

Åka Skidor guides its readers to destinations in Sweden and abroad, tests equipment, reports on new ski resorts, trends and fashions, as well as offering inspiring reports from near and far.



FOTO MATTIAS FREDRIKSSON

THE MAGAZINE FOR SKIERS!

Åka Skidor has been Scandinavia's largest skiing magazine since 1975. The magazine inspires all enthusiasts to make their skiing exciting and guides its readers in selecting skiing trips and purchasing equipment. Åka Skidor's recognized ski photographers ensure that the magazine always contains absolutely fantastic, world-class skiing photographs.

Åka Skidor's nearly 70,000 readers get the latest product news, first-rate assistance to develop their skiing and the best tips for skiing holidays.

You'll find the best tips here on superb destinations, wonderfully inspiring articles about skiing adventures, the best tests of equipment and gadgets. You will also find our devoted readers, skiing enthusiasts who are keen to consume and interested in most things associated with skiing.

Our readers travel most frequently to the Swedish mountains, our readers travel most frequently to the Alps and it is also Åka Skidor magazine's readers that buy the most equipment. It is to our readers that many people turn when they have questions about skiing equipment and want to have tips on good places to go.

SPECIAL EDITION

The gadget guide is published in October and brings together the overall product range for skiers that is available on the market. The magazine reach all subscribers and is also available in newsstands for 8 weeks via Tidsam.

THE MAGAZINE'S READERSHIP

- The magazine's 67,000 readers are without doubt one of the mainstays of the Swedish skiing industry.
- 65% are men.

The Orvesto survey reveals that Åka Skidor's readers are extremely active and besides downhill skiing have a major interest in sports such as golf, sailing, tennis, cross-country skiing and all types of adventure sports. Åka Skidor's readers are in the top position when it comes to expenditure on sports equipment. They also love to travel. Every year they spend more than 23,000 SEK on holidays.

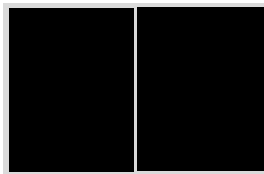
Source: Orvesto Consumer 2022 Full year

EVENT 2023

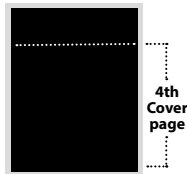
Åka Skidor Duved
Åka Skidor Event

January
April

FORMAT / PRICES



2/1-page (2x) 225x298 mm
+5 mm bleed
SEK 59 000
Sid 2-3 SEK 71 000



1/1-page Cover 3
225x298 mm
+5 mm bleed, **SEK 39 000**
1/1-page Cover 4
225x263 mm
+5 mm bleed, **SEK 51 000**



1/1-page
225x298 mm
+5 mm bleed
SEK 35 000



1/2-page horizontal
193 x 124 mm
SEK 21 000



1/2-page vertical
94 x 253 mm
SEK 21 000

Requested position +10%

PUBLICATION SCHEDULE 2023

Issue	Copy date	Publication date
1	30 Nov	03 Jan
2	12 Jan	09 Feb
3	16 Feb	16 Mar
4	24 Aug	21 Sep
5	14 Sep	12 Oct
Gadget Guide	28 Sep	26 Oct
7	12 Oct	09 Nov
8	09 Nov	07 Dec

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.

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.

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

● 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.

CONTACTS

To book advertising:

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

QUESTIONS CONCERNING ADVERTISING MATERIAL:

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



ÅKASKIDOR.SE – FOR PEOPLE WHO LOVE SNOW AND DOWNHILL SKIING

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At Åkaskidor.se we provide the readers with the latest news within the world of skiing, buying guides, travel tips and the best destinations. We inspire all skiing enthusiasts with exciting reading and guide readers in their choice of skiing trips and equipment.

CONTENTS ÅKASKIDOR.SE

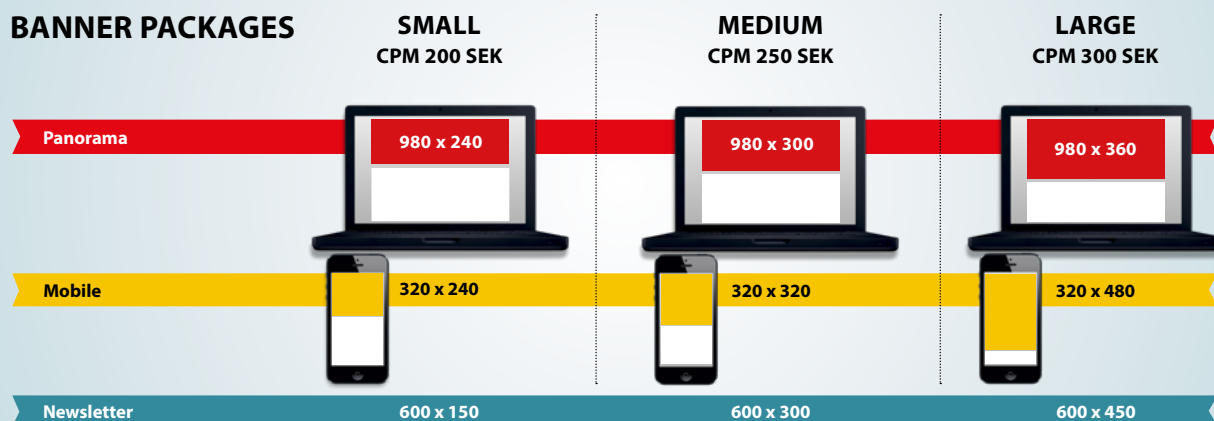
- News, inspiration and skiing adventures
- Tips for training, technique and practice to make the reader a better skier
- Travel writing from different skiing resorts
- Buying guides and tests of equipment and gadgets
- Inspirational videos
- Our own shop – with hot skiing kit
- Blogging skiing personalities: For example, skiers who are internationals in freestyle and mogul

THE ÅKA SKIDOR READER

- Average age: 41
- 65% male readers
- Loves gadgets – far and away the most sports equipment among magazine readers. Extremely active!
- According to Sifo, the readers have a major interest in sports such as golf, sailing, tennis, cross-country skiing and all types of adventure sports. Åka Skidor's readers are in the top position when it comes to expenditure on sports equipment.

- ÅKASKIDOR.SE - 100,000 unique visitors/month
- Instagram: 19,700 followers
- Facebook: 23,600 followers

BANNER PACKAGES



Stand-alone formats and prices

	Price		Price		Price	
	600 X 300	1 SEK/each	980 x 240	CPM 250 SEK	980 x 300	CPM 300 SEK
	320 x 240	CPM 250 SEK	320 x 320	CPM 300 SEK	320 x 480	CPM 350 SEK
	980 x 240	CPM 250 SEK	980 x 300	CPM 300 SEK	980 x 360	CPM 350 SEK

Number of recipients: 11 700

Creative formats

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



Special formats
CPM 350 SEK



Special formats
CPM 500 SEK Ad
CPM 600 SEK Video

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 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.

CONTACTS

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

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Annonshantering webb