

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 nearly 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

• 290,000 readers per issue.

Source: Orvesto full year 2021

• Unique visitors to [hemmetsjournal.se](http://hemmetsjournal.se): 575,000/month

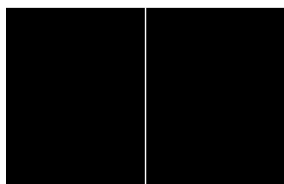
### READERSHIP

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.

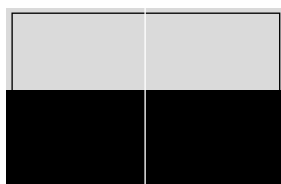
Awaiting them at home is this week's copy of Hemmets Journal and a moment of pleasant relaxation. The magazine will keep them company for at least two hours during the coming week. We give readers recreation, practical tips and exciting stories from real life. Just like a good and close friend!

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**



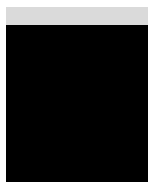
**Half spread**  
(2x) 208 x 139 mm  
+ 5 mm bleed  
**SEK 49 200**



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



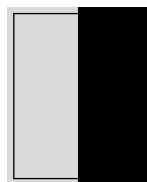
**1/1-page**  
208x278 mm  
+ 5 mm bleed  
**SEK 48 400**



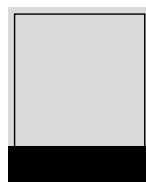
**1/1-page** back page  
208x243 mm  
+ 5 mm bleed  
**SEK 54 900**



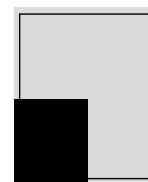
**1/2-page** horizontal  
208x139 mm  
+ 5 mm bleed  
**SEK 35 500**



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



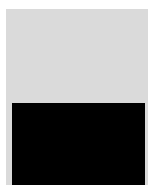
**1/4-page** horizontal  
208x82 mm  
+ 5 mm bleed  
**SEK 24 800**



**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

Additional costs apply for supplements when they are either glued, enclosed in plastic and/or selected supplements. Minimum selection 25 000 units.

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

## PUBLICATION SCHEDULE 2023

Issue	Copy date	Copy date appendix	Publication date
2	28 Nov	09 Dec	03 Jan
3	09 Dec	22 Dec	12 Jan
4	16 Dec	30 Dec	19 Jan
5	22 Dec	05 Jan	26 Jan
6	30 Dec	13 Jan	02 Feb
7	09 Jan	20 Jan	09 Feb
8	16 Jan	27 Jan	16 Feb
9	23 Jan	03 Feb	23 Feb
10	30 Jan	10 Feb	02 Mar
11	06 Feb	17 Feb	09 Mar
12	13 Feb	24 Feb	16 Mar
13	20 Feb	03 Mar	23 Mar
14/15	27 Feb	10 Mar	30 Mar
16	13 Mar	24 Mar	11 Apr
17	20 Mar	31 Mar	20 Apr
18	23 Mar	05 Apr	27 Apr
19	30 Mar	14 Apr	04 May
20	06 Apr	21 Apr	11 May
21	14 Apr	27 Apr	17 May
22	21 Apr	05 May	25 May
23	28 Apr	12 May	01 Jun
24	05 May	19 May	08 Jun
25/26	12 May	26 May	15 Jun
27	26 May	09 Jun	27 Jun
28	02 Jun	16 Jun	06 Jul
29	09 Jun	22 Jun	13 Jul
30	16 Jun	30 Jun	20 Jul
31	26 Jun	07 Jul	27 Jul
32	03 Jul	14 Jul	03 Aug
33	10 Jul	21 Jul	10 Aug
34	17 Jul	28 Jul	17 Aug
35	24 Jul	04 Aug	24 Aug
36	31 Jul	11 Aug	31 Aug
37	07 Aug	18 Aug	07 Sep
38	14 Aug	25 Aug	14 Sep
39	21 Aug	01 Sep	21 Sep
40	28 Aug	08 Sep	28 Sep
41	04 Sep	15 Sep	05 Oct
42	11 Sep	22 Sep	12 Oct
43	18 Sep	29 Sep	19 Oct
44/45	25 Sep	06 Oct	26 Oct
46	09 Oct	20 Oct	07 Nov
47	16 Oct	27 Oct	16 Nov
48	23 Oct	03 Nov	23 Nov
49	30 Oct	10 Nov	30 Nov
50	06 Nov	17 Nov	07 Dec
51	13 Nov	24 Nov	14 Dec
52/1 -24	20 Nov	01 Dec	21 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](https://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, AI, 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

#### Ad Delivery Portal:

<https://simplead.egmont.com/swe/>

### CANCELLATION RULES

Cancellation less than 14 days prior to the price list copy deadline will be charged a booking fee of 25% of the value of the booked space. If cancellation is made less than a week before copy deadline, we reserve the right to bill agreed ad rates. Cancellation regarding our premium ad placements, Back cover and 1st Spread less than 30 days prior to the price list copy deadline will be charged a booking fee of 50% of the value of the booked space.

When canceling a part of a campaign we reserve the right to charge a discount that has been incorrectly received.

## 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 shall be delivered as a left and a right side in the same file.



#### 300 dpi

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



#### RGB/CMYK

We accept image files in both RGB and CMYK. Spot colours (PANTONE) will be converted to CMYK.

● Joboptions for print can be downloaded at [annons.storyhouseegmont.se/adspecs](https://annons.storyhouseegmont.se/adspecs)

● We do not accept open documents.

### CONTACTS

#### To book advertising:

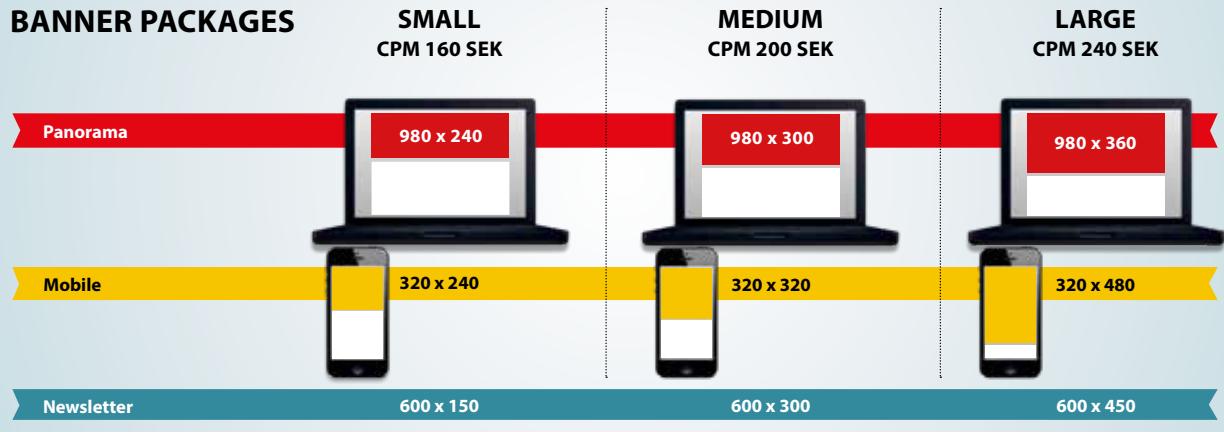
sales department,  
switchboard: +46 (0)8-692 01 00  
[annons.storyhouseegmont.se](https://annons.storyhouseegmont.se)

### QUESTIONS CONCERNING ADVERTISING MATERIAL:

[trafficanons@egmont.se](mailto:trafficanons@egmont.se)  
switchboard: +46 (0)8-692 01 00 Annonshantering

FORMAT & PRICES HEMMETS JOURNAL WEB 2023

**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](https://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: AI, 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 Story House Egmont 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.

**CONTACTS**

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

**QUESTIONS CONCERNING ADVERTISING MATERIAL:**

[webbannons@egmont.se](mailto:webbannons@egmont.se)  
switchboard: +46 (0)8-692 01 00  
Annonshantering webb