



gen på inspiration har
rit större och vi ser
na saker. Det är
t är så häftigt när
r något annorlunda"



The target audience is primarily homeowners who have the financial means and the passion to realize their housing dreams. The readers are in the midst of life and have the financial ability to travel, renovate, and indulge in home or vacation home activities. They are very conscious of space and image and don't hesitate to spend money on cars, wine, and fashion, even though it is their home, garden, and vacation home that constitute the major passion in their lives.



NEWSLETTER

27.000

RECIPIENTS



INSTAGRAM

72.000

FOLLOWERS



FACEBOOK

36.000

FOLLOWERS



PRINT

172.000 READERS

READY 13.000



DIGITAL

500.000

VISITORS/M



PAGE VIEWS

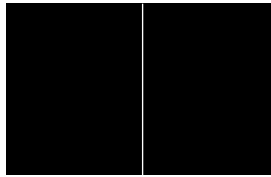
1.000.000

PAGE VIEWS/M

EVENT 2025

Inspirationskväll 15 October

FORMAT / PRICES



2/1-page (2x) 225x298 mm
(2x) 225 x 298 mm
+ 5 mm bleed
109.900 SEK



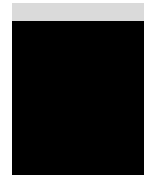
2nd cover
225 x 298 mm
+ 5 mm bleed
72.900 SEK



3rd cover, page 5, 7, 9
225 x 298 mm
+ 5 mm bleed
69.900 SEK



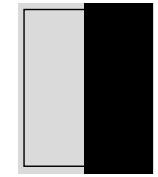
1/1-page
225 x 298 mm
+ 5 mm bleed
58.900 SEK



1/1-sida back cover
225 x 263 mm
+ 5 mm bleed
72.900 SEK



1/2-page horizontal
225 x 149 mm
+ 5 mm bleed
35.900 SEK



1/2-page vertical
113 x 298 mm
+ 5 mm bleed
35.900 SEK

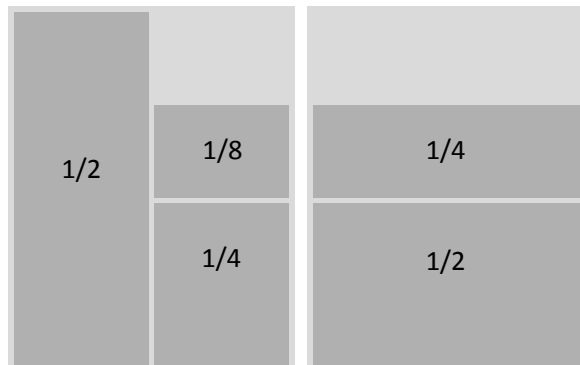
PUBLICATION SCHEDULE 2025

Issue	Copy date	Publication date
2	06 Dec	15 Jan
3	13 Jan	12 Feb
4	03 Feb	05 Mar
Theme No 1 Garden *	24 Feb	26 Mar
5	17 Mar	16 Apr
6	02 Apr	07 May
7	25 Apr	28 May
Theme No 2 Summer *	15 May	18 Jun
8	05 Jun	09 Jul
9	14 Jul	13 Aug
10	11 Aug	10 Sep
Theme No 3 Christmas *	01 Sep	08 Oct
11	22 Sep	22 Oct
12	20 Oct	19 Nov
1 (2026)	17 Nov	17 Dec



CLASSIFIED PAGES

Advert	Format	Price
ET 1/8 Horizontal	96 x 65 mm	5.400 SEK
ET 1/4 Horizontal	195 x 65 mm	10.800 SEK
ET 1/4 Vertical	96 x 133 mm	10.800 SEK
ET 1/2 Horizontal	195 x 133 mm	21.600 SEK
ET 1/2 Vertical	96 x 270 mm	21.600 SEK



Formats
Classified pages

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 215 x 288 mm, min. 105x148 mm.
- Selected: full year subscribers, postcode, age.
- Enclosed in plastic: with activity letter selected for, for example, retailers.
- Co-produced: 4-32 pages, material high-resolution pdfs, 225x298 mm bleed.

PRICES SUPPLEMENTS

WEIGHT IN GRAMS	FULL ISSUE SEK/UNIT
< 20 g	1:40
21–35 g	1:50
36–49 g	1:60
> 50 g	ask for quotation

Additional costs apply for supplements when they are either glued, enclosed in plastic and/or selected supplements.

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 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:

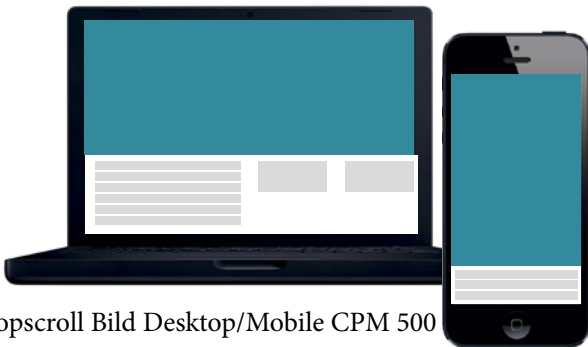
trafficanons@egmont.se switchboard: +46 (0)8-692 01 00

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

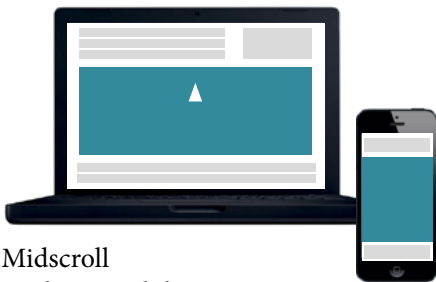
Topscroll Video Desktop/Mobile CPM 600

Take Over



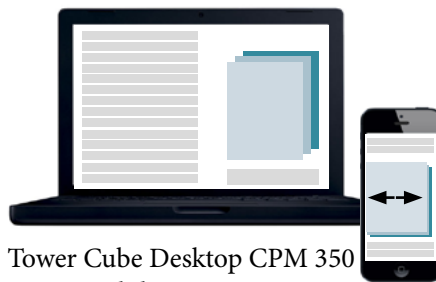
Take Over Desktop/Mobile CPM 600

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 350

WALLPAPER DESKTOP CPM 350

Digital Standard Formats

PANORAMA 1+2 CPM 400



MOBILE 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: webbannon@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.