



Hemmets Journal

Hemmets Journal is Sweden's large classic weekly magazine – continuously embraced by new generations. Each week, we reach 227,000 readers. The magazine's readers are very loyal, and our credibility is high; people simply trust what we write! 75 percent of our readers are women with an active interest in food, gardening, home and family, dogs, cats, interior design, fashion, beauty, and health.

READERS

Our readers are active and engaged. If they're not working in the garden, they're preparing lovely dinners, planning this summer's long trip, taking evening courses in French, or listening to the latest from Viveca Sten in the car on their way home from work. At home, the week's issue of Hemmets Journal awaits, providing a moment of pleasant relaxation. The magazine will keep them company for at least two hours in the coming week. We offer readers entertainment, practical tips, and exciting stories from real life – just like a good and close friend!

Readers are mature women (50+) residing all over the country, primarily in small and medium-sized cities.



PRINT
227.000 READERS
READY 9.000



DIGITAL
400.000
VISITORS/M



PAGE VIEW
900.000
PAGE VIEWS/M



NEWSLETTER
85.000
RECIPIENTS

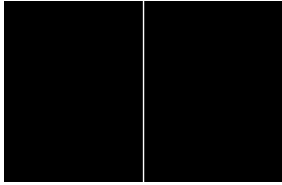


INSTAGRAM
4.200
FOLLOWERS

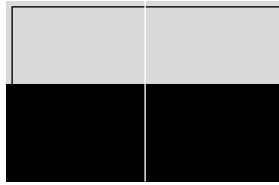


FACEBOOK
23.000
FOLLOWERS

FORMAT / PRICES



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



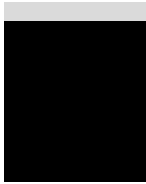
Half spread
(2x) 208 x 139 mm + 5 mm bleed
49.200 SEK



2nd & 3rd cover
208x278 mm
+ 5 mm bleed
54.300 SEK



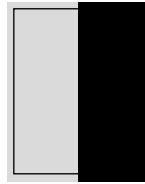
1/1-page
208x278 mm
+ 5 mm bleed
48.400 SEK



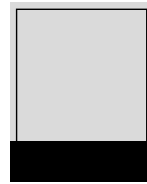
1/1-page Back cover
208x243 mm
+ 5 mm bleed
54.900 SEK



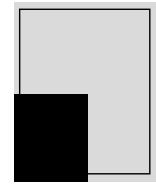
1/2-page Horizontal
208x139 mm
+ 5 mm bleed
35.500 SEK



1/2-page Vertical
104x278 mm
+ 5 mm bleed
35.500 SEK



1/4-page Horizontal
208x67 mm
+ 5 mm bleed
24.800 SEK



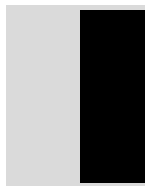
1/4-page Vertical
104x139 mm
+ 5 mm bleed
24.800 SEK

Requested position of advertisement +10%

CLASSIFIED PAGES



1/2-page horizontal
192x128 mm
16.000 SEK



1/2-page vertical
95x260 mm
16.000 SEK



1/4-page horizontal
192x63 mm
9.900 SEK



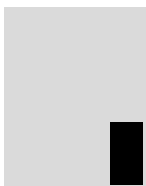
1/4-page vertical
95x128 mm
9.900 SEK



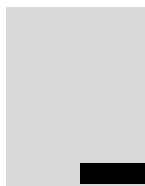
1/8-page horizontal
95x63 mm
5.400 SEK



1/8-page vertical
47x128 mm
5.400 SEK



1/12-page vertical
47x95 mm
4.200 SEK



1/16-page horizontal
95x31 mm
2.750 SEK



1/16-page vertical
47x63 mm
2.750 SEK



1/32-page horizontal
47x31 mm
1.500 SEK

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:** subscribed edition, distribution regions.
- **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

- < 20 g
- 21–40 g
- 41–50 g
- > 50 g

SEK/UNIT

- 1:10
- 1:20
- 1:30
- 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

ISSUE	COPY DATE	COPY DATE APPENDIX	PUBLICATION DATE
2	29 Nov	12 Dec	8 Jan
3	6 Dec	19 Dec	15 Jan
4	12 Dec	30 Dec	22 Jan
5	19 Dec	9 Jan	29 Jan
6	2 Jan	16 Jan	5 Feb
7	10 Jan	23 Jan	12 Feb
8	17 Jan	30 Jan	19 Feb
9	24 Jan	6 Feb	26 Feb
10	31 Jan	13 Feb	5 Mar
11	7 Feb	20 Feb	12 Mar
12	14 Feb	27 Feb	19 Mar
13	21 Feb	6 Mar	26 Mar
14	28 Feb	13 Mar	2 Apr
15/16	7 Mar	20 Mar	9 Apr
17	21 Mar	3 Apr	24 Apr
18	27 Mar	9 Apr	30 Apr
19	2 Apr	15 Apr	7 May
20	9 Apr	24 Apr	14 May
21	15 Apr	30 Apr	21 May
22	24 Apr	8 May	28 May
23	2 May	15 May	4 Jun
24/25	9 May	22 May	11 Jun
26	21 May	4 Jun	25 Jun
27	28 May	12 Jun	2 Jul
28	4 Jun	18 Jun	9 Jul
29	12 Jun	26 Jun	16 Jul
30	19 Jun	3 Jul	23 Jul
31	27 Jun	10 Jul	30 Jul
32	4 Jul	17 Jul	6 Aug
33	11 Jul	24 Jul	13 Aug
34	18 Jul	31 Jul	20 Aug
35	25 Jul	7 Aug	27 Aug
36	1 Aug	14 Aug	3 Sep
37	8 Aug	21 Aug	10 Sep
38	15 Aug	28 Aug	17 Sep
39	22 Aug	4 Sep	24 Sep
40	29 Aug	11 Sep	1 Oct
41	5 Sep	18 Sep	8 Oct
42	12 Sep	25 Sep	15 Oct
43/44	19 Sep	2 Oct	22 Oct
45	3 Oct	16 Oct	5 Nov
46	10 Oct	23 Oct	12 Nov
47	17 Oct	30 Oct	19 Nov
48	24 Oct	6 Nov	26 Nov
49	31 Oct	13 Nov	3 Dec
50	7 Nov	20 Nov	10 Dec
51	14 Nov	27 Nov	17 Dec
52/1 2026	21 Nov	4 Dec	23 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.

CONTACTS

To book advertising:
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 Annonshantering

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



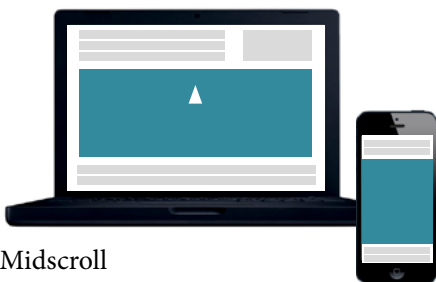
Topscroll Bild Desktop/Mobile CPM 500
Topscroll Video Desktop/Mobile CPM 600

TAKE OVER



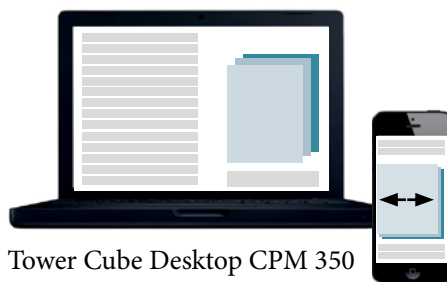
Take Over Desktop/Mobile CPM 600

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

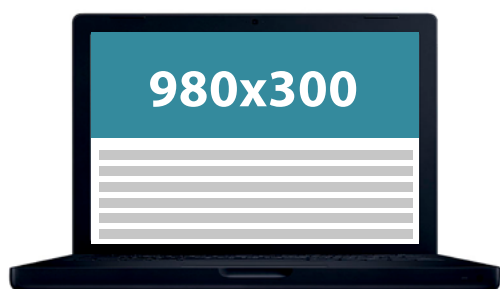
WALLPAPER DESKTOP CPM 300

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



NYHETSBRIV 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: 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

To book advertising:

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

QUESTIONS CONCERNING ADVERTISING MATERIAL:

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