

King is Sweden's only dedicated fashion magazine for men.



KING – THE FASHION MAGAZINE FOR MEN

We answer the style questions that many have, but which few dare to ask.

At King we view fashion as a collection of up-to-the-minute modes of expression. This means that, as well as the latest clothes trends, we write regularly on topics including the coolest cars, the latest gadgets, the best films and the smartest training.

We are targeted at men who live or who would like to live in big cities and who have a mental age of 20–35, and our aim is to provide inspiration and information in a masculine and entertaining way.

King has been selected as Magazine of the Year in the popular press category. The magazine has also been awarded prizes within other categories, as well as being frequently mentioned in media context.

Today there are many brands which would like to be associated with King. Do you represent one of the brands

which need to be strengthened or promoted? This is something we can help you and your brand with too.

INCIDENTALLY, DID YOU KNOW THAT:

- King's readers buy the most men's clothes in Sweden.
- King's readers are Sweden's most fashion-conscious men.
- King's readers are Sweden's most quality and design conscious men.

CIRCULATION AND COVERAGE

Readers: 37,000

(Source: Orvesto Consumer Full year 2022)

Unique visitors to kingmagazine.se: 75,000/month

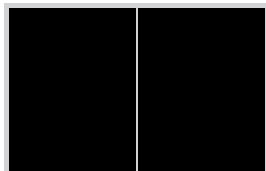
Instagram: 24,800 followers

EVENT 2023

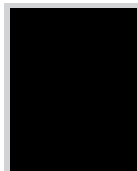
KING 100 most powerful NOV

Please ask your sales contact for more information.

FORMAT/PRICES



2/1-page
[2x] 208 x 278 mm
+ 5 mm bleed
SEK 99,700



1/1-page
208 x 278 mm
+ 5 mm bleed
SEK 57,500



1/1 Back page
208 x 278 mm
+ 5 mm bleed
SEK 70,000

Requested position:

SEK 114,200 1st double page spread	SEK 66,400 3rd cover	Other requested position + 10%
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1/2-page vertical
90 x 244 mm
SEK 35,600

PUBLICATION SCHEDULE 2023

Issue	Copy date	Publication date
1	23 Jan	23 Feb
2	22 Mar	27 Apr
3	19 May	22 Jun
4	18 Aug	21 Sep
5	16 Oct	16 Nov

SUPPLEMENTS

- Fixed: stapled or glued on advertisement and as sample.
- Loose: max. format 198 x 268 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, 208 x 278 mm bleed.

Ask for quotation

PRICES SUPPLEMENTS

WEIGHT IN GRAMS	SEK/UNIT
< 20 g	1:50
21–35 g	1:70
36–49 g	1:80
> 50 g	ask for quotation

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

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

ANNONSPRODUKTION

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.

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.

● ICC-profiles for print can be downloaded at www.egmontpublishing.se

● 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.

TO BOOK ADVERTISING CONTACT THE SALES DEPARTMENT:
switchboard: +46 (0)8-692 01 00 annons.storyhouseegmont.se

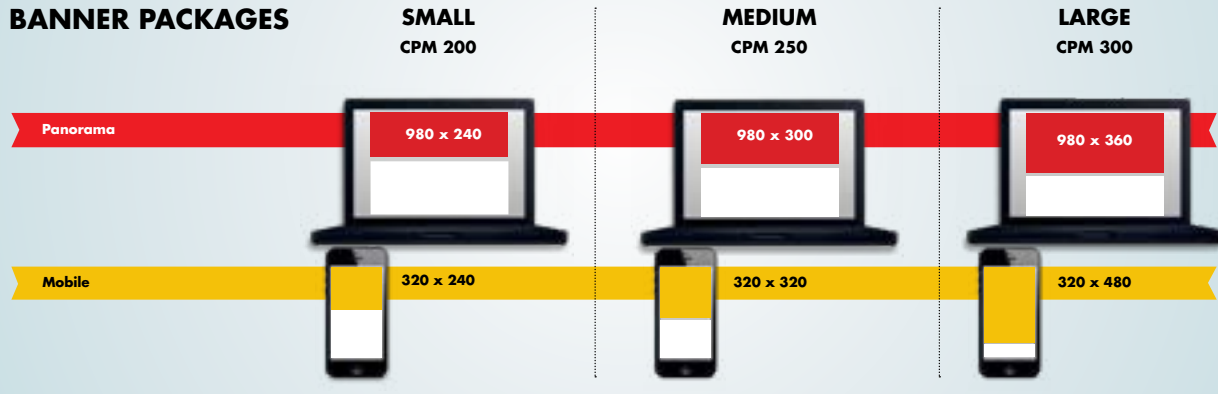
QUESTIONS CONCERNING ADVERTISING MATERIAL:
trafficanons@egmont.se switchboard: +46 (0)8-692 01 00

PRICELIST WEB 2023

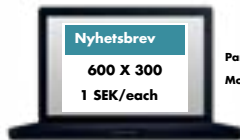
FORMATS & PRICES KING 2023

KING

BANNER PACKAGES



Stand-alone formats and prices



Number of recipients: 20,000

Panorama
Mobile

980 x 240
320 x 240

Price
CPM 250
CPM 250

980 x 300
320 x 320

Price
CPM 300
CPM 300

980 x 360
320 x 480

Price
CPM 350
CPM 350

Kreativa format

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

Wallpaper

Special formats
CPM 350

Pushdown

Special formats
CPM 500 Ad
CPM 600 Video

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

CONTACTS

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

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.

QUESTIONS CONCERNING ADVERTISING MATERIAL:

webbannons@egmont.se
switchboard: +46 (0)8-692 01 00
Annonshantering webb