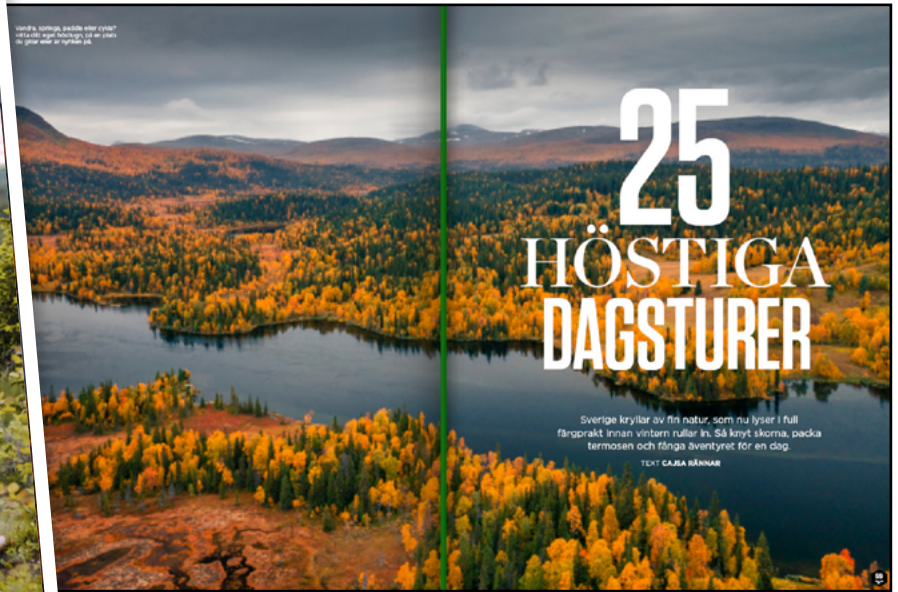




2025

storyhouse  
EGMONT



Utemagasinet is the magazine for those who love an active outdoor lifestyle. We cover everything related to hiking, paddling, trail cycling, trail running, cross-country skiing, long-distance ice skating, classic touring, and ski touring.

With years of knowledge as our foundation and a keen eye for new outdoor trends, we inspire both small and big adventures. It could be anything from building a fire by a lake and making your own campfire coffee to planning and executing a hike in the Swedish mountains or a ski touring week in Norway. What equipment is needed? Where are the most beautiful views? What do the local experts say? You'll find the answers in Utemagasinet.

In each issue, we present detailed tests of highly relevant clothing and/or gear for outdoor life and sports. We also showcase product news and write in-depth articles on topics such as sustainability, functional materials, innovation, and outdoor trends

### EVENT 2025

Utefest 5-7 September



PRINT  
**66.000** READERS  
READY 6.000



DIGITAL  
**20.000**  
VISITORS/M



PAGE VIEWS  
**80.000**  
PAGE VIEWS/M



NEWSLETTER  
**13.200**  
RECIPIENTS

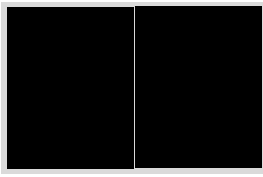


INSTAGRAM  
**29.500**  
FOLLOWERS

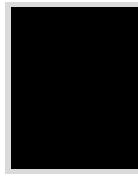


FACEBOOK  
**12.000**  
FOLLOWERS

## FORMAT / PRICES



**2/1-page (2x)** 225x298 mm  
+ 5 mm bleed  
**57 000 SEK**  
Sid 2-3 **69.000 kr**



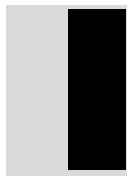
**1/1-page 3rd cover**  
225x298 mm  
+ 5 mm bleed  
**38.000 SEK**  
**1/1-page Back cover**  
225x263 mm  
+ 5 mm bleed  
**49.000 SEK**



**1/1-sida** 225x298 mm  
+ 5 mm bleed  
**33.000 kr**



**1/2-page horizontal**  
193x124 mm  
**20.000 SEK**



**1/2-page vertical**  
94x265 mm  
**20.000 SEK**



**1/4-page**  
94x124 mm  
**13.000 SEK**

Requested position of advertisement +10%

## PUBLICATION SCHEDULE 2025

Issue	Copy date	Publication date
1	05 Dec	15 Jan
2	17 Jan	19 Feb
3/4	14 Feb	19 Mar
5	01 Apr	07 May
6	30 Apr	04 Jun
7/8	04 Jun	09 Jul
9	25 Jul	27 Aug
10	29 Aug	01 Oct
11	26 Sep	29 Oct
12	31 Oct	03 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](https://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](https://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](https://annons.storyhouseegmont.se)

### QUESTIONS CONCERNING ADVERTISING MATERIAL:

[trafficanons@egmont.se](mailto: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



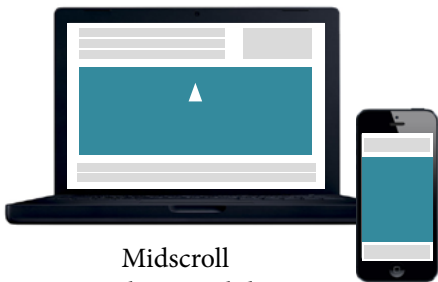
Topscroll Bild Desktop/Mobile  
Topscroll Video Desktop/Mobile

## TAKE OVER



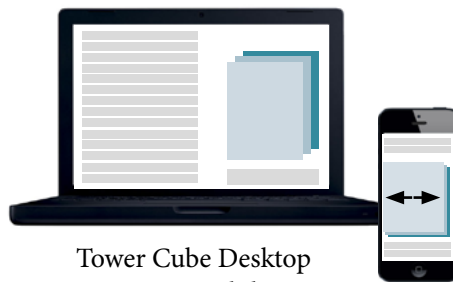
Take Over Desktop/Mobile

## 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](mailto: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](https://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..