

*The magazine which helps you to  
achieve a better life*



### HÄLSA

Sweden's oldest magazine about health goes in depth and takes health seriously - in a fun and inspiring way.

Health is the natural health magazine that stands for knowledge and inspiration and always trustworthy, curious and knowledgeable in the latest research and new findings related to health.

The brand Hälsa continues at [halsa.se](http://halsa.se) where we always gives readers access to our vegetarian recipes, health news deals and much more. We have also an increasing number of followers on Facebook and Instagram, which gives us an instant communication channel with our readers together with Hälsa's digital newsletter.

### EVENT 2023

**Health and Exercise Travel** Nov

### READERS AND VISITORS

**Gender:** Women: 79%, men: 21%

**Region:** Metropolitan areas: 38%, Rest of the country: 62%

**Average age:** 51

### INTERESTS

**Health and keep-fit activities**

**Ecological/environmentally friendly products**

**Alternative medicine**

**Vegetarian food**

**Beauty treatments**

**Hair grooming**

**Health food**

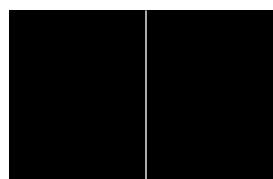
### RANGE

**Coverage:** 101,000 readers

**Editions per year:** 12 + 1

Source: Orvesto Consumer 2022 full year

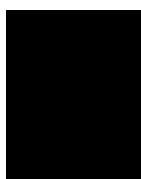
## ADVERTISEMENT PAGES



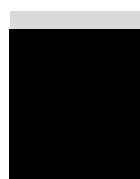
**Double-page spread**  
(2x) 208 x 278 mm  
+ 5 mm bleed  
Price: SEK: 73.000



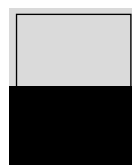
**2nd and 3rd Cover**  
208 x 278 mm  
+ 5 mm bleed  
Price: SEK: 45.500



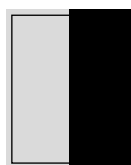
**1/1-page**  
208 x 278 mm  
+ 5 mm bleed  
Price: SEK: 39.000



**1/1-page Back page**  
208 x 243 mm  
+ 5 mm bleed  
Price: SEK: 50.500



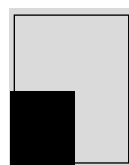
**1/2-page horizontal**  
208 x 139 mm  
+ 5 mm bleed  
Price: SEK: 27.000



**1/2-page vertical**  
104 x 278 mm  
+ 5 mm bleed  
Price: SEK: 27.000



**1/4-page horizontal**  
208 x 82 mm  
+ 5 mm bleed  
Price: SEK: 18.500



**1/4-page**  
104 x 139 mm  
+ 5 mm bleed  
Price: SEK: 17.500

## PUBLICATION SCHEDULE 2023

Issue	Copy date	Publ date
2	30 Dec	26 Jan
3	30 Jan	23 Feb
4	27 Feb	23 Mar
5	23 Mar	20 Apr
6	27 Apr	25 May
7	26 May	22 Jun
8	03 Jul	25 Jul
9	31 Jul	24 Aug
Special	14 Aug	07 Sep
10	28 Aug	21 Sep
11	02 Oct	26 Oct
12	30 Oct	23 Nov
1-2024	04 Dec	28 Dec

## WEBB

### PANORAMA PLACEMENT 1&2:

980 x 120: 200 cpm  
980 x 240: 220 cpm  
980 x 300: 230 cpm

### PANORAMA PLACEMENT 3&4:

980 x 120: 100 cpm  
980 x 240: 110 cpm  
980 x 300: 120 cpm

### WALLPAPER:

1920 x 950: 400 cpm

### NEWSLETTER: Recipients 20 000

BANNER	Price per mailing
600 x 300	SEK 9,000
eDR	SEK 15,000/mailing

## NATIVE ADVERTISING

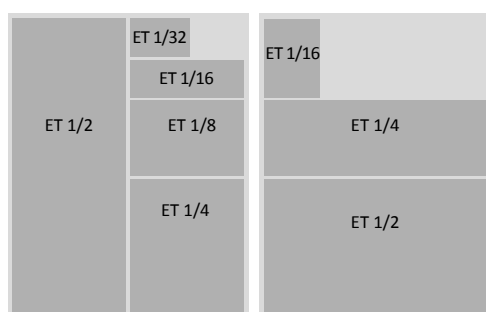
Our editorial staff creates content as well as a few eye-catching blurbs to draw in readers. The blurbs and articles are then strategically placed within the editorial content. Depending on which public you want to reach, we can customize the content to the audience that best match your target group.

## 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)

## CLASSIFIED ADVERTISEMENTS

Ad	Format	Price
ET 1/32	47 x 31 mm	2.150 kr
ET 1/16	95 x 31 mm	4.300 kr
ET 1/16	47 x 63 mm	4.300 kr
ET 1/8	95 x 63 mm	8.625 kr
ET 1/4	192 x 63 mm	17.250 kr
ET 1/4	95 x 128 mm	17.250 kr
ET 1/2	192 x 128 mm	34.500 kr
ET 1/2	95 x 260 mm	34.500 kr



## 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. 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, 208x278 mm bleed.

### PRICES SUPPLEMENTS

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

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

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](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 PRINT

Ad Delivery Portal: <https://simplead.egmont.com/swe/>

### DELIVERY OF ADVERTISING MATERIAL WEB

Delivery Address: [webbannons@egmont.se](mailto:webbannons@egmont.se)

### 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.

### 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

### 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

Advertising material should be submitted as a PDF ready for printing with a 5 mm bleed.



#### 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)