



# PRICELIST PRINT 2023

*Utemagasinet – provides tips for the best experiences and advice about equipment for an active outdoor life!*



## JOIN US OUT 2023!

Utemagasinet is the magazine for you who love active outdoor life. We write about everything related to hiking, kayaking, trail cycling, trail running, cross-country skiing, long-distance skating, classic touring and summit tours on skis.

With many years of knowledge at the bottom, and a nose for new outdoor trends, we inspire small and large adventures. It can be about everything from making a fire by a lake and making your own brewed coffee, to planning and carrying out a hike in Swedish mountains or a summit week in Norway. What equipment is needed? Where are the most beautiful views? What do the local experts say? You will find the answers in Utemagasinet.

In each issue, we present detailed tests of highly current clothing and / or gadgets for outdoor life and outdoor sports. We also highlight product news and write in-depth articles on themes such as sustainability, functional materials, innovation and outdoor trends.

## THE MAGAZINE'S READERSHIP

### UTEMAGASINET HAS

- 85,000 readers per issue
- 10 issues/year
- Average age 47 years
- 58% men, 42% women

According to Sifo, Utemagasinet's readers are the most active practitioners of a range of physical outdoor activities.

The fact is that Utemagasinet has readers that occupy the top position when it comes to average annual purchase of sports equipment, so it's an unbeatable combination.

*Source: Orvesto Consumer 2021 Full year*

### EVENT 2023

Skida med Ute	Jan
Utehelg	May
Utefest	Sept

## FORMAT / PRICES / PUBLICATION DATES



**2/1-page (2x)** 225x298 mm  
+5 mm bleed  
**57.000 SEK**  
Page 2-3 **69.000 SEK**



**1/1-page 3rd Cover page**  
225x298 mm  
+5 mm bleed **38.000 SEK**  
**1/1-page Back cover**  
225x263 mm  
+5 mm bleed **49.000 SEK**



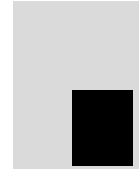
**1/1-page**  
225x298 mm  
+5 mm bleed  
**33.000 SEK**



**1/2-page horizontal**  
193x124 mm  
**20.000 SEK**



**1/2-page vertical**  
94x265 mm  
**20.000 SEK**



**1/4-page**  
94x124 mm  
**13.000 SEK**  
**Requested position +10%**

## PUBLICATION SCHEDULE 2023

Issue	Copy date	Publication date
1	19 Dec	19 Jan
2	25 Jan	23 Feb
3/4	22 Feb	23 Mar
5	06 Apr	11 May
6	08 May	08 Jun
7/8	13 Jun	13 Jul
9	26 Jul	24 Aug
10	30 Aug	28 Sep
11	27 Sep	26 Oct
12	08 Nov	07 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.

● Note that important information should not be placed over the spine as the magazine is glue bound. If this has to be the case, the text should be spaced out a few extra mm over the spine.

### CONTACTS

#### To book advertising:

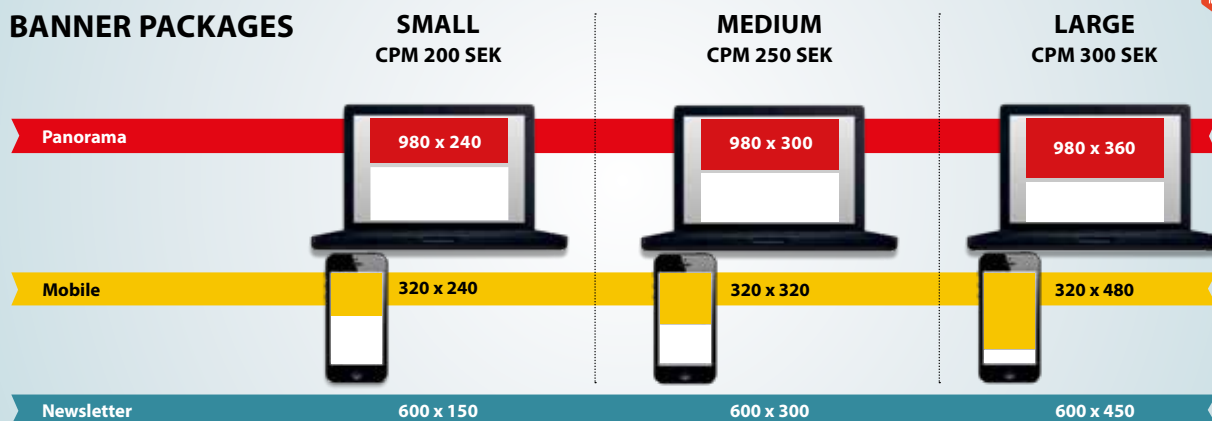
sales department,  
switchboard: +46 (0)8-692 01 00  
[annons.storyhouseegmont.se](https://annons.storyhouseegmont.se)

### QUESTIONS CONCERNING ADVERTISING MATERIAL:

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



### BANNER PACKAGES



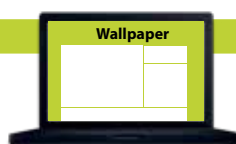
#### Stand-alone formats and prices

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

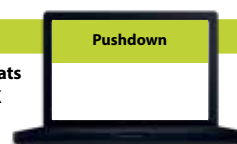
Number of recipients: 7 500

#### 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)



Special formats  
CPM 350 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 customize 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