

ADVERTISING RATES 2018

Market

Market: This is how you reach the decision makers in retail



market.se

More articles, faster news flow and only open material.



Market magazine

Life style magazine distributed to all retailers.

Target:

Decision makers at head offices and in stores.



Market Newsletter

Daily news updates



Market Career

Advertise your vacant positions in a relevant editorial environment .



Market Native advertising

Native advertising gives the reader knowledge about your services in a trustworthy manner.

Other:

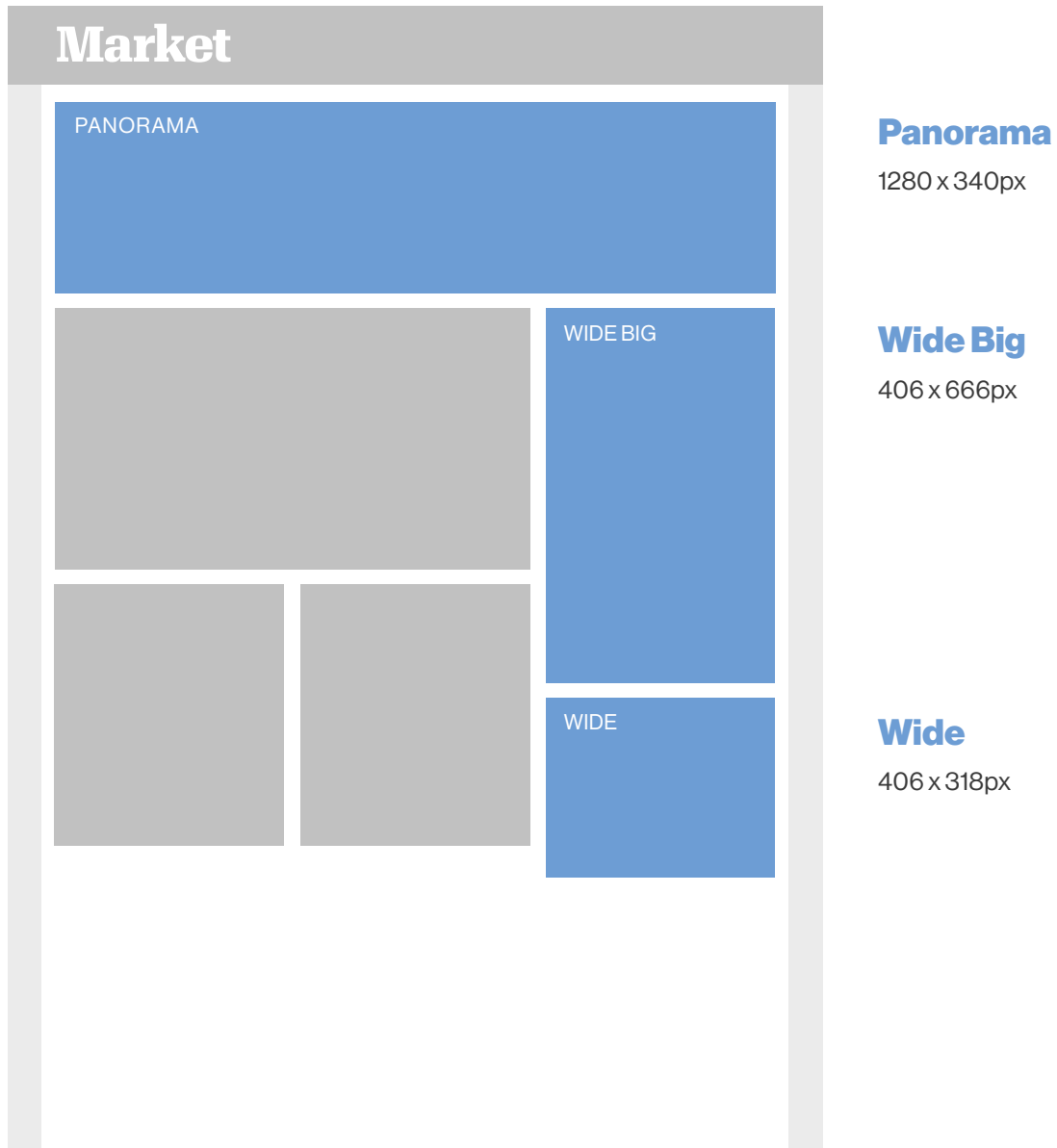
Event, supplements and other opportunities to reach your target customer.

This is Market

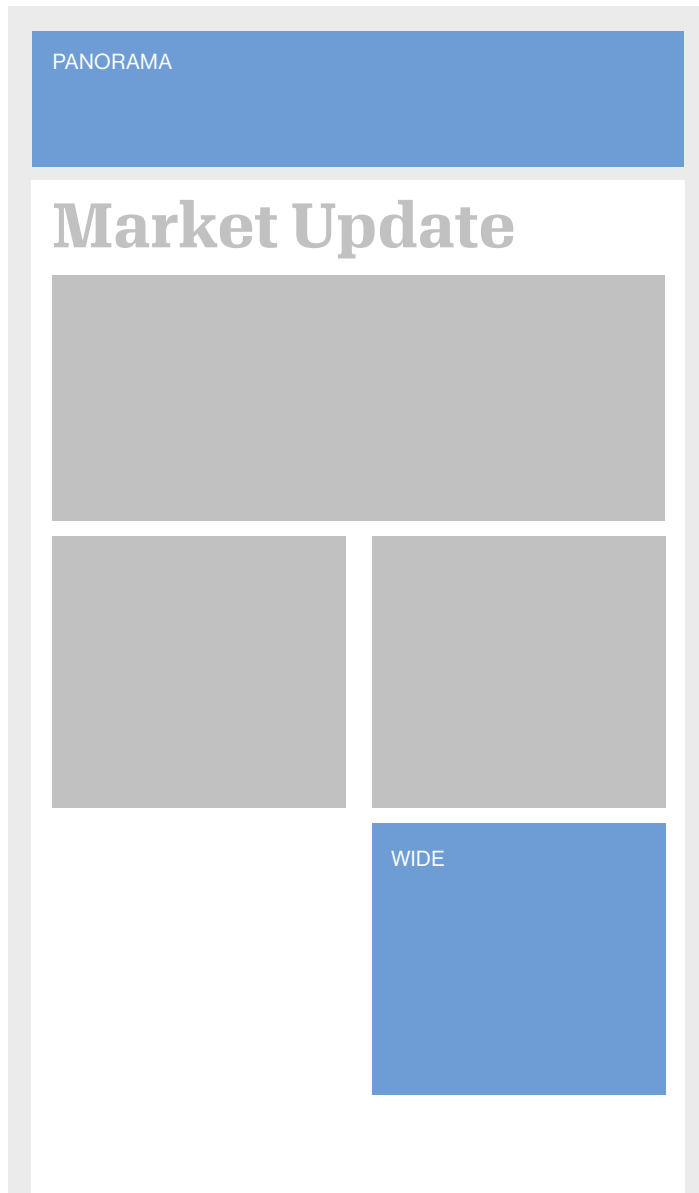
With Market, you can reach the decision makers in retail, both the big chains and the independent stores. Market's target group is decision makers at head offices, and store managers. The most common titles in Market's target group is CEO and CMO. You reach them via whichever channel you prefer: print, digital or through an actual meeting at an event. Please contact us for more information on what plan will give your message the most impact. Find the contact information on page 14.



Advertising formats: market.se



Advertising formats: Newsletter



Panorama

600 x 125px

Wide

270 x 250px

Market Native

You now have the opportunity of presenting your message in an editorial environment in a much credible way i Market's channels. With such native solutions you will get more time with the readers, you will avoid irritation and give the reader a good experience. You will build a relationship and increase the credibility of your brand. With Market there are several native solutions.

Unique visits at market.se:
34 000/week

Average impressions of native ad at market.se:
75 000/week

Native article

Run a topic in Markets channels to tie your target group closer to you and create a dialouge with your potential customers. You choose the subject and Market produces the content: research, interviews, texts and images. The article has a steady place on the front page of Market.se and in the newsletter for a week, and thereafter it will be available in our digital archive.



Native email:

Reach out with your message through an email to Markets subscribers. You decide the topic that you want to run and Market will produce all the content and Market will be the sender, with you as a partner. The content can be texts, images, links to yuor site etc.



Market Native Supplement & Advertorial

Supplement

Run a topic in Markets channels! In cooperation with your company we will produce an editorial supplement on a given theme. Market will do the editorial planning together with you. We will handle all of the production: text, images, editing and print. The supplement reaches all of Market's target group. Just let us know if you want to discuss a plan or if you would like to see examples of earlier supplements.

16
pages



Advertorial

An advertorial is an ad with editorial content. You decide the topic and Market produces the content such as research, interviews, texts and images. The page looks editorial, but is clearly marked as an ad with you as a partner.



Market Native

Other services

Event

Arrange a breakfast seminar in cooperation with Market – you set the topic and Market will do all the planning and administration of the event. The price includes marketing, facilities, participant administration, one speaking point from Market and one speaking point from you. With Market as the host of the event, you will have a credible partner that will attract the right crowd.



Native Podcast

Market's podcast is a highly appreciated service by our readers, with a high listener value. You can participate in the podcast and run your own topic together with our editorial staff. You decide the topic and together we create value for our listeners.

 **40 min**



Partner mail

This is an opportunity to reach a broad target group in a semi editorial environment. In cooperation with our editorial staff you run a topic in a newsletter that reaches Market's target group of about 19 000 readers. Our editorial staff will create content, Spring boarding from your ideas, that will be appreciated by our readers.

 **reaches:
19 000**



More services

Press release in our newsletter

Do you want to spread your message in Market's channels? This is an opportunity to publish your press release in Market's daily newsletter and link to your platform.



Market Consulting

Market's journalists possess wide experience and knowledge of retail. Let us share it with your management team, your clients or in another forum. We can talk about ecommerce versus physical stores, retail of the future, omnichannel, customer behaviour or a topic of your choice. We will customize the lecture for you. If you want double effect – place an ad in Market and get a lecture free of charge!

Sponsored podcast

Market's podcast is very popular amongst our listeners. You can sponsor it in several ways, through a jingle or a message read by the hosts of the show.



Market Career

High quality content regarding the recruitment business. Podcasts, career tips and more. Advertise your vacant positions here.



Listing – Recruit the right staff

Are you looking for new co-workers? In Market you will reach the best candidates.

Place an ad at market.se:

Banner at market.se or listing.

Supplement & Event

Extend your message with a supplement

A supplement gives you an opportunity to provide a deeper understanding of your product. The supplements have a high reader value and are often kept by the readers. Contact us for further information.



Information

Maximum format
245 x 355 mm

Minimum format
148 x 210 mm

Further information:
Least number of pages: 2
Maximum number of pages: 16

Weight of the supplement:
Least surface weight A4-A5: **110 g**
Maximum weight A4: **120 g/ex**
Maximum weight A5: **60 g/ex**
Least surface weight for a paper in a 2 page A4 supplement: **115 g**

Number of supplements
Maximum number of supplements in each issue: 2

Price list

market.se

Ad	Size	Price
Panorama	1280 x 340 px	22 000 SEK
Wide Big	406 x 666 px	18 000 SEK
Wide	406 x 318 px	15 000 SEK

Newsletter

Ad	Size	Price
Panorama	600 x 125 px	18 000 SEK
Wide	270 x 250 px	15 000 SEK
Article banner	800 x 272 px	15 000 SEK

Magazine

Ad	Size	Price
Full page	260 x 375 mm + 5mm bleed	33 900 SEK
Back cover	260 x 345 mm + 5mm bleed	33 900 SEK
Half page	260 x 180 mm + 5mm bleed	26 900 SEK

Native

Service	Information	Price
Article	Price per week	20 000 SEK
E-mail	Price covers 2 mails	40 000 SEK
Supplement		150 000 SEK
Event		75 000 SEK
Podcast	Pris avser per avsnitt	25 000 SEK
Partner mail	Pris avser per två utskick	50 000 SEK

Other services

Service	Information	Price
Native speakers corner	Price per week	20 000 SEK
Press release in newsletter	Price per week, 5 issues	3 500 SEK
Market Consulting	Contact Market for an offer	-
Sponsored podcast	Price per podcast	10 000 SEK

Technical specification

Support

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

Questions concerning ad submissions

Tel: 021-338 02 81

hakonmedia@annonslamning.se

Market.se and news letter

Submitting material

Material must be named accordingly:

- Name of the advertiser
- market.se
- Publishing date start and end
- Link URL
- Contact person and info

Mail the advertisement to:

hakonmedia@annonslamning.se

Technical specifications

Format: GIF, JPG, SWF and JavaScript.
We do not accept IFRAME script.

Compatibility: Ads must work with all current versions of: Internet Explorer, Firefox, Safari, Opera, and Google Chrome.

Audio: Can only be click-activated – not by mouse-over. On/off button required.

Flash:

- Save the SWF-file in lowest possible Flash-version.
- Submit a fallback-version i GIF or JPG for visitors without Flash or with mobile device.
- Consider the CPU workload. Make sure that FPS (Frames per second) is correct. 15-18 FPS i recommended.
- URL-clicktag: Use ActionScript 2. (In order not to trig popup-blocker.)
- Add the following action to clickable objects:

```
on (release) {  
  get URL (_root.clickTAG, "_blank");  
}
```

Magazine

Submitting material

Advertising material can either be sent by email 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)

Mail material

hakonmedia@annonslamning.se

Upload material

www.hakonmedia.annonslamning.se

Technical specification

Advertising material

- PDF printable format
- Bought format
- All colors must be cmyk
- Resolution: 300 dpi

Market magasin

- **Print:** Mittmediaprint AB
- **Paper:** TerraPress, 80 g
- **Resolution images:** 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

Contact us



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