



# SPORTFACK

# PRICELIST PRINT 2023

*Sweden's leading magazine for the sports industry*

## NOW WE REACH ALL RETAILERS

Starting in 2023, we will double the edition of the printed publication with the goal of reaching all of Sweden's sports and outdoor retailers. Both block chains and small expert stores. For almost 30 years, Sportfack has reviewed and written about the sports industry. Now we are taking the next step and turn the magazine fully advertising-financed. Simultaneously, we will invest a lot more into sportfack.se, in order to evolve our digital journalism.

In 2023, we will publish 7 printed editions plus the "Sportregister catalogue". We also publish a weekly newsletter and are active on LinkedIn.

Suppliers, chains and independent stores all benefit from reading Sportfack. Here they can find information regarding industry news, trends, new products, statistics and new materials. Beyond that, they can read about the people behind the news and the brands.

Sportfack wants to inspire, by constantly highlighting the good example. But we also ask the difficult questions and make an effort to leave no stone unturned. As a trade journal, we are quite unique, with a high reading time per article - with a dedicated readership.

Our main objective is that everyone who reads Sportfack will have knowledge about the business and feel that they are in the loop.

And from 2023 a record number of recipients will take part of both content and advertising messages.

## ADVERTISEMENT

- 43 percent state that the ads in the print magazine are useful to them and 65 percent state that the ads about new products are inspiring.
- 58 percent think that the ads on sportfack.se are useful to them.
- 66 percent think that the ads for new products on sportfack.se are inspiring.
- The job advertisements are also very much appreciated by the readers and have a high reading value. More people use sportfack.se as the primary source for job advertisements than, for example, LinkedIn. The job advertisements are also included in our weekly newsletter.

## EDITORIAL

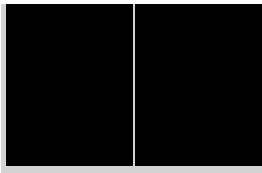
- The magazine's content is considered to provide in-depth knowledge for 90 percent of the readers and is perceived as inspiring by 96 percent.
- 78 percent spend 11–30 minutes reading a new issue.
- The rating for the content (the recurring segments) in the magazine is on a points scale of 7–10 (where 10 is the maximum).
- A majority of the readers have some form of purchasing responsibility.
- 88 percent consider that the articles on sportfack.se give them in-depth knowledge.
- 92 percent consider that the articles on sportfack.se give them general knowledge of the industry.

EVENT 2023

Sportfack Event

April

## FORMAT / PRICES



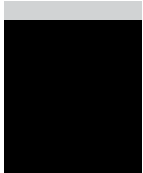
**2/1-spread (2x)** 245 x 330 mm  
+ 5 mm bleed  
**SEK 39,000**



**Business Market**  
Product page +  
**1/1-page** 245 x 330 mm + 5 mm bleed  
**SEK 32,500**



**1/1-page**  
245 x 330 mm  
+ 5 mm bleed  
**SEK 25,000**



**1/1-page back page**  
245 x 300 mm  
+ 5 mm bleed  
**SEK 29,000**



**1/1-page 3rd cover**  
245 x 330 mm  
+ 5 mm bleed  
**SEK 28,000**



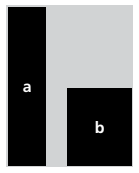
**1/1-page 1st right**  
245 x 330 mm  
+ 5 mm bleed  
**SEK 28,000**



**1/2-page horizontal**  
226 x 145 mm  
**SEK 17,000**



**1/2-page vertical**  
111 x 295 mm  
**SEK 17,000**



**a. 1/4-page vertical**  
54 x 295 mm  
**SEK 11,000**  
**b. 1/4-page**  
111 x 145 mm  
**SEK 11,000**



**Cover**  
233 x 25 mm  
**SEK 11,000**

Requested position of advertisement +10%

## PUBLICATION SCHEDULE 2023

Issue	Theme	Copy date	Publication date
1	Winter products + Gear of the Year	13 Jan	07 Feb
2	Innovation and technology + Running	03 Mar	28 Mar
3	Trade + Ahead of Outdoor by Ispo	05 Apr	03 May
4	Hunting + Outdoor by Ispo	1 Jun	26 Jun
5	Women sports + Cycling	25 Aug	19 Sep
6	Jobs in the business + Ahead of Ispo	13 Oct	07 Nov
7	Report from Ispo + Future sports	17 Nov	12 Dec

### JOB ADVERTISEMENTS

Placing a job advertisement in Sportfack is a very effective tool to rapidly find skilled staff.

When a job advertisement is booked it is published in the magazine and at [www.sportfack.se](http://www.sportfack.se), as well as in Sportfack's newsletter for one month.

Format	Price	Position
111 x 145 mm	SEK 12,000	vertical quarter page, web, newsletter
111 x 295 mm	SEK 18,000	vertical half page, web, newsletter
226 x 145 mm	SEK 18,000	horizontal half page, web, newsletter
245 x 330 + 5 mm	SEK 25,000	full page, web, newsletter
Digital	SEK 11,000	web, newsletter

## 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](http://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.

## 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 shall be delivered as a left and a right side 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](http://annons.storyhouseegmont.se/adspecs)

● We do not accept open documents.

To book advertising contact the sales department:  
switchboard: +46 (0)8-692 01 00 [annons.storyhouseegmont.se](http://annons.storyhouseegmont.se)

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

All titles at:  
[annons.storyhouseegmont.se](http://annons.storyhouseegmont.se)

*We bring stories to life*

**story**  
**house**  
EGMONT

## BUSINESS MARKET

Business Market is an opportunity to market your brand and to tell about your products in Sportfack. Many suppliers have wanted to showcase several of their products on Sportfack's editorial pages, so we have developed the Business Market, where you own a complete spread.

On the left you will present 1–6 products in text and image and on the right side your ad will be placed to put

the products in a context. You choose which products to display, but Sportfack's editorial team writes the product texts based on your backgrounds and designs all product pages in a recognizable way for our readers. This is because texts and images will get the same appeal as in the newspaper, thus increasing credibility.

Examples of Business Market spreads.



## MATERIAL

The editorial staff needs high-resolution images of the products, preferably exposed, as well as information about the products. Catalog texts work well, but please complete it with information about the target group and what really unique with the product. Lastly, there is also a need for the correct logo for the brand.

Price/month

	Small	Medium	Large
<b>Panorama (50% SoV)</b>	980 x 240	980 x 300	
<b>Sticky (25% SoV)</b>			300 x 600
<b>Mobile (20% SoV)</b>	320 x 240	320 x 320	320 x 480
<b>Price</b>			
Panorama + mobile	12 500 SEK	15 000 SEK	
Sticky + mobile			17 500 SEK

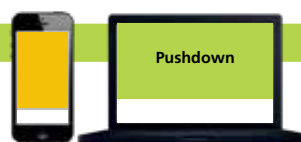
## SPORTFACK.SE FULL YEAR

Price/year

	Small	Medium	Large
<b>Panorama (10% SoV)</b>	980 x 240	980 x 300	
<b>Sticky (10% SoV)</b>			300 x 600
<b>Mobile (10% SoV)</b>	320 x 240	320 x 320	320 x 320
<b>Price</b>			
Panorama + mobile	32 500 SEK	40 000 SEK	
Sticky + mobile			47 500 SEK

## 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)



**Pushdown**  
**Special format**  
Ad 15 000 SEK/2 weeks  
Video 20 000 SEK/2 weeks

## 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](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 Story House Egmont 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.

To book advertising contact the sales department:  
switchboard: +46 (0)8-692 01 00 [annons.storyhouseegmont.se](https://annons.storyhouseegmont.se)

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