Feb	28 Feb	17 Mar
13	21 Feb	7 Mar	24 Mar
14	28 Feb	14 Mar	31 Mar
15/16	7 Mar	21 Mar	7 Apr
17	21 Mar	4 Apr	19 Apr
18	28 Mar	11 Apr	28 Apr
19	31 Mar	14 Apr	5 May
20	7 Apr	25 Apr	12 May
21	14 Apr	2 May	19 May
22	25 Apr	09 May	25 May
23	2 May	16 May	2 Jun
24	9 May	23 May	9 Jun
25/26	13 May	30 May	16 Jun
27	27 May	13 Jun	28 Jun
28	3 Jun	20 Jun	7 Jul
29	10 Jun	27 Jun	14 Jul
30	17 Jun	4 Jul	21 Jul
31	27 Jun	11 Jul	28 Jul
32	4 Jul	18 Jul	4 Aug
33	11 Jul	25 Jul	11 Aug
34	18 Jul	1 Aug	18 Aug
35	25 Jul	8 Aug	25 Aug
36	1 Aug	15 Aug	1 Sep
37	8 Aug	22 Aug	8 Sep
38	15 Aug	29 Aug	15 Sep
39	22 Aug	5 Sep	22 Sep
40	29 Aug	12 Sep	29 Sep
41	5 Sep	19 Sep	6 Oct
42	12 Sep	26 Sep	13 Oct
43	19 Sep	3 Oct	20 Oct
44/45	26 Sep	10 Oct	27 Oct
46	10 Oct	24 Oct	8 Nov
47	17 Oct	31 Oct	17 Nov
48	24 Oct	7 Nov	24 Nov
49	31 Oct	14 Nov	1 Dec
50	7 Nov	21 Nov	8 Dec
51	14 Nov	28 Nov	15 Dec
52/1	21 Nov	5 Dec	22 Dec

TECHNICAL SPECIFICATION

CREATIVE SOLUTIONS

You might want to do something out of the ordinary to become even more visible. In that case we have lots of creative solutions. Contact your sales representative to find out more. Information is also available at annons.storyhouseegmont.se

PRODUCTION OF ADVERTISEMENTS

We can assist with production of simple advertisements. Advertising material that we receive for production can be sent in the following file formats: PDF, EPS, TIFF, JPG. All picture material should be 300 dpi for the best possible quality.

Price: 245 SEK per every started period of 15 minutes. The final cost for production of advertisements will be specified on your Advertising invoice.

DELIVERY OF ADVERTISING MATERIAL

Delivery address: trafficannons@egmont.se

Name the material: format/customer/product/Magazine/year/issue

E.g. 11_customer_product_HEM2205

Address:

Story House Egmont

Annonshantering

SE-169 91 Solna, Sweden

CANCELLATION RULES

For cancellation later than 14 days before the copy date given in the price list, a booking fee of 25% of the value of the space booked will be charged. If cancellation takes place later than one week before the copy date, we reserve the right to invoice the agreed advertising rate.

MATERIAL GUIDE



Material ready for printing

All prepared advertising material that is sent in to the magazine must be ready and checked for printing. To be supplied in PDF format.



5 mm bleed

The creative should have 5 mm bleed. Spreads must be delivered as one left and one right page in two separate files.



300 dpi

All pictures in the advertisement must have a minimum resolution of 300 dpi.



CMYK

All pictures must be defined in CMYK. Spot colours (PANTONE) are to be converted to CMYK.

● ICC-profiles for print can be downloaded at annons.storyhouseegmont.se

● We do not accept open documents.

CONTACTS

To book advertising:

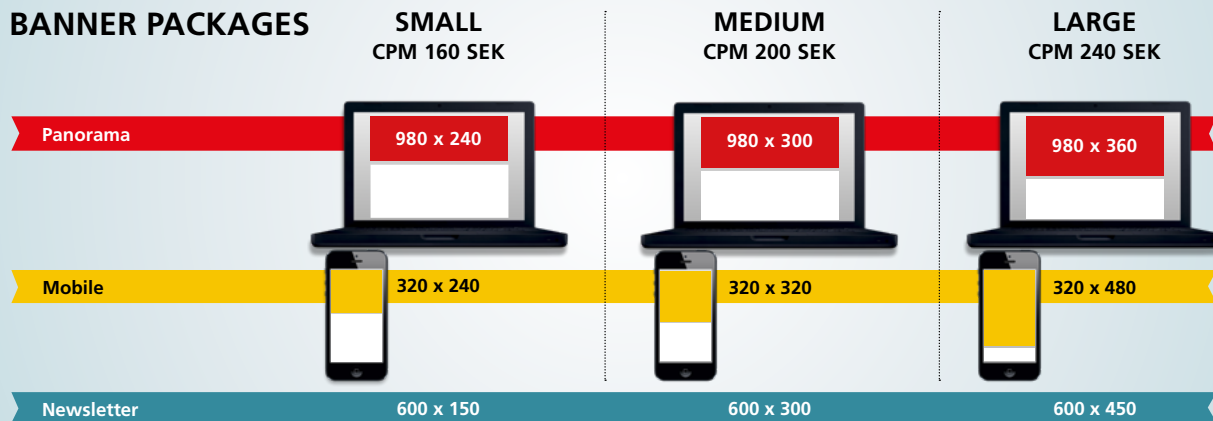
sales department,
switchboard: +46 (0)8-692 01 00
annons.storyhouseegmont.se

QUESTIONS CONCERNING ADVERTISING MATERIAL:

trafficannons@egmont.se
switchboard: +46 (0)8-692 01 00 Annonshantering

FORMAT & PRICES HEMMETS JOURNAL WEB 2022

BANNER PACKAGES



Stand-alone formats and prices



Creative formats

Add one of our creative formats for extra impact. Please ask your sales contact for more information and also see more formats at annons.storyhouseegmont.se



Special formats
CPM 300 SEK



Special formats
CPM 500 SEK AD
CPM 600 SEK Video

Native advertising

Our editorial staff creates content as well as a few eye-catching blurbs to draw in readers. The blurbs and articles are then strategically placed within

the editorial content. Depending on which public you want to reach, we can customise the content to the audience that best match your target group.

TECHNICAL SPECIFICATIONS

ADVERTISING MATERIAL

Ad material should be sent according to the technical specifications as given.

ADVERTISEMENT PRODUCTION

We can help with ad production of flash adverts. Contact your salesperson for prices. Ad material we receive for production can be sent in the following formats: EPS, TIFF, JPG. Photo material should be at least 72 dpi for best quality.

DELIVERY OF AD MATERIAL

Ad material should be sent to:

Email address: webbannons@egmont.se

Other delivery is according to agreement. Material should be delivered a minimum of three working days before the campaign start date for testing purposes. If adjustments must be made by Story House Egmont the material should be sent sooner.

For more information see material specifications at annons.storyhouseegmont.se

RULES FOR CANCELLATION:

Cancellations later than 14 days before the material day (as given in the price list) will be charged a fee of 25% of the ad space value. Cancellations later than one week before material day will be charged the full amount.

CONTACTS

To book advertising:

sales department, switchboard: +46 (0)8-692 01 00
annons.storyhouseegmont.se

QUESTIONS CONCERNING ADVERTISING MATERIAL:

webbannons@egmont.se
switchboard: +46 (0)8-692 01 00
Annonsshantering webb