

Wheels Magazine has been Sweden's American car enthusiasts' favourite magazine since it started in 1977



NEWS 2023!
From February
Power Magazine
will be part of
Wheels Magazine.



WHEELS MAGAZINE

The magazine is unique in its position, inspirational and practical with the aim of helping our readers to get the best out of their hobby. The majority of our readers are affluent men aged between 35 and 65, who are passionate about pursuing their hobby together with their family.

The advertising rates and wide range make your advertising campaign in Wheels highly cost-effective. Turn to us as an advertiser when you want to achieve long-term and enduring results.

EVENT 2023

Wheels Winter	February
Wheels Nationals Norr	June
Wheels Nationals Haparanda	July
Wheels Nationals Älvdalen	August
Stockholm Car Meet	August

Latest information about our events at www.wheelsnationals.se

READERSHIP

The typical reader is a married man aged 46, a homeowner with children living at home.

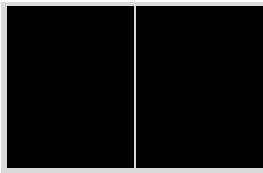
Our approximately 75,000 readers are evenly distributed throughout the country in relation to the population. Wheels readers live all over the country, with Dalarna, Värmland, Västergötland and Skåne as the parts of the country with a higher proportion of readers.

Wheels readers buy absolutely the most car accessories in Sweden, they also belong to a group which does considerably more driving than the average in Sweden both privately and for work. The readers are in a very good financial position with a high disposable income.

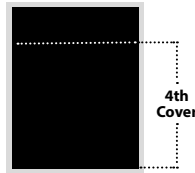
If you would like to communicate cost-effectively with Sweden's most devoted car enthusiasts and car ambassadors in order to create long-term and enduring sales, then Wheels Magazine is the media for your marketing.

FORMAT / PRICES / PUBLICATION DATES

PUBLICATION SCHEDULE 2023



2/1-pread (2x) 225 x 298 mm
+5 mm bleed
SEK 27,000
1st 2/1-spread (2x) 225 x 298 mm
+5 mm bleed
SEK 28,000

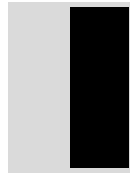


1/1-page 2nd, 3rd Cover
225 x 298 mm
+5 mm bleed
SEK 22,000
1/1-page 4th Cover
225 x 263 mm
+5 mm bleed
SEK 23,000



1/1-page
225 x 298 mm
+5 mm bleed
SEK 17,000
1/1-page 1st Right
225 x 298 mm
+5 mm bleed
SEK 18,500

Issue	Copy date	Publication date
2	13 Dec	12 Jan
3	26 Jan	28 Feb
4/5	02 Mar	30 Mar
6	12 Apr	16 May
7	24 May	27 Jun
8	29 Jun	01 Aug
9	03 Aug	31 Aug
10/11	07 Sep	05 Oct
12	26 Oct	23 Nov
1 2024	28 Nov	28 Dec



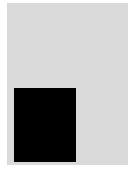
1/2-page vertical
98 x 268 mm
SEK 10,000



1/2-page horizontal
200 x 132 mm
SEK 10,000



1/4-page horizontal
200 x 64 mm
SEK 5,700



1/4-page
98 x 132 mm
SEK 5,700

SUPPLEMENTS

- Fixed: stapled or glued on advertisement and as sample.
- Loose: max. format 215 x 288 mm, min. 105 x 148 mm.
- Selected: subscribers.
- Enclosed in plastic: with activity letter selected for, for example, retailers.
- Co-produced: 4–32 pages, material high-resolution pdfs, 225 x 298 mm bleed.

Ask for quotation

PRICES SUPPLEMENTS

WEIGHT IN GRAMS

< 20 g
21–35 g
36–49 g
> 50 g

SEK/UNIT

1:30
1:40
1:50
ask for quotation

Additional costs apply for supplements when they are either glued, enclosed in plastic and/or selected supplements.

Requested position: +10%

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, 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

● We do not accept open documents.

To book advertising contact the sales department:
switchboard: +46 (0)8-692 01 00 annons.storyhouseegmont.se

QUESTIONS CONCERNING ADVERTISING MATERIAL:
trafficanons@egmont.se switchboard: +46 (0)8-692 01 00

All titles at:
annons.storyhouseegmont.se

We bring stories to life

storyhouse
EGMONT