

The weekly magazine for all of Sweden



## ICAKURIREN

IcaKuriren is the weekly magazine for all of Sweden. A modern magazine and site with abundant reading - still like no other! IcaKuriren is a friend in your everyday life who helps you to make the best choices. Readers perceive the brand to be unique and genuine. It stands for usefulness, credibility and inspiration. For advertisers it signifies an effect.

### EVENT 2023

April.

Please ask your sales contact for more information

## INTERESTS

**Holidaying in Sweden or abroad:** 79% (Sweden 74%)

**Cookery:** 77% (Sweden 66%)

**Interior decoration:** 62% (Sweden 53%)

**Gardening:** 64% (Sweden 49%)

**Wine and wine tasting:** 46% (Sweden 38%)

## CIRCULATION AND RANGE

**Coverage:** 267,000 readers

**Gender:** Women: 66%, men: 34%

**Region:** Metropolitan areas: 36%, Rest of the country: 64%

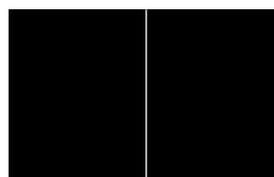
**Average age:** 55

**Unique visitors to icakuriren.se:** 340,000/month

**Editions per year:** 51

Source: Orvesto Consumer 2022 Full year

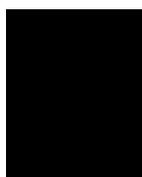
ADVERTISEMENT PAGES



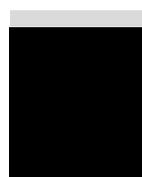
**2/1-pages**  
(2x) 208 x 278 mm  
+ 5 mm bleed  
Price: SEK 129.000



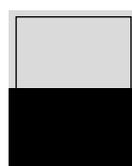
**2nd and 3rd Cover**  
208 x 278 mm  
+ 5 mm bleed  
Price: SEK 82.000



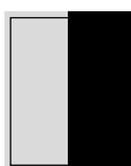
**1/1-page**  
208 x 278 mm  
+ 5 mm bleed  
Price: SEK 71.500



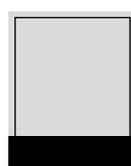
**1/1-page Back page**  
208 x 243 mm  
+ 5 mm bleed  
Price: SEK 86.000



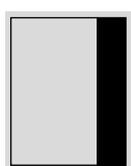
**1/2-page horizontal**  
208 x 139 mm  
+ 5 mm bleed  
Price: SEK 42.900



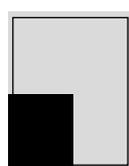
**1/2-page vertical**  
104 x 278 mm  
+ 5 mm bleed  
Price: SEK 42.900



**1/4-page horizontal**  
208 x 82 mm  
+ 5 mm bleed  
Price: SEK 26.800



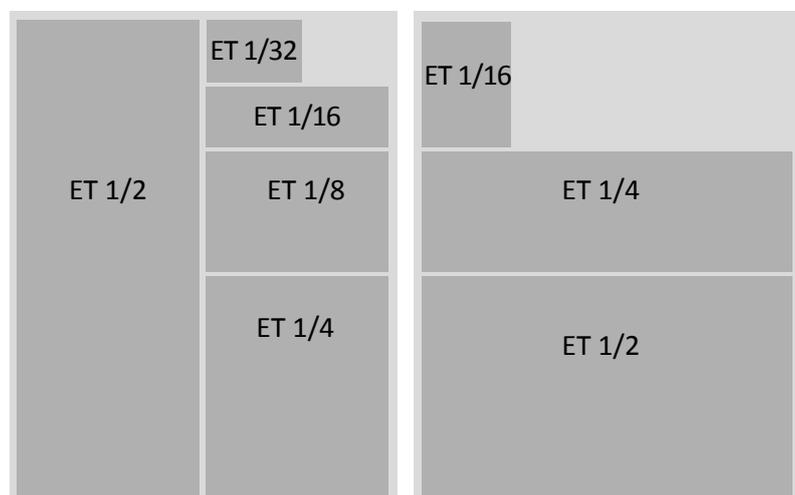
**1/4-page vertical**  
45 x 252 mm  
No bleed  
Price: SEK 26.800



**1/4-page**  
104 x 139 mm  
+ 5 mm bleed  
Price: SEK 26.800

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



PUBLICATION SCHEDULE 2023

NO	COPY DATE	PUBL. DATE
2	15 Dec	05 Jan
3	29 Dec	13 Jan
4	05 Jan	20 Jan
5	13 Jan	27 Jan
6	20 Jan	03 Feb
7	27 Jan	10 Feb
8	03 Feb	17 Feb
9	10 Feb	24 Feb
10	17 Feb	03 Mar
11	24 Feb	10 Mar
12	03 Mar	17 Mar
13	10 Mar	24 Mar
14	17 Mar	31 Mar
15	21 Mar	06 Apr
16	27 Mar	14 Apr
17	05 Apr	21 Apr
18	14 Apr	28 Apr
19	18 Apr	05 May
20	27 Apr	12 May
21	02 May	19 May
22	11 May	26 May
23	19 May	02 Jun
24	23 May	09 Jun
25	31 May	16 Jun
26	05 Jun	22 Jun
27	15 Jun	30 Jun
28	22 Jun	07 Jul
29	30 Jun	14 Jul
30	07 Jul	21 Jul
31	14 Jul	28 Jul
32	21 Jul	04 Aug
33	28 Jul	11 Aug
34	04 Aug	18 Aug
35	11 Aug	25 Aug
36	18 Aug	01 Sep
37	25 Aug	08 Sep
38	01 Sep	15 Sep
39	08 Sep	22 Sep
40	15 Sep	29 Sep
41	22 Sep	06 Oct
42	29 Sep	13 Oct
43	06 Oct	20 Oct
44	13 Oct	27 Oct
45	20 Oct	03 nov
46	27 Oct	10 Nov
47	02 Nov	17 Nov
48	10 Nov	24 Nov
49	17 Nov	01 Dec
50	24 Nov	08 Dec
51/52	01 Dec	15 Dec
1 (2024)	11 Dec	29 Dec

## 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: full year subscribers, postcode, gender, age.
- 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



## 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 [www.annons.storyhouseegmont.se](http://www.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.

### CONTACTS

To book advertising:  
sales department, switchboard: +46 (0)8-692 01 00  
[www.annons.storyhouseegmont.se](http://www.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  
The creative should have 5 mm bleed.

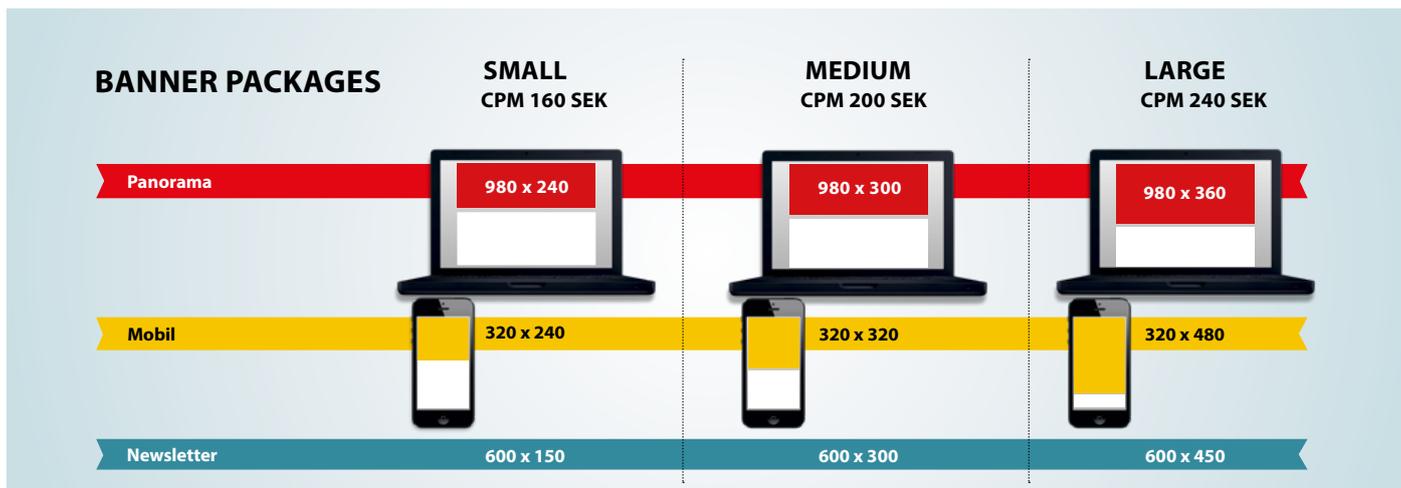


300 dpi  
All pictures in the advertisement must have a minimum resolution of 300 dpi.



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  
[www.annons.storyhouseegmont.se/adspecs](http://www.annons.storyhouseegmont.se/adspecs)



### CREATIVE FORMATS

Add one of our creative formats for extra impact. Contact your sales contact for more information.

**Wallpaper**

Special format  
CPM 300 SEK

**Pushdown**

Special format  
CPM Ad 500 SEK  
CPM Video 600 SEK

### 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

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 [www.annons.storyhouseegmont.se](http://www.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.