

Livsmedel *ifokus*

Advertising rates 2019



The leading source of news, trendspotting and in depth reporting about the food industry

Livsmedel i fokus has been monitoring the swedish food industry for over 60 years, and is the **obvious choice for all professionals in Swedish food production.**

On the web, in the magazine and in the newsletters we cover the whole chain of production, from the seed to the finished food course. Livsmedel i fokus is participating i the development of the business by supplying knowledge and insights. Choose Livsmedel i fokus for your advertising, and your message will be set in a professional framework, relevant to your target group.

Contact us

Livsmedel i fokus is produced by Hakon media. Contact our sales team and we will customize a sales package specifically for you.



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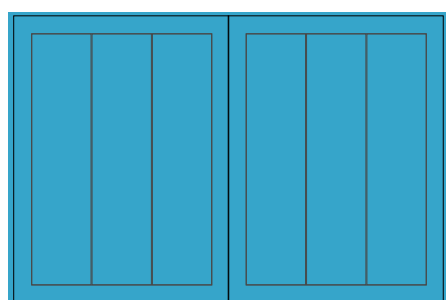
Advertise in the magazine

In Livsmedel i fokus magazine your ad will be surrounded by high quality journalistic content. The latest news from the food industry, in depth reporting and interviews. The reader catches up on the latest trends. The target group is the food industry and you will reach **all members of Livsmedelsföreningen.**

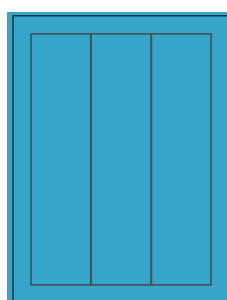
The magazine is printed on high quality paper, that gives the content a luxurious look. The magazine is published six times every year and is usually between 52 and 68 pages. The magazine is also published digitally, and every ad is linked to the advertiser's site.

Magazine

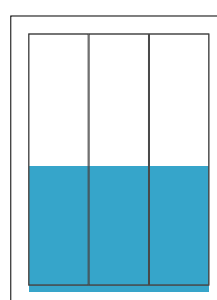
Format and prices



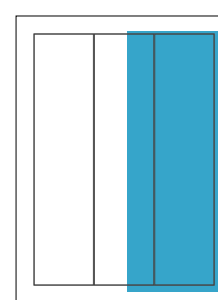
SPREAD
430x287 mm + 3 mm bleed



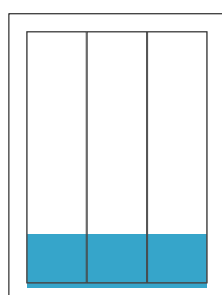
FULL PAGE
215x287 mm + 3 mm bleed



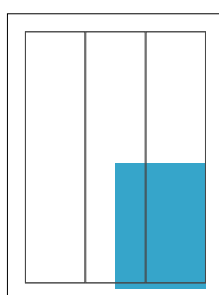
HORIZONTAL HALF
180x130 mm



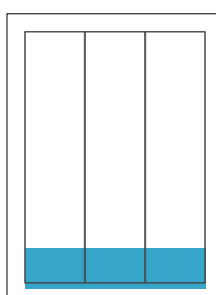
VERTICAL HALF
85x270 mm



HORIZONTAL QUARTER
180x60 mm



VERTICAL QUARTER
85x130 mm



STREAMER
180x30 mm

Handed out during the event
Livsmedelsdagarna!

PRICES

FULL PAGES

Cover 2 (Page 2)	20 900 kr
Cover 3 (Inside back page)	19 900 kr
Cover 4 (Back page)	21 900 kr
Insert	19 500 kr

Spread	31 490 kr
Vertical half page	13 900 kr
Horizontal half page	13 900 kr
Vertical quarter	8 190 kr
Horizontal quarter	8 190 kr

SPECIFIKATIONER

Paper	Munken polar
Printing	Göteborgstryckeriet
Issues	6 / year

UTGIVNING 2019

No	Theme	Material	Publishing
1	Probiotics/food as medicine	11 jan	1 feb
2	Public health	18 march	8 april
3	Competence development	10 may	31 may
4	Not decided	20 aug	10 sept
5	Not decided	4 okt	25 okt
6	Not decided	15 nov	6 dec

DELIVERY

Mail the ad to hakonmedia@annonsslamning.se

Resolution:	300 dpi
Colour format:	CMYK
File format:	PDF
Profile:	Coated fogra 39 (Export as PDF/X-4)

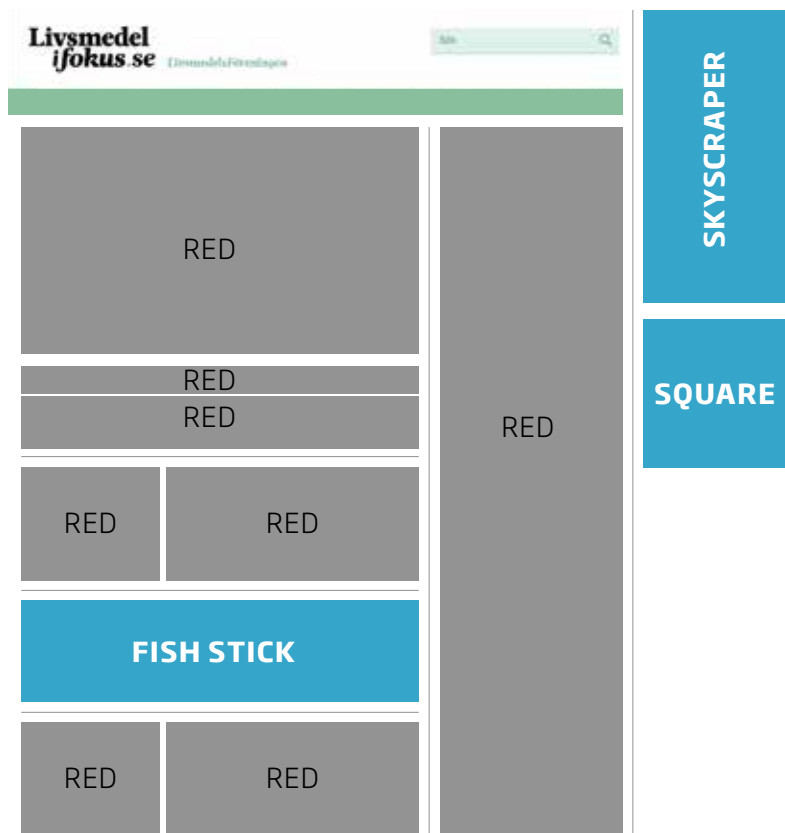


Advertise on the web and in the news letter

On the web, Livsmedel i fokus provides **daily news updates** on the food industry. **Twice per week** the top news, the latest trends and the trending subjects are presented in our appreciated news letter that reaches **about 2000 readers**. The digital advertising possibilities are flexible and priceworthy.

Web and newsletter Formats and prices

Livsmedelifokus.se



PRICES

Skyscraper	2 000 kr / week
Fish stick	1 500 kr / week
Square	1 000 kr / week

SPECIFICATIONS

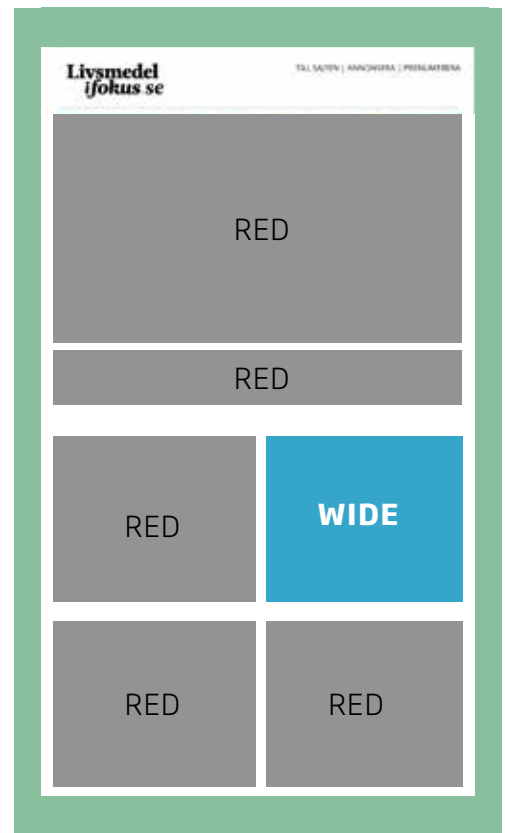
Skyscraper	200 x 450 pixels
Fish stick	650 x 160 pixels
Square	200 x 200 pixels

DELIVERY

Mail the ad to hakonmedia@annonsslamning.se

Format	PNG, JPG, GIF
Resolution	72 dpi
Color format	RGB

News letter



PRICES

Wide	1 000 kr / week
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SPECIFICATIONS

Wide	270 x 250 pixels
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DELIVERY

Mail the ad to
hakonmedia@annonsslamning.se

Format	PNG, JPG
Resolution	72 dpi
Color format	RGB