

# Hus & Hem

## PRICE LIST 2022

PRINT & WEB

Sweden's most beloved house and interior design magazine



### HUS & HEM

The target group is primarily home-owners who have the economic wherewithal and passion to realize their dreams for their homes or for people whose home/holiday cottage represents their major project in life.

### CIRCULATION AND RANGE

**Coverage:** 235,000 readers (Orvesto consumer 2020 Full year)

**Gender:** Women: 74%, men: 26%

**Average age:** 51

**Unique visitors to husohem.se:** 300,000/month

**Instagram:** 60,000 followers

**Editions per year:** 12 + 3

### EVENT 2022

**May, September and December.**

Please ask your sales contact for more information

# FORMAT/PRICES/PUBLICATION DATES

## ADVERTISEMENT PAGES



<b>Double-page spread</b> (2x) 225 x 298 mm + 5 mm bleed Price: SEK 109.900	<b>2nd cover</b> 225 x 298 mm + 5 mm bleed Price: SEK 72.900	<b>3rd cover, pages 5, 7, 9</b> 225 x 298 mm + 5 mm bleed Price: SEK 69.900	<b>1/1-page</b> 225 x 298 mm + 5 mm bleed Price: SEK 58.900	<b>1/1-page Back page</b> 225 x 273 mm + 5 mm bleed SEK 72.900	<b>1/2-page horizontal</b> 225 x 149 mm + 5 mm bleed Price: SEK 35.900	<b>1/2-page vertical</b> 113 x 298 mm + 5 mm bleed Price: SEK 35.900
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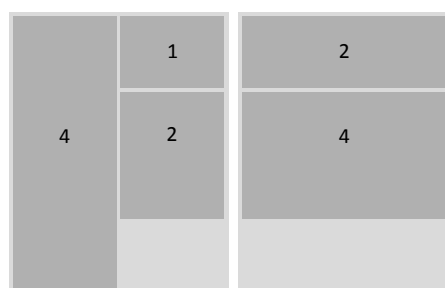
## PUBLICATION SCHEDULE 2022

NO	COPY DATE	PUBL. DATE
2	30 nov	04 jan
3	30 dec	01 feb
4	31 jan	01 mar
<b>Theme 1 Patios &amp; Garden</b>	21 feb	22 mar
5	14 mar	12 apr
6	07 apr	10 maj
7	02 maj	31 maj
<b>Theme 2 Summer</b>	19 maj	21 jun
8	17 jun	19 jul
9	18 jul	16 aug
10	15 aug	13 sep
<b>Theme 3 Christmas</b>	05 sep	04 okt
11	26 sep	25 okt
12	24 okt	22 nov
<b>1 (2023)</b>	14 nov	13 dec



## CLASSIFIED ADVERTISEMENTS

Price/MODULE SEK 5 400	FORMAT	PRICE
1 module	96 x 65 mm	SEK 5 400
2 modules horizontal	195 x 65 mm	SEK 10 800
2 modules vertical	96 x 133 mm	SEK 10 800
4 modules horizontal	195 x 133 mm	SEK 21 600
4 modules vertical	96 x 270 mm	SEK 21 600



Format modules

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 215 x 288 mm, min. 105x148 mm.
- Selected: full year subscribers, postcode, age.
- Enclosed in plastic: with activity letter selected for, for example, retailers.
- Co-produced: 4-32 pages, material high-resolution pdfs, 225x298 mm bleed.

## PRICES SUPPLEMENTS

WEIGHT IN GRAMS	FULL ISSUE SEK/UNIT
< 20 g	1:40
21–35 g	1:50
36–49 g	1:60
> 50 g	ask for quotation

Additional costs apply when selected.

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

**Ask for quotation**

## 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](mailto: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](mailto:trafficannons@egmont.se)  
**Name the material:** **format/customer/product/ Magazine/year/issue**  
*E.g. 1/1\_customer\_product\_HoH2205*  
**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.

## CONTACTS

To book advertising:  
**sales department, switchboard: +46 (0)8-692 01 00**  
[www.annons.storyhouseegmont.se](http://www.annons.storyhouseegmont.se)

Questions concerning advertising material:  
**trafficannons@egmont.se, switchboard: +46 (0)8-692 01 00 Annonshantering**

### QUICK 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](mailto:annons.storyhouseegmont.se)

### BANNER PACKAGES

	SMALL CPM 200 SEK	MEDIUM CPM 250 SEK	LARGE CPM 300 SEK
<b>Panorama</b>	980 x 240	980 x 300	980 x 360
<b>Mobil</b>	320 x 240	320 x 320	320 x 480
<b>Newsletter</b>	600 x 150	600 x 300	600 x 450

### STAND-ALONE FORMATS

Format	Dimensions	Price
Newsletter	600 x 300	1 SEK/each
Panorama	980 x 240	CPM 250 SEK
Mobil	320 x 240	CPM 250 SEK
	980 x 300	CPM 300 SEK
	320 x 320	CPM 300 SEK
	980 x 360	CPM 350 SEK
	320 x 480	CPM 350 SEK

Number of recipients: 18 400

### CREATIVE FORMATS

Add one of our creative formats for extra impact. Contact your sales contact for more information. Please see more formats at [annons.storyhouseegmont.se](https://annons.storyhouseegmont.se)

### 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 customize the content to the audience that best match your target group.

**Pushdown**

Special format  
CPM 500 bild  
CPM 600 video

**Wallpaper**

Special format  
CPM 350 SEK

## 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](mailto: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 Egmont Publishing the material should be sent sooner.

For more information see material specifications at [annons.storyhouseegmont.se](https://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.