



Icakuriren

Icakuriren is Sweden's weekly magazine, and every week it offers readers current reading and inspiration. A modern, informative magazine and website – still like no other! The Icakuriren brand stands for utility, credibility, and inspiration. For you as an advertiser, this means effectiveness – you meet consumers who are happy to spend and interested. Our visitors want to read about good and healthy food, new insights in health and well-being, home decor, travel, pets, relationships, cultural tips, and encounters with interesting individuals. Icakuriren is the readers' companion in everyday life, helping them make the best choices.



PRINT
253.000 READERS
READYLY 11.000



DIGITAL
400.000 VISITORS/M



PAGE VIEW
800.000 PAGE VIEWS/M



NEWSLETTER
48.300 RECIPIENTS



INSTAGRAM
2.750 FOLLOWERS



FACEBOOK
20.000 FOLLOWERS

EVENT 2025

Kulturkryssning Nov

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



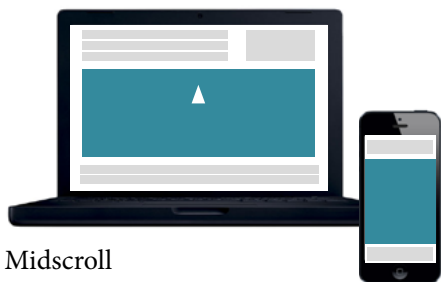
Topscroll Bild Desktop/Mobile CPM 500
Topscroll Video Desktop/Mobile CPM 600

TAKE OVER



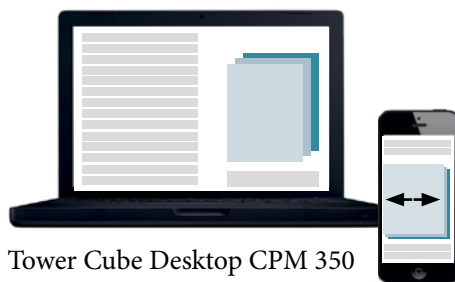
Take Over Desktop/Mobile CPM 600

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



NYHETSBRUV 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

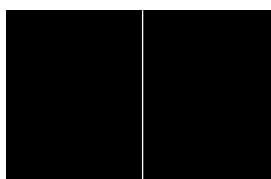
Other delivery is according to agreement. Material should be delivered a minimum of three working days before the campaign start date for testing purposes. If adjustments must be made by Story House Egmont the material should be sent sooner.

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

AVBRULES 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.

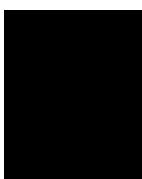
FORMAT / PRICES



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



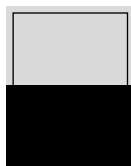
2nd & 3rd cover
208 x 278 mm
+ 5 mm bleed
82.000 SEK



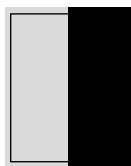
1/1-page
208 x 278 mm
+ 5 mm bleed
71.500 SEK



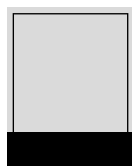
1/1-page Back cover
208 x 243 mm
+ 5 mm bleed
86.000 SEK



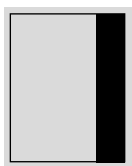
1/2-sida liggande
208 x 139 mm
+ 5 mm bleed
42.900 SEK



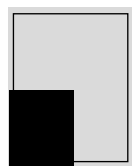
1/2-sida stående
104 x 278 mm
+ 5 mm bleed
42.900 SEK



1/4-sida liggande
208 x 67 mm
+ 5 mm bleed
26.800 SEK



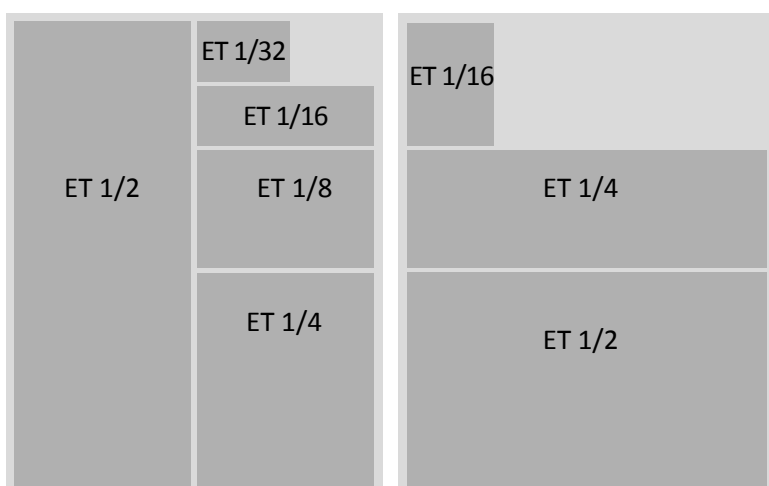
1/4-sida stående
45 x 252 mm
No bleed
26.800 SEK



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

CLASSIFIED PAGES

Ad	Format	Price
ET 1/32 Horizontal	47 x 31 mm	2.150 SEK
ET 1/16 Horizontal	95 x 31 mm	4.300 SEK
ET 1/16 Vertical	47 x 63 mm	4.300 SEK
ET 1/8 Horizontal	95 x 63 mm	8.625 SEK
ET 1/4 Horizontal	192 x 63 mm	17.250 SEK
ET 1/4 Vertical	95 x 128 mm	17.250 SEK
ET 1/2 Horizontal	192 x 128 mm	34.500 SEK
ET 1/2 Vertical	95 x 260 mm	34.500 SEK



PUBLICATION SCHEDULE 2025

Issue	Copy Date	Publication Date
2	11 Dec	03 Jan
3	18 Dec	10 Jan
4	27 Dec	17 Jan
5	08 Jan	24 Jan
6	15 Jan	31 Jan
7	22 Jan	07 Feb
8	29 Jan	14 Feb
9	05 Feb	21 Feb
10	12 Feb	28 Feb
11	19 Feb	07 Mar
12	26 Feb	14 Mar
13	05 Mar	21 Mar
14	11 Mar	28 Mar
15	18 Mar	04 Apr
16	24 Mar	11 Apr
17	01 Apr	17 Apr
18	04 Apr	25 Apr
19	14 Apr	02 May
20	17 Apr	09 May
21	28 Apr	16 May
22	06 Maj	23 May
23	13 Maj	30 May
24	20 Maj	05 Jun
25	23 Maj	13 Jun
26	02 Jun	19 Jun
27	10 Jun	27 Jun
28	16 Jun	04 Jul
29	24 Jun	11 Jul
30	01 Jul	18 Jul
31	08 Jul	25 Jul
32	15 Jul	01 Aug
33	22 Jul	08 Aug
34	29 Jul	15 Aug
35	05 Aug	22 Aug
36	12 Aug	29 Aug
37	19 Aug	05 Sep
38	26 Aug	12 Sep
39	02 Sep	19 Sep
40	09 Sep	26 Sep
41	16 Sep	03 Oct
42	23 Sep	10 Oct
43	30 Sep	17 Oct
44	07 Okt	24 Oct
45	14 Okt	31 Oct
46	21 Okt	07 Nov
47	28 Okt	14 Nov
48	04 Nov	21 Nov
49	11 Nov	28 Nov
50	18 Nov	05 Dec
51/52	24 Nov	12 Dec
1 (2026)	05 Dec	23 Dec

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: full year subscribers, postcode, gender, age.
- 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	SEK/UNIT
< 20 g	1:10
21-40 g	1:20
41-50 g	1:30
> 50 g	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

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 www.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.

CONTACTS

To book advertising:

sales department, switchboard: +46 (0)8-692 01 00

www.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

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 www.annons.storyhouseegmont.se/adspecs