



HAKON  
MEDIA



# ICANYHETER ADVERTISING RATES 2019

MORE INFORMATION: [HAKONMEDIA.SE](http://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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**Icanyheter is by far the best source for news and trends.** This Magazine is for everyone who wants to have the full view of the Swedish and international consumer non-durables industry.

**MONITORS  
AND REVIEWS**

*Icanyheter monitors and reviews important trade issues and inspires to a better and more profitable store management.*



***Read more about your prospects »***

**43**

**editions per year**

**30000**

**newsletter subscribers**

**140000**

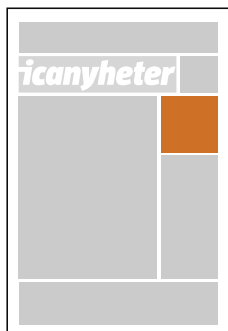
**in total circulation (TS 2015)**

**710000**

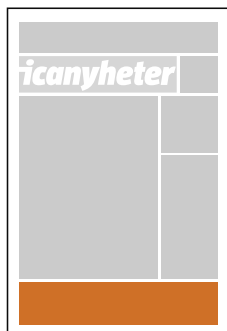
**in reach (Orvesto näringsliv 2018)**

**+2.9%**  
increased reach

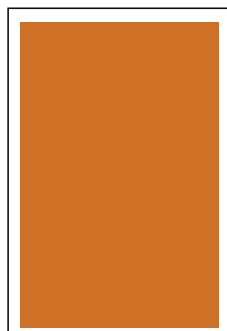
# Icanyheter: Advertising Formats 2019



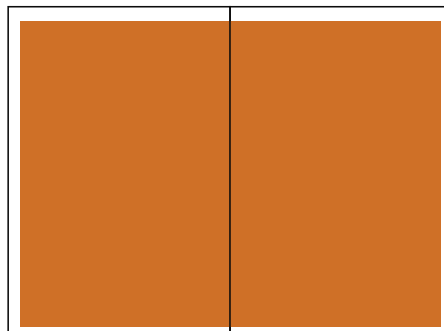
Skybox (package)



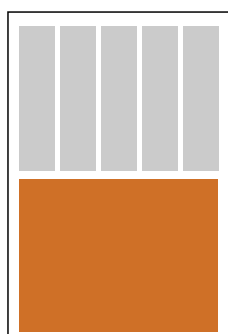
Streamer Frontpage



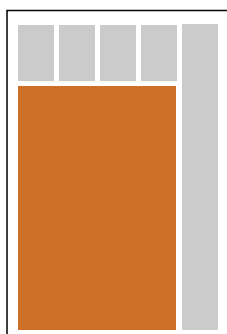
Full Page



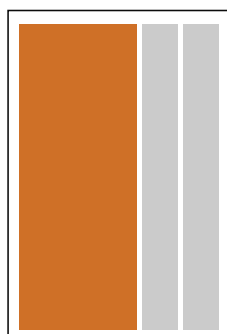
Two Page Spread



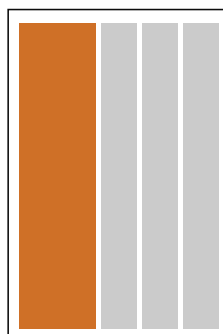
Half Page Horizontal



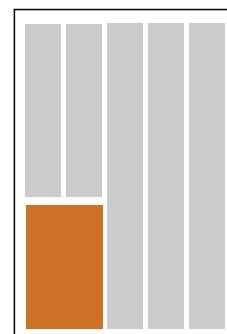
4 Column



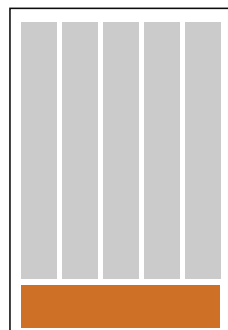
3 Column



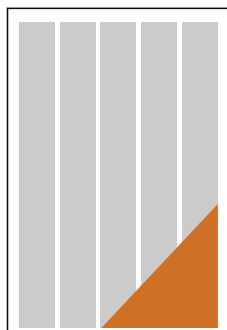
2 Column



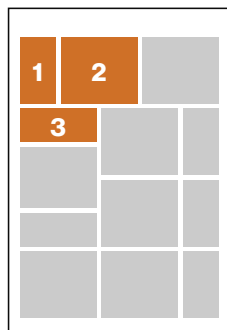
Quarter Page



Streamer



Triangle



Veckobörsen  
(Weekly Market)

Modul 1: 45x80  
Modul 2: 90x80  
Modul 3: 90x40

# Icanyheter: Advertising Rates 2018

Code	Format	Reservable position	Format type area	Price	... total distribution
2/1mitt	<b>Two Page Spread</b>	Centre Insert	524 x 370 mm	124 800 kr	129 800 kr
2/1	<b>Two Page Spread</b>		524 x 370 mm	119 800 kr	124 800 kr
1/1   1/1s3	<b>Full Page</b>	3, 7, 9, 11	251 x 370 mm	74 800 kr	79 800 kr
BAK	<b>Back Cover</b>	Back Cover	251 x 370 mm	74 800 kr	79 800 kr
1/2	<b>Half Page Horizontal</b>		251 x 183 mm	59 800 kr	64 800 kr
4SP	<b>4 Column</b>		200 x 270 mm	65 800 kr	
3SP	<b>3 Column</b>		149 x 360 mm	63 800 kr	
2SP	<b>2 Column</b>		98 x 360 mm	54 800 kr	
KSS	<b>Quarter Page</b>		98 x 150 mm	27 000 kr	
STRs1	<b>Streamer Frontpage</b>		242 x 50 mm	34 000 kr	39 000 kr
STR	<b>Streamer</b>		251 x 50 mm	22 000 kr	
TRI	<b>Triangle</b>		149 x 149 mm	38 800 kr	
VB1	<b>Veckobörsen 1 (Weekly Market)</b>		45 x 80 mm	34 000 kr	
VB2	<b>Veckobörsen 2 (Weekly Market)</b>		90 x 80 mm	49 000 kr	
VB3	<b>Veckobörsen 3 (Weekly Market)</b>		90 x 40 mm	34 000 kr	
SKYB	<b>Skybox page 1 (paket – se sid 9)</b>		70 x 70 mm	160 000 kr	

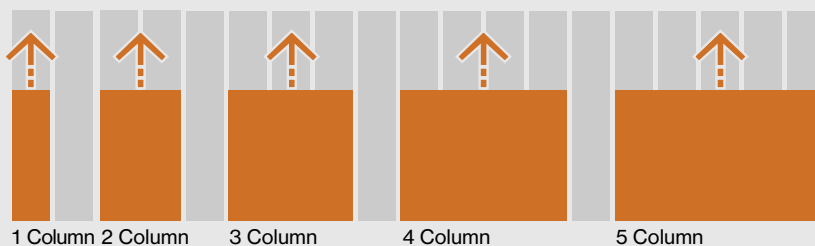
## Job advertisements that reach the right candidates

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 **335 mm**.

	Width	Price/height-mm
<b>1-Column</b>	47 mm	30 kr
<b>2-Column</b>	98 mm	60 kr
<b>3-Column</b>	149 mm	90 kr
<b>4-Column</b>	200 mm	120 kr
<b>5-Column</b>	251 mm	150 kr



## Veckobörsen Weekly Market

Every other week we publish "Veckobörsen" (Weekly Market) – a segment for you who wish to reproduce your message during the entire year.

- Choose between three set formats.
- 20 inserts: Veckobörsen (Weekly Market) is published with 20 insertions during the entire year.

## Reach the entire industry!

Icanyheter's total distribution, about 20 000 copies, reaches all grocery stores in Sweden, even if they don't have a subscription.

- Make your reservation early: these issues are popular
- 7 opportunities during 2016: see the publication plan on the next page.

# Icanyheter: Editorial Calendar 2019



## 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](mailto: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](mailto:hakonmedia@annonslamning.se)

**Upload material**  
[www.hakonmedia.annonslamning.se](http://www.hakonmedia.annonslamning.se)

## TECHNICAL SPECIFICATION

**Material**

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

**Icanyheter**

- Print-House: Pressgrannar
- Paper: Exo 76, 55 gram
- Stapled
- Printed with: 144 lines sublimaraster
- Image resolution: 180 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](http://hakonmedia.annonslamning.se)

Nr	Supplement	Other	Deadline	Publishing
1-2			04 jan (fre)	11 jan (fre)
3.			11 jan (fre)	18 jan (fre)
4.	ibutik	★ Total distribution	18 jan (fre)	25 jan (fre)
5.			25 jan (fre)	01 feb (fre)
6.	Utblick		01 feb (fre)	08 feb (fre)
7.		★ Total distribution	08 feb (fre)	15 feb (fre)
8.	ibutik		15 feb (fre)	22 feb (fre)
9.			22 feb (fre)	01 march (fre)
10.	Utblick		01 march (fre)	08 march (fre)
11.		★ Total distribution	08 march (fre)	15 march (fre)
12.	ibutik		15 march (fre)	22 march (fre)
13.			22 march (fre)	29 march (fre)
14	Utblick		29 mach (fre)	05 apr (fre)
15-16		★ Total distribution	05 apr (fre)	12 apr (fre)
17.	ibutik		19 apr (fre)	26 apr (fre)
18.			26 apr (fre)	03 may (fre)
19.	Utblick	★ Total distribution	03 may (fre)	10 may (fre)
20.			10 may (fre)	17 may (fre)
21.	ibutik		18 may (tors)	24 may (fre)
22.			23 may (tors)	31 may (fre)
23.	Utblick		30 may (tors)	07 june (fre)
24.			07 june (fre)	14 june (fre)
25-31.	Ibutik		13 june (tors)	20 june (tors)
32.			02 aug (fre)	09 aug (fre)
33.	iButik		09 aug (fre)	16 aug (fre)
34.			16 aug (fre)	23 aug (fre)
35.	Utblick		23 aug (fre)	30 aug (fre)
36.			30 aug (fre)	06 sep (fre)
37.	iButik	★ Total distribution	06 sep (fre)	13 sep (fre)
38.			13 sep (fre)	20 sep (fre)
39.	Utblick		20 sep (fre)	27 sep (fre)
40.			27 sep (fre)	04 oct (fre)
41.	iButik		04 oct (fre)	11 oct (fre)
42.		★ Totald istribution	11 oct (fre)	18 oct (fre)
43.	Utblick		18 oct (fre)	25 oct (fre)
44.			25 oct (fre)	01 nov (fre)
45.	iButik		01 nov (fre)	08 nov (fre)
46.			08 nov (fre)	15 nov (fre)
47.	Utblick		15 nov (fre)	22 nov (fre)
48.			22 nov (fre)	29 nov (fre)
49.	iButik		29 nov (fre)	06 dec (fre)
50.			06 dec (fre)	13 dec (fre)
51-52.			13 dec (fre)	20 dec (fre)

★ = Total coverage. Read more on former page.

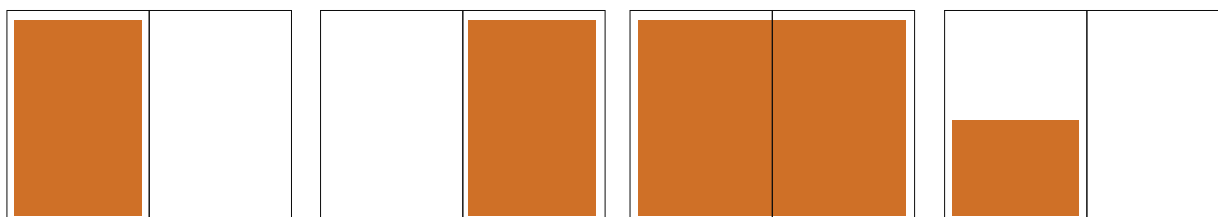
## Special feature issues 2019

**Fast reporting of news, in-depth articles and analyzes give the readers insights about better store management.**

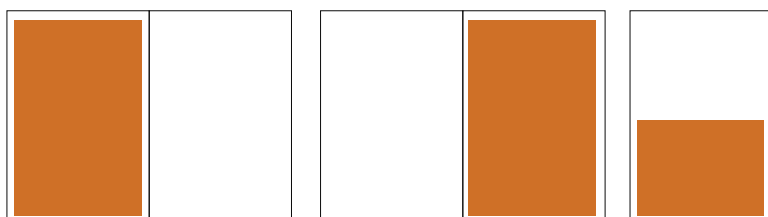
In our special feature issues we investigate current topics in depth – an opportunity for you who wishes to reach a specific target audience. With our loyal readers in mind, every issue is effective when you as an advertiser wish to get your message out.

Theme	Icanyheter nr	Publishing date
Reserve line, tobacco	10 och 34	8 march and 23 august
Confectionery	15-16 och 47	12 april och 22 november
Ice-cream	17	26 april
Beverages	20	17 may
Magazines	24	14 june
Display and signingk	44	1 november

## Advertising opportunities



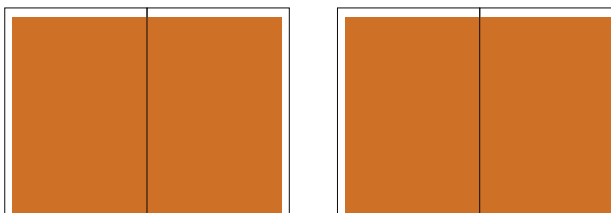
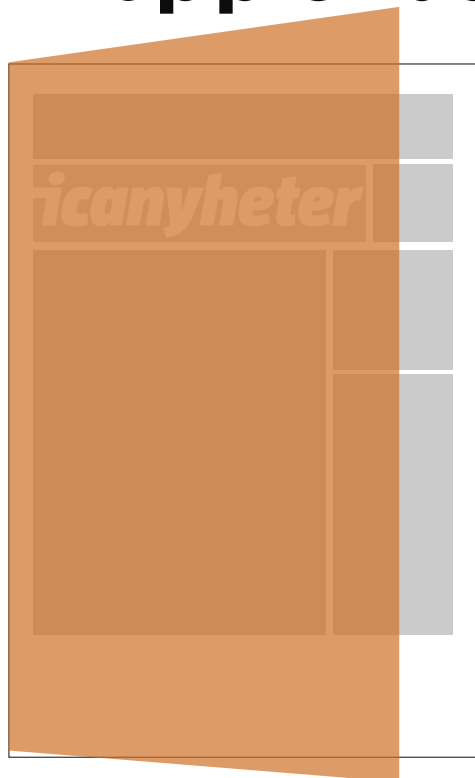
Large special feature issue



Small special feature issue



## Wrap provides maximum attention

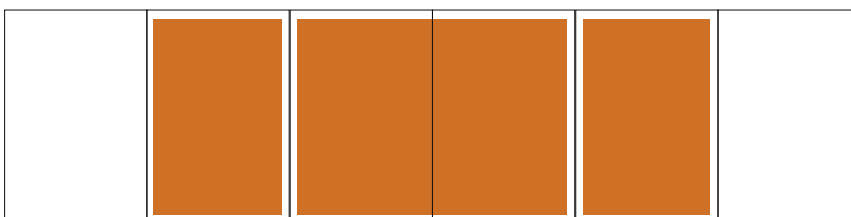


With an additional cover your message will be the first and last thing to catch the eyes of Icanyheter's readers.

An excellent choice if one wishes to introduce a large product portfolio or expand a message.

**4 page cover wrap, 199 900 kr**

## Skybox: Teaser and centre insert



Our skybox package provides you with a most beneficial advertising space on the front page where you refer to your ad in the magazine. Inside the issue you will have a 4 page centre insert. (The front page advertising space can only be reserved with the Skybox package.)

**Teaser front page, 70 x 70 mm  
and 4 page centre insert, 160 000 kr.**

# Get your message out with a loose insert

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## RATES

**Loose inserts up to 50 g:** 4,80 kr/each  
**Loose inserts over 50 g:** Please ask for a quote.  
**Samples:** Please ask for a quote.  
**Poly-bagging:** Additional cost, please ask for a quote.

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## MORE INFORMATION

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

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## DELIVERY

**Printing-house**  
Pressgrannar  
Fångögatan 11  
SE-582 78 Linköping  
Sweden  
**Contact:** +46 13 495 47 00, [www.pgab.se](http://www.pgab.se)

### 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.

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## FORMAT AND WEIGHT

**Icanyheter's format**  
Tabloid: 280 x 397 mm

**Insert maximum format**  
Tabloid: 280 x 397 mm

**Minimum format: A5**  
**Minimum width: 148 mm**

**Minimum thickness of a loose insert:**  
A5 – 130 g/m<sup>2</sup>  
A4 – 130 g/m<sup>2</sup>

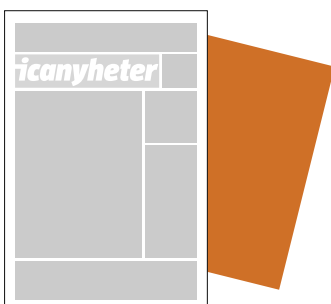
**Maximum weight:**  
A5 – 60 g/ex  
A4 – 120 g/ex

### Folding

- Tabloids up to 16 pages, printed on 45-55-g paper, can be delivered folded.
- Inserts may not be Z or W-folded.

### Maximum of 2 inserts at a time

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



# Icanyheter: Newsletter

Panorama 745x120 px

**icanyheter**

UPDATE

Leaderboard 1, 728x90 px

Leaderboard 2, 728x90 px

Leaderboard 3, 728x90 px

The newsletter is sent to Icanyheter's readers every day. The newsletter helps retailers and employees keep abreast of consumer non-durables industry news all year around.

## 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](mailto:hakonmedia@annonslamning.se)

## SUBMIT MATERIAL

The material should be named according to the following:

- Name of advertiser
- Icanyheter Update
- Publishing date (start and finish)
- URL
- Contact name and address

**E-mail material**  
[hakonmedia@annonslamning.se](mailto:hakonmedia@annonslamning.se)

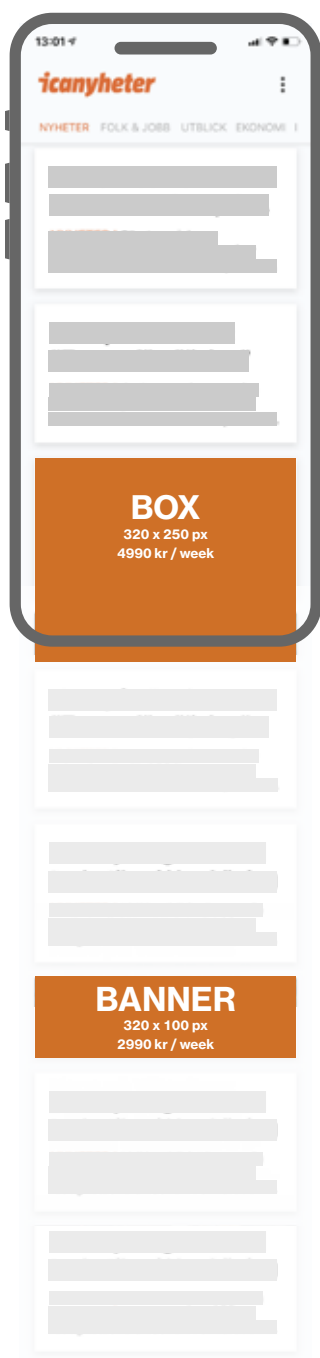
## SPECIFICATION

**Format:** GIF, JPG.

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

	Format	Price/week	Maxium filesize	Code
<b>Panorama</b>	745 x 120 px	6 000 kr	180 kb	NTOP
<b>Leaderboard</b>	728 x 90 px	3 000 kr	120 kb	LEAD

# News! Reach your customers on the go in the new Icanyheter app



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## SUPPORT

Questions about submissions and handling of ads are handled by our partner Picapoint.

### Questions about submissions

Phonel: +46 (0)21-338 02 81

Mail: [hakonmedia@annonslamning.se](mailto:hakonmedia@annonslamning.se)

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## SUBMITTING MATERIAL

### Material must be named as follows:

- Advertiser name
- Icanyheter APP
- Publishing date start and end
- Landing-URL:er
- Contact person on your end

### Submit to

[hakonmedia@annonslamning.se](mailto:hakonmedia@annonslamning.se)

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## TECHNICAL SPECIFICATION

**Format:** GIF, JPG, PNG.

**Compatibility:** Ads must work in all current versions of web browsers and mail clients.

## **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.

