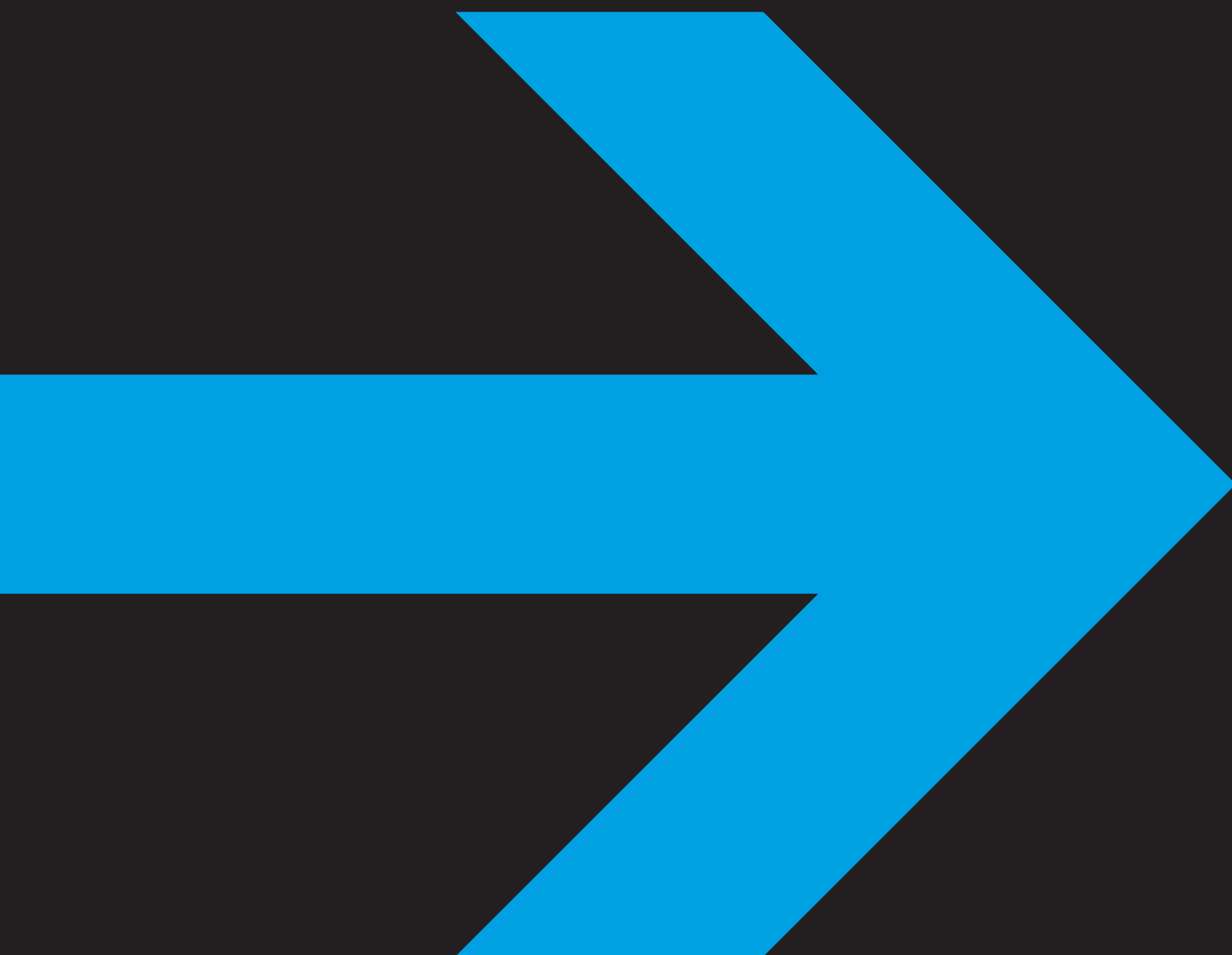




HAKON
MEDIA



Market Advertising Rates 2016

MORE INFORMATION
HAKONMEDIA.SE



Our representatives are general dealer specialists. We are driven by finding projects that will help you catch the interest of your target group.

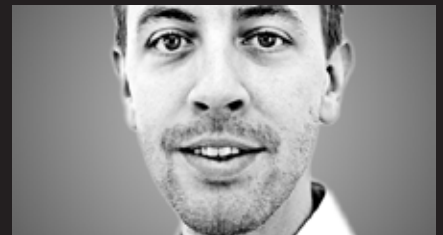
Challenge us! Ask your sales representative to match your needs:



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Market is by far the most important source of information for decision makers within retail. News, reviews, analyzes and studies provide the readers with full knowledge of what's happening – when it's happening.



Read more about your prospects »

10%
increased
reach

22

editions per year

4400

in total circulation (TS 2014)

10000

in reach (Orvesto 2014)

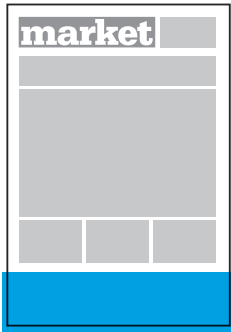
20000

pageviews at market.se each week

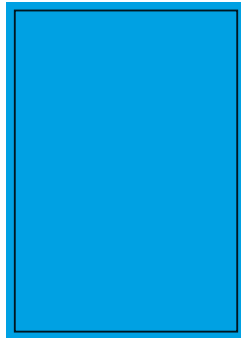
10 000 visitors at market.se each week

20 000 newsletter subscribers each week

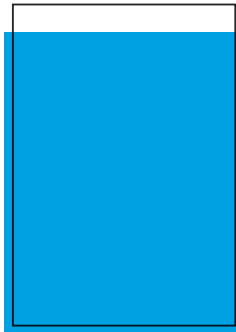
Market: Advertising Formats 2016



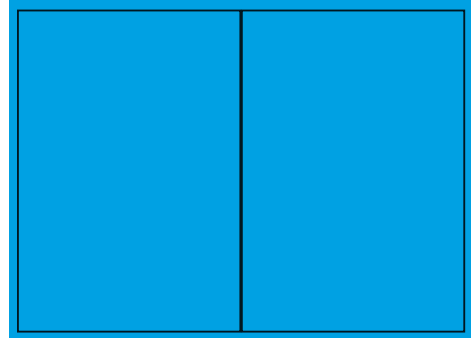
Streamer Frontpage



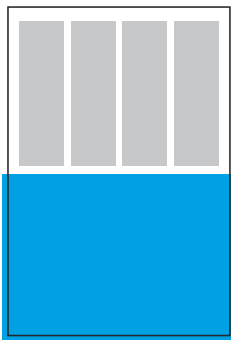
Full Page



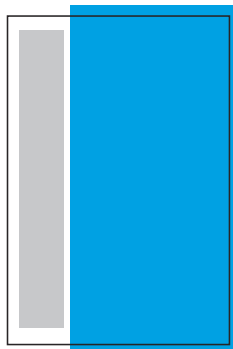
Back Cover



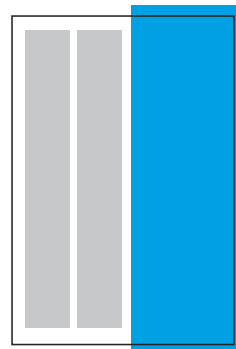
Two Page Spread



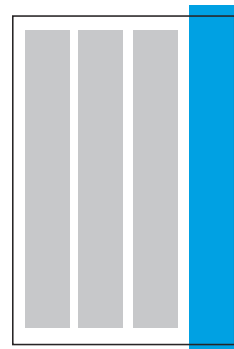
Half Page Horizontal



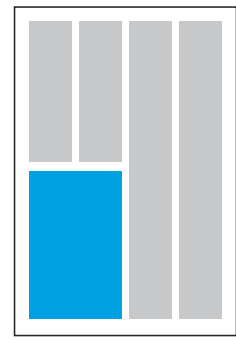
3 Column



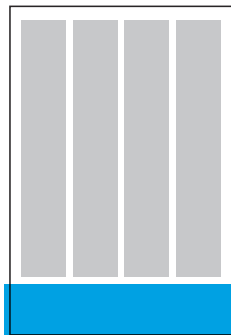
2 Column



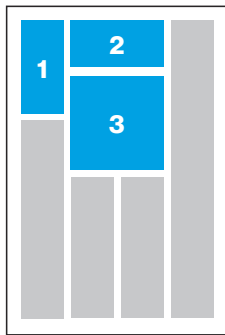
1 Column



Quarter Page



Streamer



Market Target

Modul 1: 53x100mm
 Modul 2: 110x47 mm
 Modul 3: 110x100 mm

Market: Advertising Rates 2016

Code	Format	Reservable position	Format type area	Price
2/1mitt	Two Page Spread Centre Insert	Centre Insert	500 x 360 mm + 5 mm bleed	59 900 kr
2/1	Two Page Spread		500 x 360 mm + 5 mm bleed	54 900 kr
1/1 1/1s7	Full Page	7, 11	250 x 360 mm + 5 mm bleed	33 900 kr
BAK	Back Cover	Back Cover	250 x 330 mm + 5 mm bleed	33 900 kr
1/2	Half Page Horizontal	3	250 x 177 mm + 5 mm bleed	26 900 kr
3SP	3 Column		175 x 360 mm +5mm bleed	29 900 kr
2SP	2 Column		120 x 360 mm +5mm bleed	26 900 kr
1SP	1 Column		60 x 360 mm +5 mm bleed	15 900 kr
KSS	Quarter Page		110 x 150 mm	15 900 kr
STRs1	Streamer Front Page		250 x 59 mm + 5 mm bleed	22 000 kr
STR	Streamer		250 x 59 mm + 5 mm bleed	16 500 kr
MT1	Market Torget 1, 10 inserts		53 x 100 mm	11 200 kr
MT2	Market Torget 2, 10 inserts		110 x 47 mm	11 200 kr
MT3	Market Torget 3, 10 inserts		110 x 100 mm	21 000 kr

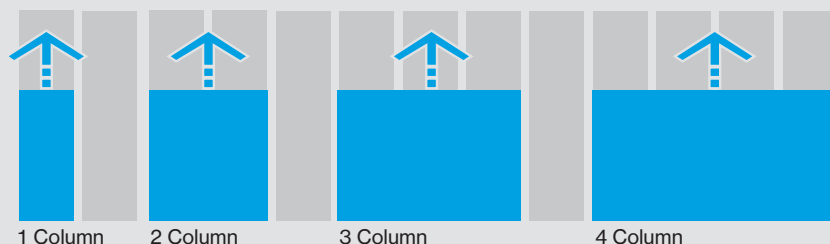
Job advertisements that reach the right candidates

Job advertisements that reach the most qualified candidates within retail.

Competitive pricing and the advertisement format of your choice according to the table below.

- Price is **30 kr/column millimeter**.
- Maximum column height is **310 mm**.

	Width	Price/height-mm
1 Column	53 mm	30 kr
2 Column	110 mm	60 kr
3 Column	168 mm	90 kr
4 Column	226 mm	120 kr



Market Torget

Market "Torget" is a segment for you who wish to reproduce your message during the entire year

- **Set formats:** Choose between three set formats according to the price list above.
- **Ten inserts:** Market "Torget" is published with ten insertions during the year (please see separate publication plan). An affordable way to reproduce your message during a longer period of time.

Market: Editorial Calendar 2016



SUPPORT

Questions about submission and management of advertisements are handled by our advertisement partner Picapoint.

Phone: +46 21 338 02 81
E-mail: hakonmedia@annonslamning.se

SUBMIT MATERIAL

Advertising material can either be sent by e-mail or uploaded to our advertising portal. The material should be named according to the following:

- Name of advertiser
- Magazine name
- Publishing date (the first date if part of a publishing series)

E-mail material

hakonmedia@annonslamning.se

Upload material

www.hakonmedia.annonslamning.se

TECHNICAL SPECIFICATION

Material

- PDF, ready for print.
- Images and color in CMYK.

Market

- Print-House: Mittmediaprint AB
- Paper: Solaris 60 gram
- Printed with: 150 lines raster
- Image resolution: 300 dpi
- Maximum black/white separation, color coverage and dotgain according to ICC profile FOGRA39.
- Color according to European scale.
- ICC-profile FOGRA39. Download at hakonmedia.annonslamning.se

Nr	Deadline material/insert	Publishing date	
1-3	06 JAN (WED)	13 JAN (WED)	
4-5	20 JAN (WED)	27 JAN (WED)	
6-7	03 FEB (WED)	10 FEB (WED)	Market Target
8-9	17 FEB (WED)	24 FEB (WED)	
10-11	02 MAR (WED)	09 MAR (WED)	Market Target
12-14	16 MAR (WED)	23 MAR (WED)	
15-16	06 APR (WED)	13 APR (WED)	Market Target
17-18	20 APR (WED)	27 APR (WED)	
19-20	04 MAY (WED)	11 MAY (WED)	Market Target
21-22	18 MAY (WED)	25 MAY (WED)	
23-24	01 JUN (WED)	08 JUN (WED)	Market Target
25-31	15 JUN (WED)	22 JUN (WED)	
32-33	03 AUG (WED)	10 AUG (WED)	Market Target
34-35	17 AUG (WED)	24 AUG (WED)	
36-37	31 AUG (WED)	07 SEP (WED)	Market Target
38-39	14 SEP (WED)	21 SEP (WED)	
40-41	28 SEP (WED)	05 OCT (WED)	Market Target
42-43	12 OCT (WED)	19 OCT (WED)	
44-45	26 OCT (WED)	02 NOV (WED)	Market Target
46-47	09 NOV (WED)	16 NOV (WED)	
48-49	23 NOV (WED)	30 NOV (WED)	Market Target
50-52	07 DEC (WED)	14 DEC (WED)	

News and in-depth articles on retail are combined with special feature issues

Market pushes and develops the trade by monitoring and challenging it. In our special feature issues we investigate current topics in depth – an opportunity if you wish to reach a specific target audience. With our loyal readers in mind, every issue is as effective when you as an advertiser wish to get your message out.

Market nr	Special feature	Publishing date
1-3 and 48-49	Banking and financing	13 January and 30 November
10-11 and 36-37	Logistics	9 March and 7 September
19-20	Real estate	11 May
34-35	Environment and energy	24 August
42-43	Innovative trading	19 October
50-52	Marketing	14 December

NEWS AND FACTS ON THE ENTIRE RETAIL TRADE

Market's accurate analyzes on trends, fast news reporting and practical advice on sales will improve your business.

The magazine's editorial staff has an extensive knowledge concerning trade and our commitment to trade issues is deep. Thanks to our independence, we have a high credibility. Market is by far the best and most important source of knowledge for and about the Swedish retail trade - whether you read us in the printed paper, on the website, or via our app or newsletter.

IN EACH ISSUE OF MARKET:

- Leadership
- Store Operation
- New technique
- Security
- Marketing
- Establishments
- Sales development
- Chain Store News
- E-commerce
- Digital development
- Payment issues
- Environmental work
- Key people
- Trends
- Customer behavior
- Research and new findings
- Trade economy
- Sub-sectors such as pharmacies, fashion, electronics, sports, home improvement, consumer goods.
- Store acquisitions
- People on new positions
- International monitoring
- Logistics
- Shopping centers
- City trade

The special feature cover the subject in 2-5 pages in the issue.

Get your message out with a loose insert

MORE INFORMATION

If you would like further information, please contact your sales representative (page 2).

DELIVERY

Printing-house
Mittmediaprint AB
Lagbasvägen 1
857 53 Sundsvall
Sweden

Label inserts

- Make sure that all deliveries are clearly labelled, inserts accompanied by a delivery note stating the publication, name of insert, date or issue, quantity, number of pallets/boxes and the name and address of the supplier of the inserts.

FORMAT AND WEIGHT

Market's format
250 x 360 mm

Insert maximum format
245 x 355 mm

Insert minimum format
148 x 210 mm

Pages
Minimum number of pages: 2
Maximum number of pages: 16

Insert weight

- Minimum weight A4-A5: **110 gram**
- Maximum weight A4: **120 gram per copy**
- Maximum weight A5: **60 gram per copy**
- Minimum thickness of a 2 page loose insert in A4: **115 gram**

Maximum of 2 inserts at a time

- Please note that we only allow 2 inserts in the magazine at a time.



Panorama XL 980x240 px
or
Panorama Large 980x120 px

market

Widescreen Big 1 Premium 300x600 px

Widescreen 2 300x300 px

Widescreen 1, Premium 300x300 px

Widescreen Big 2 300x600 px

Job advertisement

Widescreen 3 300x300 px

Leaderboard 1, Premium, 728x90 px

Leaderboard 2, 728x90 px

Leaderboard 3, 728x90 px

 = Same format can be used in newsletter = Format not compatible with newsletter

	Format	Price/week	Max filesize	Responsive alternative ¹⁾	Code
Panorama XL	980x240 px	22 000 kr	180 kb	300x300 px	PAN_XL
Panorama Large	980x120 px	18 000 kr	180 kb	300x300 px	PAN
Leaderboard	728x90 px	15 000 kr	180 kb	300x300 px	LEAD
Widescreen Normal	300x300 px	15 000 kr	120 kb	–	WIDE
Widescreen Big	300x600 px	18 000 kr	120 kb	–	WIDE_BIG
Job advertisement	Responsive	5 999 kr	–		PLATS

SUPPORT

Questions about submission and management of advertisements are handled by our advertisement partner Picapoint.

Phone: +46 21 338 02 81
E-mail: hakonmedia@annonslamning.se

SUBMIT MATERIAL

The material should be named according to the following:

- Name of advertiser
- Market.se
- Publishing date (start and finish)
- URL
- Contact name and address

E-mail material
hakonmedia@annonslamning.se

SPECIFICATION

Format: GIF, JPG.

Compatibility: The ad must work in the current versions of Internet Explorer, Firefox, Safari, Opera and Google Chrome.

FLASH

- SWF-file in lowest possible flash-version.
- Always deliver a fallback version in GIF or JPG.
- Consider CPU-load. Recommended FPS is 15-18.
- URL-clicktag: Use ActionScript 2.
- Clickable objects must be converted to "Button". Use following action:
on (release) {
 getUrl (_root.clickTAG,"_blank");
}

Market: Newsletter

Panorama 745x120 px

market

Leaderboard 1, 728x90 px

Leaderboard 2, 728x90 px

Leaderboard 3, 728x90 px

SUPPORT

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Phone: +46 21 338 02 81
E-mail: hakonmedia@annonslamning.se

SUBMIT MATERIAL

The material should be named according to the following:

- Name of advertiser
- Market newsletter
- Publishing date (start and finish)
- URL
- Contact name and address

E-mail material
hakonmedia@annonslamning.se

SPECIFICATION

Format: GIF, JPG.

Compatibility: The ad must work in the current versions of Internet Explorer, Firefox, Safari, Opera and Google Chrome.

	Format	Price/week	Max filesize	Code
Panorama	745 x 120 px	18 000 kr	180 kb	NTOP
Leaderboard	728 x 90 px	15 000 kr	120 kb	LEAD

Market: Partner page at Market.se



Run a topic in Market's channels to tie the target group closer to you and to create a dialogue with your customers. You decide the topic, Market produces all contents. A partner site will be placed under Market.se and Market will drive traffic to the page. This is a golden opportunity to get more time with the target audience than traditional digital marketing would provide.

PARTNER PAGE

- A page where you as a partner decide the theme.
- Market produces all materials, including articles and images.
- Open page on Market.se (everyone can access it).
- Banners on the site and other activities that will lead customers to the partner page.
- Ad-labeled page.
- Ten weeks production time.

THIS IS INCLUDED

- Four articles written by the editors, after consultation with partners, pictures included.
- Three banners which are only visible at the partner side.
- An optional question to ask the visitors of the page.
- An editorial written by the partner (max 2000 characters)
- Traffic enhancing activities to the page.

	Price	Publication time
Partner page	75 000 kr	1 month

Strengthen your customer relations with your own event

Hakon Media will plan and realize events and seminars that will strengthen your business. Meetings with a clear purpose will boost the connection between your brand and your customers, prospects or partners. Meetings that matter.



... or with a custom made insert

In cooperation with you we will produce an editorial insert on a given topic. Hakon Media will manage the editorial planning with you. We will run the entire production from text and images to editing and printing. The insert will be sent out with either both *Icanyheter* and *Market*, or with only one of them. Please don't hesitate to get in touch if you would like to discuss a set-up or view examples of previous inserts.

