

# Hus & Hem

## PRICE LIST 2023

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:** 238,000 readers (Orvesto consumer 2021 Full year)

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

**Average age:** 51

**Unique visitors to husohem.se:** 250,000/month

**Instagram:** 63,000 followers

**Editions per year:** 12 + 3

### EVENT 2023

**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

### ADVERTISEMENT PAGES, THEMES PATIOS & GARDEN, SUMMER AND CHRISTMAS \*

<b>Double-page spread</b> (2x) 208 x 278 mm + 5 mm bleed Price: SEK 109.900	<b>2nd cover</b> 208 x 278 mm + 5 mm bleed Price: SEK 72.900	<b>3rd cover, pages 5, 7, 9</b> 208 x 278 mm + 5 mm bleed Price: SEK 69.900	<b>1/1-page</b> 208 x 278 mm + 5 mm bleed Price: SEK 58.900	<b>1/1-page Back page</b> 208 x 243 mm + 5 mm bleed SEK 72.900	<b>1/2-page horizontal</b> 208 x 139 mm + 5 mm bleed Price: SEK 35.900	<b>1/2-page vertical</b> 104 x 278 mm + 5 mm bleed Price: SEK 35.900
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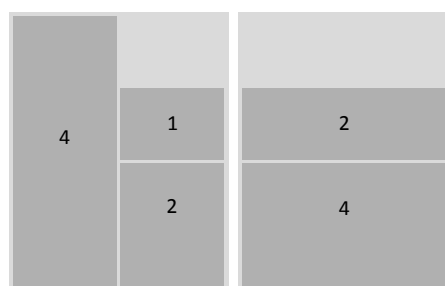
### PUBLICATION SCHEDULE 2023

NO	COPY DATE	PUBL. DATE
2	28 Nov	03 Jan
3	09 Jan	07 Feb
4	30 Jan	28 Feb
Theme 1 Patios & Garden *	20 Feb	21 Mar
5	13 Mar	11 Apr
6	06 Apr	09 Maj
7	27 Apr	30 Maj
Theme 2 Summer *	19 May	20 Jun
8	09 Jun	11 Jul
9	10 Jul	08 Aug
10	07 Aug	05 Sep
11	28 Aug	26 Sep
Theme 3 Christmas *	18 Sep	17 Oct
12	09 Oct	07 Nov
1 (2023)	06 Nov	05 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

## 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 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 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

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.

### 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 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)

## CONTACTS

To book advertising:

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

Questions concerning advertising material:

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

BANNER PACKAGES	SMALL CPM 200 SEK	MEDIUM CPM 250 SEK	LARGE CPM 300 SEK
Panorama	980 x 240	980 x 300	980 x 360
Mobil	320 x 240	320 x 320	320 x 480
Newsletter	600 x 150	600 x 300	600 x 450

## STAND-ALONE FORMATS



Number of recipients: 18 400

		Price
Panorama	980 x 240	CPM 250 SEK
Mobil	320 x 240	CPM 250 SEK

		Price
	980 x 300	CPM 300 SEK
	320 x 320	CPM 300 SEK

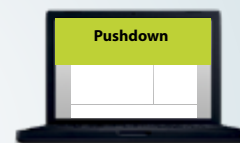
		Price
	980 x 360	CPM 350 SEK
	320 x 480	CPM 350 SEK

## CREATIVE FORMATS

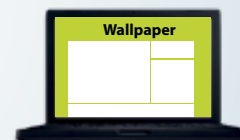
Add one of our creative formats for extra impact. Contact your sales contact for more information.  
Please see more formats at [annons.storyhouseegmont.se](https://annons.storyhouseegmont.se)

## 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.



Special format  
CPM 500 bild  
CPM 600 video



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.