



HÄLSA

Sweden's oldest health magazine delves deep and takes health seriously – in an enjoyable and inspiring way. Hälsa is the natural health magazine that stands for knowledge and inspiration, always being credible, curious, and well-informed in the latest research and findings related to health.

The Hälsa brand extends to hälsa.se, where we consistently provide readers access to our vegetarian recipes, health news, offers, and much more. We also have a growing following on Facebook and Instagram, providing us with a direct communication channel with our readers, along with Hälsa's digital newsletters.



PRINT
90.000 READERS
READY 8.000



DIGITAL
70.000 VISITORS/M



PAGE VIEW
120.000 PAGE VIEWS/M



NEWSLETTER
18.000 RECIPIENTS

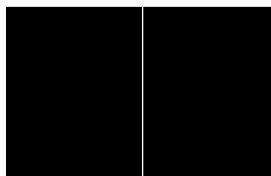


INSTAGRAM
8.200 FOLLOWERS



FACEBOOK
12.000 FOLLOWERS

FORMAT / PRICES



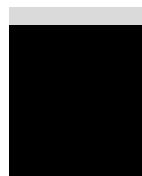
2/1-page
(2x) 208 x 278 mm
+ 5 mm bleed
73.000 SEK



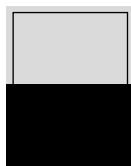
2nd & 3rd cover
208 x 278 mm
+ 5 mm bleed
45.500 SEK



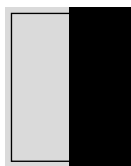
1/1-page
208 x 278 mm
+ 5 mm bleed
39.000 SEK



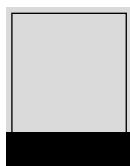
1/1-sida Back cover
208 x 243 mm
+ 5 mm bleed
50.500 SEK



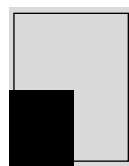
1/2-sida Horizontal
208 x 139 mm
+ 5 mm bleed
27.000 SEK



1/2-sida Vertical
104 x 278 mm
+ 5 mm bleed
27.000 SEK



1/4-sida Horizontal
208 x 67 mm
+ 5 mm bleed
18.500 SEK



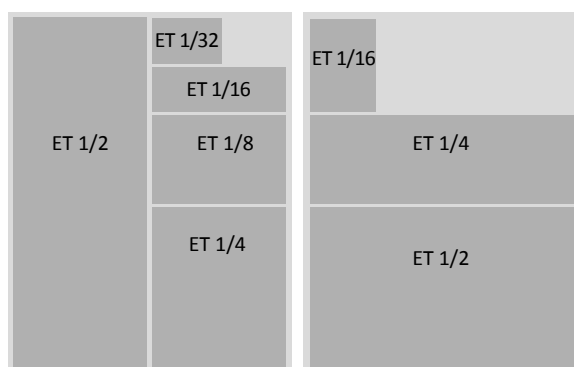
1/4-sida Vertical
104 x 139 mm
+ 5 mm bleed
17.500 SEK

PUBLICATION SCHEDULE 2025

ISSUE	Copy date	Publication date
2	02 Jan	29 Jan
3	31 Jan	26 Feb
4	28 Feb	26 Mar
5	31 Mar	30 Apr
6	02 May	28 May
7	23 May	25 Jun
8	27 Jun	23 Jul
9/10	25 Jul	20 Aug
11	05 Sep	01 Oct
12	03 Oct	29 Oct
13	30 Oct	26 Nov
1-2026	25 Nov	23 Dec

CLASSIFIED PAGES

Ad	Format	Price
ET 1/32 horizontal	47 x 31 mm	1.750 SEK
ET 1/16 horizontal	95 x 31 mm	3.500 SEK
ET 1/16 vertical	47 x 63 mm	3.500 SEK
ET 1/8 horizontal	95 x 63 mm	7.000 SEK
ET 1/4 horizontal	192 x 63 mm	14.000 SEK
ET 1/4 vertical	95 x 128 mm	14.000 SEK
ET 1/2 horizontal	192 x 128 mm	28.000 SEK
ET 1/2 stående	95 x 260 mm	28.000 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. 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, 208x278 mm bleed.

PRICES SUPPLEMENTS

WEIGHT IN GRAMS	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.

DELIVERY OF ADVERTISING MATERIAL PRINT

Ad Delivery Portal: <https://simplead.egmont.com/swe/>

DELIVERY OF ADVERTISING MATERIAL WEB

Delivery Address: webbannons@egmont.se

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
annons.storyhouseegmont.se

Questions concerning advertising material:
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
 Advertising material should be submitted as a PDF ready for printing with a 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

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



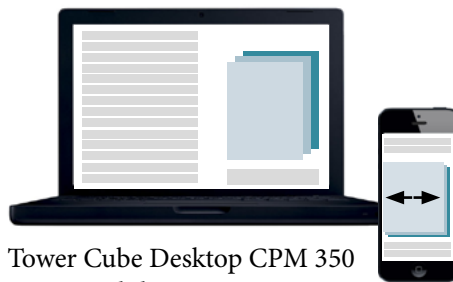
Take Over Desktop/Mobile CPM 600

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

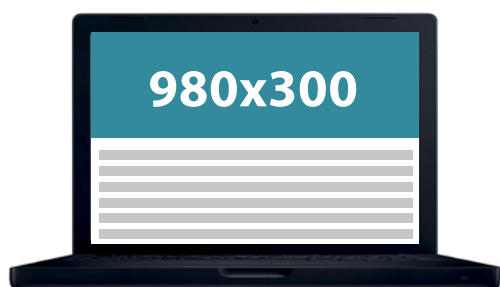
WALLPAPER DESKTOP CPM 350

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



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, TIF, 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.