

*Success magazine on interiors and design*



## SCANDINAVIAN RETRO

Scandinavian Retro is a magazine about interior decorations and design. An inspiring guide to design classics and flea market discoveries. Our focus is on the most exciting decades within the 20th century, the 50's, 60's and 70's.

**Editions per year: 6**

## THE READERS' INTERESTS

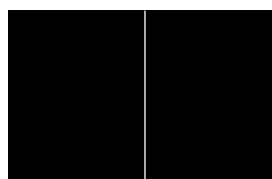
Interior decoration  
Antiques  
Looking for ideas and inspiration for the home

## CIRCULATION AND RANGE

Coverage: 79,000 readers  
Gender: Women: 69%, men: 31%  
Region: Metropolitan areas: 40%, Rest of the country: 60%  
Average age: 50

Source: Orvesto Consumer 2022 full year

#### ADVERTISEMENT PAGES



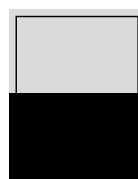
**Double-page spread**  
(2x) 225 x 298 mm  
+ 5 mm bleed  
Price: SEK: 54.000



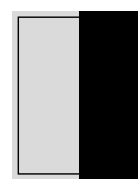
**1/1-page**  
225 x 298 mm  
+ 5 mm bleed  
Price: SEK: 29.000



**1/1-page Back page**  
225 x 263 mm  
+ 5 mm bleed  
Price: SEK: 35.000



**1/2-page horizontal**  
225 x 149 mm  
+ 5 mm bleed  
Price: SEK: 17.000



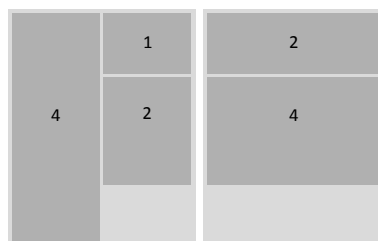
**1/2-page vertical**  
113 x 298 mm  
+ 5 mm bleed  
Price: SEK: 17.000

#### PUBLICATION SCHEDULE 2023

No	Copy date	Publ date
1	29 Dec	2 Feb
2	24 Feb	30 Mar
3	26 Apr	1 Jun
4	30 Jun	3 Aug
5	1 Sep	5 Oct
6	3 Nov	7 Dec

#### CLASSIFIED ADVERTISEMENTS

Price: SEK/MODULE 2.700	FORMAT
1 module	96 x 65 mm
2 modules horizontal	195 x 65 mm
4 modules horizontal	195 x 133 mm
4 modules vertical	96 x 270 mm



Format modules



#### ALWAYS IN SCANDINAVIAN RETRO

The reader gets information-packed guides about china, ceramics, glass, furniture, textiles and utility design. Each issue also contains home reports, vintage fashion and addresses for second-hand markets and retro shops

## 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. 105 x 148 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, 225 x 298 mm bleed.

### PRICES SUPPLEMENTS

WEIGHT IN GRAMS	SEK/UNIT
< 20 g	1:40
21–40 g	1:50
41–50 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.

### CONTACTS

To book advertising:

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