

**STICKA SKÖNA TRÖJAN**  
Randigt à la 70-talet

**GRATIS ALLA 100-ÅRINGAR!**  
Så många fyller tresiffrigt

**Höstens bästa böcker!**  
Från feelgood till spänning – vi har valt 33 favoriter

**Det FINE**

**KONST**

Det började ned 20 nystan...  
Världstjärnan Kaffe Hassett ställer ut i Sverige

**”Vitt är det enda jag inte gillar”**

**STARR** Det var nästan en check när han dök upp...  
En som kunde sticka. Och som han kunde sticka sedan!  
I den världsbären de textilkonstnären Kaffe Hassett på i Stockholm, aktuellt med en stor utställning på Millesgården.

**Kaffe Hassett**  
Kaffe Hassett ställer ut i Sverige

**Så funkade nya matcirkeln**  
Matcirkeln är uppbyggd i syftet, till varje del av vardagen. Detta betyder att du kan använda den till allt som du vill. Genom att ha en matcirkel kan du enkelt se till att du får i dig alla de näringsämnen som du behöver. Mer än det som påverkar dig själv, för att du ska kunna leva ett hälsosamt liv. Detta betyder att du kan använda den till allt som du vill. Genom att ha en matcirkel kan du enkelt se till att du får i dig alla de näringsämnen som du behöver.

**Kyrkan där man dansar och fikar**  
Häng med till Hedvig Eleonora

**Ruti Anglagård**

Helen Sjöholm är inte lika explosiv som sin nya rollkaraktär

**”När jag blir arg så städar jag!”**

Vad blir det till middag? Massor av matinspiration på icakturiren.se

# Icakturiren

Icakturiren is Sweden’s weekly magazine, and every week it offers readers current reading and inspiration. A modern, informative magazine and website – still like no other! The Icakturiren brand stands for utility, credibility, and inspiration. For you as an advertiser, this means effectiveness – you meet consumers who are happy to spend and interested. Our visitors want to read about good and healthy food, new insights in health and well-being, home decor, travel, pets, relationships, cultural tips, and encounters with interesting individuals. Icakturiren is the readers’ companion in everyday life, helping them make the best choices.



PRINT  
**267.000**  
READERS



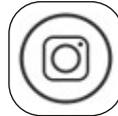
DIGITAL  
**300.000**  
VISITORS/M



PAGE VIEW  
**1.200.000**  
PAGE VIEWS/M



NEWSLETTER  
**42.222**  
RECIPIENTS



INSTAGRAM  
**2.600**  
FOLLOWERS



FACEBOOK  
**18.200**  
FOLLOWERS

**EVENT 2024**  
Kulturkryssning Nov

# Digital Impact Formats

Through our Digital Impact Formats, we offer premium placements with various creative solutions, enhancing the effectiveness of your campaign. As an advertiser, you have

the opportunity to work with high-resolution materials in both images and videos for a vibrant and engaging advertising experience.

## TOPSCROLL



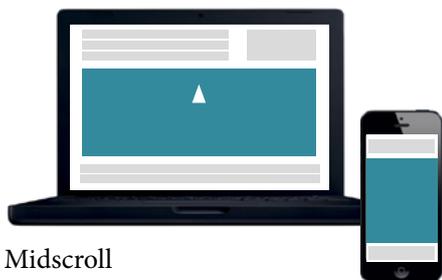
Topscroll Bild Desktop/Mobile CPM 500  
Topscroll Video Desktop/Mobile CPM 600

## TAKE OVER



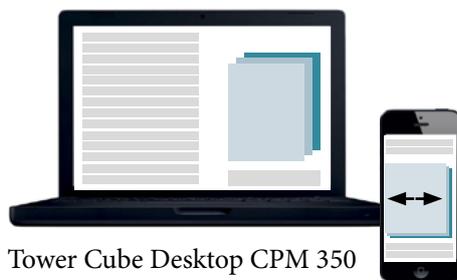
Take Over Desktop/Mobile CPM 600

## MIDSCROLL



Midscroll  
Desktop/Mobile CPM 350

## TOWER CUBE/SWIPE



Tower Cube Desktop CPM 350  
Swipe Mobile CPM 350

## MEGA PANORAMA VIDEO



Mega Panorama Video  
Desktop/Mobile CPM 300

## WALLPAPER DESKTOP CPM 350

### 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.

# Digital Standard Formats

## PANORAMA 1+2 CPM 400



## MOBIL 1+2 CPM 400



## OUTSIDE STICKY CPM 450



## NYHETSBRÄV DESKTOP/MOBILE



## 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: [webbannonns@egmont.se](mailto:webbannonns@egmont.se)

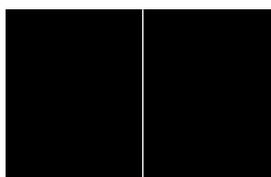
Other delivery is according to agreement. Material should be delivered a minimum of three working days before the campaign start date for testing purposes. If adjustments must be made by Story House Egmont the material should be sent sooner.

For more information see material specifications at [annons.storyhouseegmont.se](https://annons.storyhouseegmont.se)

### AVBRULES 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.

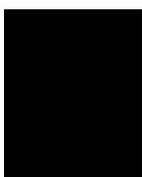
## FORMAT / PRICES



**2/1-page**  
(2x) 208 x 278 mm  
+ 5 mm bleed  
**129.000 SEK**



**2nd & 3rd cover**  
208 x 278 mm  
+ 5 mm bleed  
**82.000 SEK**



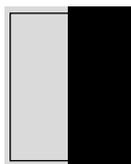
**1/1-page**  
208 x 278 mm  
+ 5 mm bleed  
**71.500 SEK**



**1/1-page Back cover**  
208 x 243 mm  
+ 5 mm bleed  
**86.000 SEK**



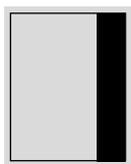
**1/2-sida liggande**  
208 x 139 mm  
+ 5 mm bleed  
**42.900 SEK**



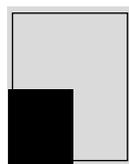
**1/2-sida stående**  
104 x 278 mm  
+ 5 mm bleed  
**42.900 SEK**



**1/4-sida liggande**  
208 x 67 mm  
+ 5 mm bleed  
**26.800 SEK**



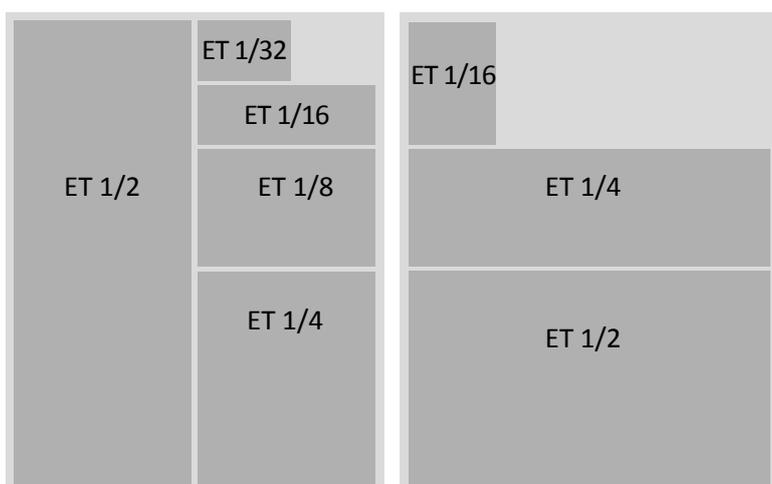
**1/4-sida stående**  
45 x 252 mm  
No bleed  
**26.800 SEK**



**1/4-sida**  
104 x 139 mm  
+ 5 mm bleed  
**26.800 SEK**

## CLASSIFIED PAGES

Ad	Format	Price
ET 1/32 Horizontal	47 x 31 mm	2.150 SEK
ET 1/16 Horizontal	95 x 31 mm	4.300 SEK
ET 1/16 Vertical	47 x 63 mm	4.300 SEK
ET 1/8 Horizontal	95 x 63 mm	8.625 SEK
ET 1/4 Horizontal	192 x 63 mm	17.250 SEK
ET 1/4 Vertical	95 x 128 mm	17.250 SEK
ET 1/2 Horizontal	192 x 128 mm	34.500 SEK
ET 1/2 Vertical	95 x 260 mm	34.500 SEK



## PUBLICATION SCHEDULE 2024

Issue	Copy date	Publication date
2	14 Dec	05 Jan
3	27 Dec	12 Jan
4	05 Jan	19 Jan
5	12 Jan	26 Jan
6	19 Jan	02 Feb
7	26 Jan	09 Feb
8	02 Feb	16 Feb
9	09 Feb	23 Feb
10	16 Feb	01 Mar
11	23 Feb	08 Mar
12	01 Mar	15 Mar
13	08 Mar	22 Mar
14	12 Mar	28 Mar
15	18 Mar	05 Apr
16	27 Mar	12 Apr
17	05 Apr	19 Apr
18	12 Apr	26 Apr
19	16 Apr	03 May
20	23 Apr	10 May
21	02 May	17 May
22	10 May	24 May
23	17 May	31 May
24	21 May	07 Jun
25	30 May	14 Jun
26	03 Jun	20 Jun
27	13 Jun	28 Jun
28	20 Jun	05 Jul
29	28 Jun	12 Jul
30	05 Jul	19 Jul
31	12 Jul	26 Jul
32	19 Jul	02 Aug
33	26 Jul	09 Aug
34	02 Aug	16 Aug
35	07 Aug	23 Aug
36	16 Aug	30 Aug
37	23 Aug	06 Sep
38	30 Aug	13 Sep
39	06 Sep	20 Sep
40	13 Sep	27 Sep
41	20 Sep	04 Oct
42	27 Sep	11 Oct
43	04 Oct	18 Oct
44	11 Oct	25 Oct
45	18 Oct	01 Nov
46	24 Oct	08 Nov
47	01 Nov	15 Nov
48	08 Nov	22 Nov
49	15 Nov	29 Nov
50	22 Nov	06 Dec
51/52	29 Nov	13 Dec
1 (2025)	06 Dec	27 Dec

## 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 198 x 268 mm, min. 105 x 148 mm.
- Selected: full year subscribers, postcode, gender, age.
- 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.

### PRICES SUPPLEMENTS

WEIGHT IN GRAMS	SEK/UNIT
< 20 g	1:10
21-40 g	1:20
41-50 g	1:30
> 50 g	ask for quotation

Additional costs apply for supplements when they are either glued, enclosed in plastic and/or selected supplements.  
Minimum selection 25 000 units.

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 [www.annons.storyhouseegmont.se](http://www.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  
[www.annons.storyhouseegmont.se](http://www.annons.storyhouseegmont.se)

Questions concerning advertising material:  
[trafficannons@egmont.se](mailto:trafficannons@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**  
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  
[www.annons.storyhouseegmont.se/adspecs](http://www.annons.storyhouseegmont.se/adspecs)