



Photo: Mattias Fredriksson

The Skiers' Magazine

Ever since Ingemar Stenmark won his first World Cup victory in Madonna di Campiglio in 1974, Åka Skidor has been an essential part of Swedish alpine skiing. Both for the readers and for a trend-sensitive industry. What is in Åka Skidor is what matters when it comes to destinations, gear, profiles, and trends. No one who is someone, or wants to be someone in Swedish alpine skiing, misses an issue of Åka Skidor. No one who sees themselves as a true skier ignores what is in Åka Skidor. According to the latest Orvesto, the print magazine (eight issues per year) has nearly 70,000 readers. A figure that, despite the problems of many other print publications today, is actually increasing. This is because Åka Skidor, the print edition, is like a vinyl record – a little better feeling than the clinical streamed version. Of course, the magazine also exists digitally with many more readers and interactions. But that Åka Skidor is the only ski magazine that has been continuously published in print since 1974 is something the editorial team is very proud of.



PRINT
67.000
READERS



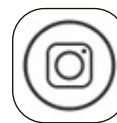
DIGITAL
70.000
VISITORS/M



PAGE VIEWS
280.000
PAGE VIEWS/M



NEWSLETTER
11.600
RECIPIENTS



INSTAGRAM
21.300
FOLLOWERS



FACEBOOK
25.000
FOLLOWERS

EVENT 2024

Girls Day in Duved

9 Februari

Åka Skidor 50 years

Winter 2024–2025

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



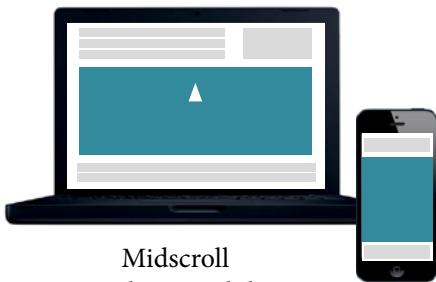
Topscroll Bild Desktop/Mobile
Topscroll Video Desktop/Mobile

TAKE OVER



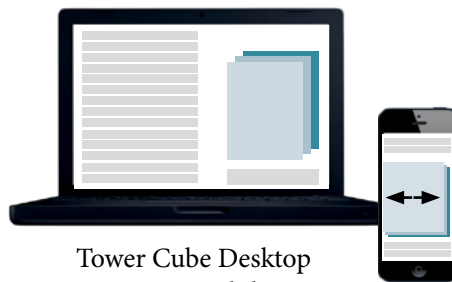
Take Over Desktop/Mobile

MIDSCROLL



Midscroll
Desktop/Mobile

TOWER CUBE/SWIPE



Tower Cube Desktop
Swipe Mobile

MEGA PANORAMA VIDEO



Mega Panorama Video
Desktop/Mobile

FORMATS SOLD AS SHARE OF VOICE (SoV).

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



MOBILE 1+2



OUTSIDE STICKY



NEWSLETTER DESKTOP/MOBILE



FORMATS SOLD AS SHARE OF VOICE (SoV).

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

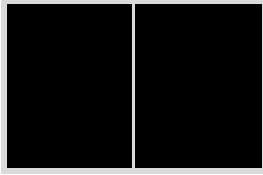
Other delivery is according to agreement. Material should be delivered a minimum of three working days before the campaign start date for testing purposes. If adjustments must be made by Story House Egmont the material should be sent sooner.

For more information see material specifications at annons.storyhouseegmont.se

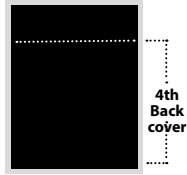
RULES FOR CANCELLATION:

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..

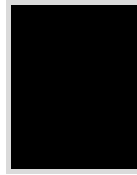
FORMAT / PRICES



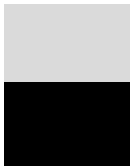
2/1-page (2x) 225x298 mm
+5 mm bleed
59 000 SEK
Page 2-3, 71 000 SEK



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



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



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



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

Requested position of advertisement +10%

PUBLICATION SCHEDULE 2024

Issue	Copy date	Publication date
1	04 Dec	04 Jan
2	11 Jan	08 Feb
3	15 Feb	14 Mar
4	14 Aug	18 Sep
5/6	04 Sep	09 Okt
Gear Guide	18 Sep	24 Oct
7	02 Oct	06 Nov
8/9	30 Oct	04 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.

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. 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

QUESTIONS CONCERNING ADVERTISING MATERIAL:

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