



GOLF AS A LIFESTYLE

There are over half a million active golfers in Sweden and they generally spend more money on cars, housing, travel and clothing than the average Swede. Education level is often higher than average and monthly income as well. They are committed and passionate, and willing to invest in their golf, equipment, training and travel. The same holds true for the magazine they choose to read.

In 2022, we have launched Svensk Golf Premium. A service where our subscribers can take advantage of favorable offers from our advertisers, exclusive events and experiences all year round. (<https://www.svenskgolf.se/prenumerera/>)

Svensk Golf is the most subscribed golf publication in all of Europe. This is achieved through vibrant journalism, driven by what our reader's crave. The keyword for our editorial direction is passion and this is applied to every part of the magazine. From instructional content to longform features, interviews or equipment tests.

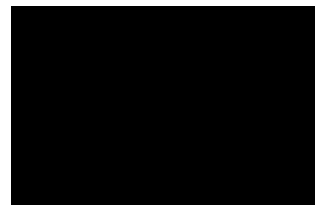
Number of readers: cirka 75,000–100,000
 Unique visitors to svensk-golf.se: 300,000/month
 Facebook: 50,500 followers
 Instagram: 17,000 followers
 Newsletter: 25,000 recipients
 Participants events and travels: 5,000/year

EVENT 2023

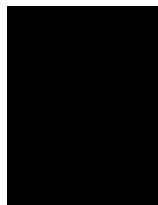
Superstart (abroad)	Feb
Svensk Golf LIVE	April
Svensk Golf Superstart	May
Svensk Golf Ladies Days	June
Svensk Golf Ping Tour	July-September
Golfhuvudstaden Tour	July-September

Please ask your sales contact for more information.

FORMAT / PRICES



2/1-page
(2x) 208 x 278 mm + 5 mm bleed
65,000 kr
1st Spread **SEK 79,000**
2nd Spread **SEK 77,000**
3rd Spread **SEK 77,000**



1/1-page bleed
208x278 mm
+ 5 mm bleed
SEK 39,000



1/1-page bleed
208x278 mm + 5 mm bleed
Full page Ad 1-5 **SEK 45,000**



Back cover bleed
208x243 mm
+ 5 mm bleed
SEK 59,000

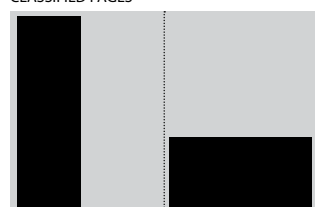


1/2-page horizontal bleed
208x135 mm
+ 5 mm bleed
SEK 24,000

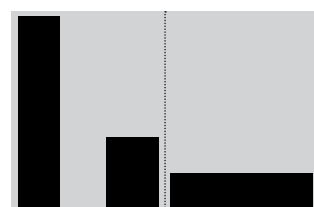


1/2-page vertical bleed
97x278 mm
+ 5 mm bleed
SEK 24,000

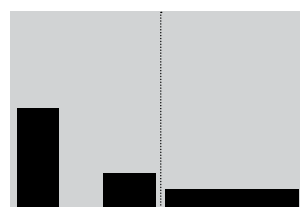
CLASSIFIED PAGES



1/2-page
Vertical 87x240 mm
Horizontal 177x115 mm
SEK 22,000



1/4-page
Column 42x240 mm
Vertical 87x115 mm
Horizontal 177x55 mm
SEK 14,000



1/8-page
Vertical 42x115 mm
Horizontal 87x55 mm
Horizontal 177x25 mm
SEK 9,000



Horizontal 1/16 87x25 mm **SEK 5,000**
Horizontal 1/12 132x25 mm **SEK 7,000**
Vertical 1/12 42x85 mm **SEK 7,000**

PUBLICATION SCHEDULE 2023

Issue	Copy date	Publication date
1	10 January	07 February
2	28 February	28 March
3	24 March	25 April
4	24 April	23 May
5	22 May	20 June
6	27 June	25 July
7	25 July	22 August
8	29 August	26 September
9	03 October	31 October
10	07 November	05 December

Frequency Discounts 2023

2 issues	25%
3 issues	30%
4 issues	35%
5 issues	40%
6 issues	45%
7-10 issues	50%

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

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.

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.

● Joboptions for print can be downloaded at annons.storyhouseegmont.se/adspecs

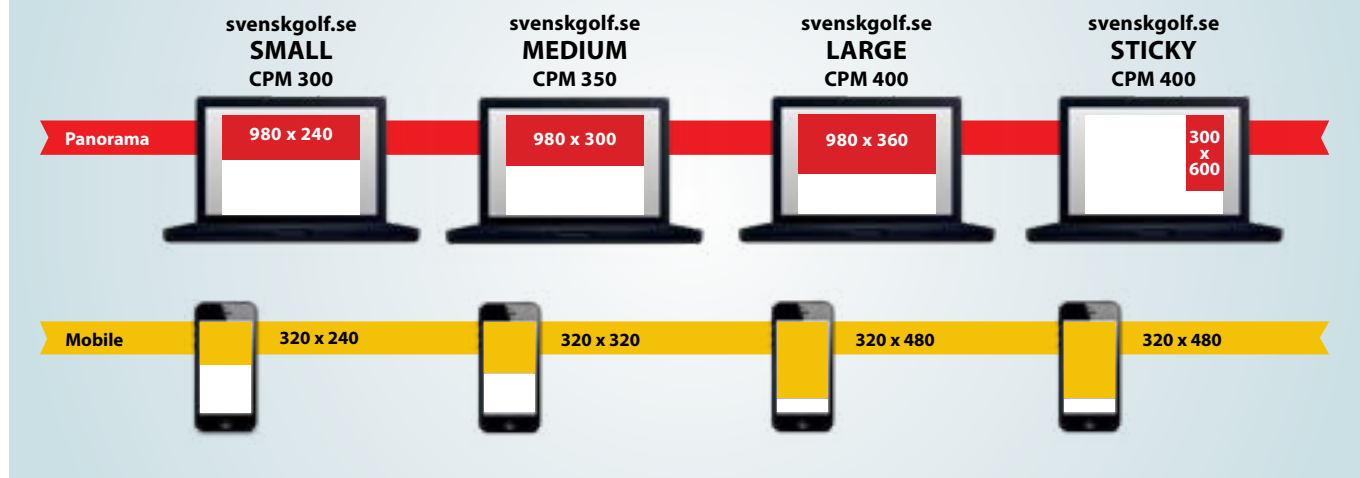
● We do not accept open documents.

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

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

Svenskgolf.se – 300,000 unique visitors/month

FORMAT & PRICE BANNER PACKAGES 2023



Stand-alone formats and prices

Format	Dimensions	Price CPM	Format	Dimensions	Price CPM	Format	Dimensions	Price CPM	Format	Dimensions	Price CPM
Panorama	980 x 240	CPM 325		980 x 300	CPM 375		980 x 360	CPM 425		300 x 600	CPM 425
Mobile	320 x 240	CPM 325		320 x 320	CPM 375		320 x 480	CPM 425		320 x 480	CPM 425



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

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