

Golf as a lifestyle

More than 530,000 Swedes are members of a golf club, and they generally spend more money on cars, housing, travel, and clothing than the average Swede. Would you like to communicate with this commercially interesting target audience? If so, Svensk Golf is the obvious choice. Through the magazine, website, and our social media channels, we reach most of the golf enthusiasts in Sweden.

Our readers and visitors play a lot of golf, often several rounds a week during the high season. They are engaged and passionate, willing to invest in their golf, equipment, training, and travel destinations.

Our ambition is to provide the best golf-related content. Based on what our readers want, we create dynamic journalism across all our channels. Our digital visitors are loyal and visit the website and social media several times a week. A guiding principle in our editorial direction is passion – a passion that we share with our audience – for golf, for the lifestyle, and for the game. Our visitors always find interesting reading in the magazine or on the website – our popular Golf School, equipment reviews, course visits, feature stories, and interviews.



PRINT
100.000
READERS



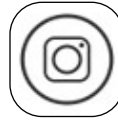
NEWSLETTER
32.000
RECIPIENTS



EVENT
5.000
PARTICIPANTS/Y



DIGITAL
360.000
VISITORS/M



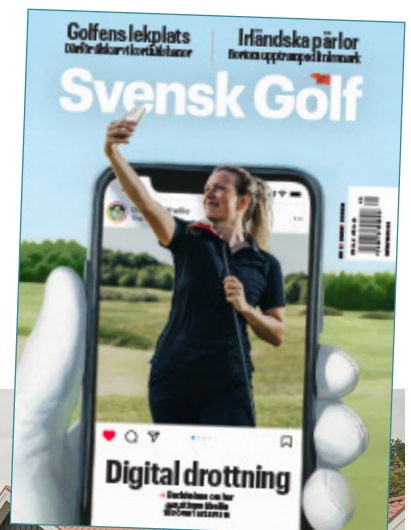
INSTAGRAM
17.800
FOLLOWERS



PAGE VIEWS
2.200.000
PAGE VIEWS/M



FACEBOOK
52.400
FOLLOWERS



Digital Impact Formats

“Through our Digital Impact Formats, we offer premium placements with various creative solutions, which enhance the impact of your campaign even further. As an adverti-

ser, you have the opportunity to work with high-resolution images or videos for a vibrant and engaging advertising experience.”

TOPSCROLL



Topscroll Bild Desktop/Mobil CPM 850 SEK
Topscroll Video Desktop/Mobil
CPM 950 SEK

TAKE OVER



Take Over Desktop/Mobil
CPM 1100 SEK

MIDSCROLL



Midscroll Bild Desktop/Mobil
CPM 650 SEK
Midscroll Video Desktop/Mobil
CPM 750 SEK

TOWER CUBE/SWIPE



Tower Cube Desktop
CPM 650 SEK
Swipe Mobil CPM 650 SEK

MEGA PANORAMA VIDEO

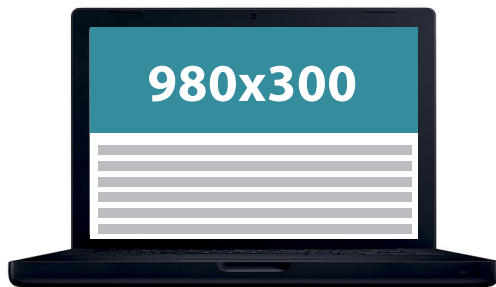


Mega Panorama Video
Desktop/Mobil CPM 700 SEK

PRE-ROLL VIDEO/MP4 CPM 500 SEK

Digital Standard Formats

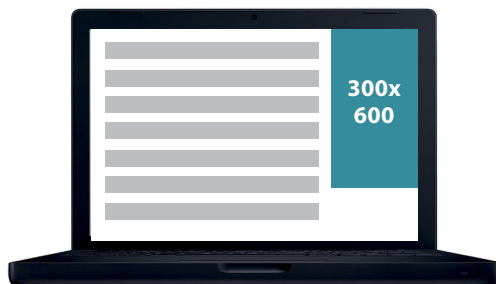
PANORAMA 1+2 CPM 400 SEK



MOBIL 1+2 CPM 400 SEK



OUTSIDE STICKY CPM 450 SEK



NEWSLETTER DESKTOP/MOBIL



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

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 208x278 mm
+ 5 mm bleed
SEK 39,000



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



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

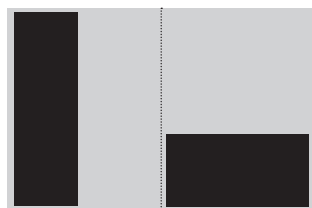


1/2-page horizontal
208x135 mm + 5 mm bleed
SEK 24,000

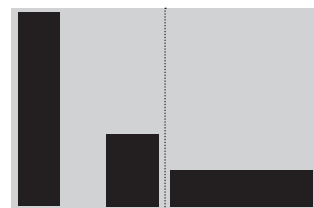


1/2-page vertical
97x278 mm + 5 mm bleed
SEK 24,000

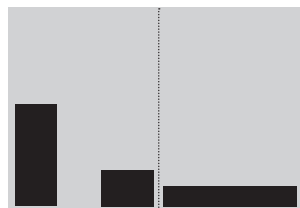
CLASSIFIED PAGES



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



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



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



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

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.

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. Double Page 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

● We do not accept open documents.

To book advertising contact the sales department:

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

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.

QUESTIONS CONCERNING ADVERTISING MATERIAL:

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

Creative Formats 360

In an advertising partnership, our commercial editors create a sponsored editorial article for one of our magazines in print or digital format. We write about your product or service in consultation with you, using a tone and style tailored to your brand's audience. This gives us the opportunity to bring your brand or products closer to the reader

in a way and with language that we know they will resonate with, all while complying with advertising regulations. We can also organize editorial contests and customer-specific events to connect you with our relevant and credible titles. Pricing available upon request.

1. FRENCH WINDOW from Svensk Golf #2301

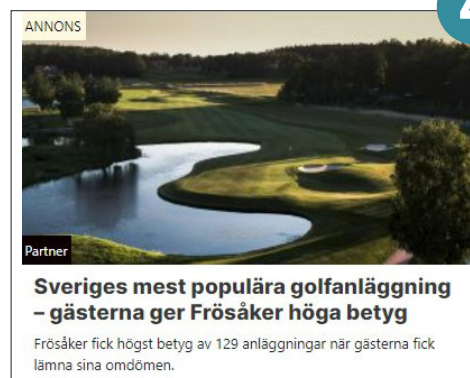


Här kommer ett extrainsatt nyhetsbrev med den senaste läsningen från oss på redaktionen samt en nyhet från Callaway, som är en av våra annonsörer.

Annons från Callaway



[Funderar du på att skaffa en ny driver till golfsäsongen 2022?](#)



4. TRACK OF THE WEEK text and link. For a whole week, your golf course will appear in the news feed on the start page.



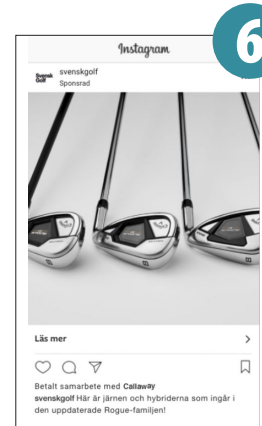
5. CONTEST

Activate our readers with an exciting contest and get the opportunity to contact the participants afterwards.



2. ADVERTORIAL AND NATIVE

Article in our editorial flow. Print and/or Digital, also SoMe and Newsletter.



6. INSTAGRAM

Participate as a partner in our Instagram feed with posts and stories.

Golf Event

A partnership with Svensk Golf offers a unique opportunity to reach a broad and engaged audience of golf enthusiasts across the country. Our golf events attract golfers of all ages and from various geographical areas. By being part of our events, partners can have on-site visibility and direct interaction with participants.

Our events provide partners with the opportunity to be part of the prize ceremonies, distribute goodie bags, and create hole activations that receive exposure on our digital channels. This presence allows partners a unique chance to increase their visibility and build strong relationships

within the golf community. Additionally, some of our events include finals, giving partners the opportunity to participate in exciting competitions and offer attractive prizes.

Collaborating with Svensk Golf provides partners with the opportunity to market their products or services to an enthusiastic golf audience and strengthen their brand in the world of golf. Get ready to embark on the golf journey we offer and join us at Svensk Golf for an exciting year in golf together.



**INDOOR EVENT
FEBRUARY 2024**



**SUPERSTART UTOMLANDS
FEBRUARY–MARCH**



SUPERSTART MAY



**GOLFHUVUDSTADEN HALMSTAD TOUR
MAY–SEPTEMBER**



**SVENSK GOLF
PING TOUR
MAY–
SEPTEMBER**