



HAKON
MEDIA



ICANYHETER ADVERTISING RATES 2020

MORE INFORMATION: [HAKONMEDIA.SE](https://www.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

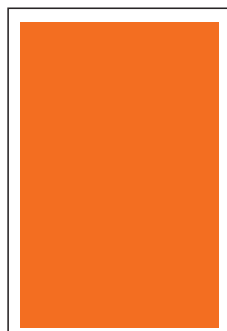
Icanyheter: Advertising Formats 2020



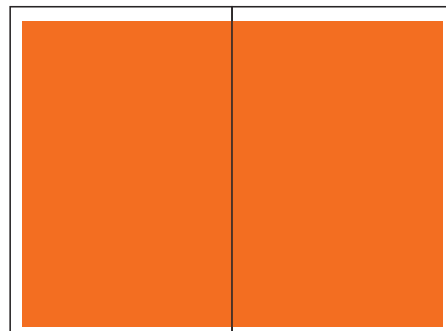
Skybox (package)



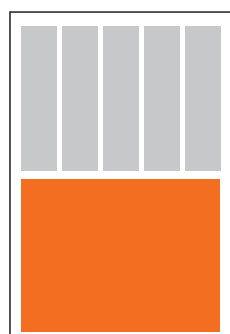
Streamer Frontpage



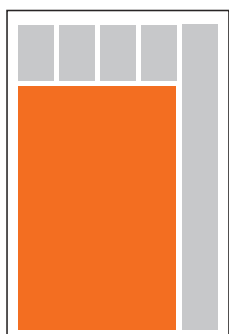
Full Page



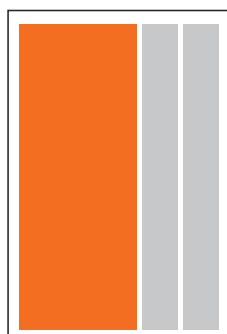
Two Page Spread



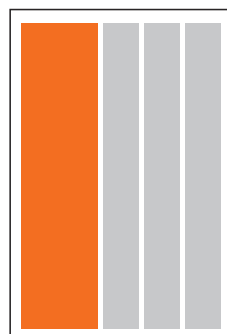
Half Page Horizontal



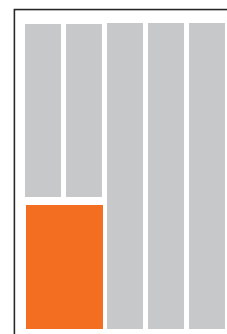
4 Column



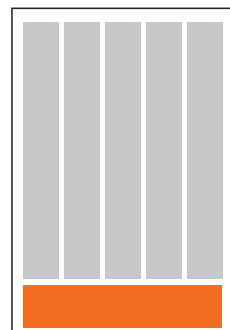
3 Column



2 Column



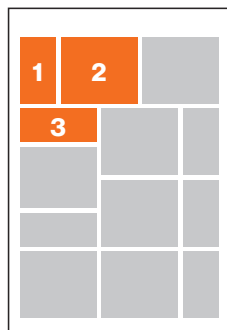
Quarter Page



Streamer



Triangle



Veckobörsen
(Weekly Market)

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

Icanyheter: Advertising Rates 2020

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

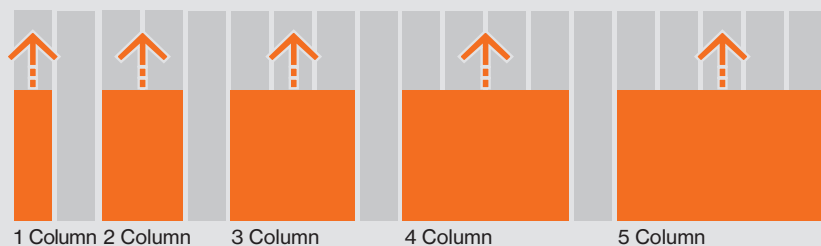
Job advertisements that reach the right candidates

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
1-Column	47 mm	30 kr
2-Column	98 mm	60 kr
3-Column	149 mm	90 kr
4-Column	200 mm	120 kr
5-Column	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 2020: see the publication plan on the next page.

Icanyheter: Editorial Calendar 2020



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.

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

Nr	Supplement	Other	Deadline	Publishing
1-2			Jan 3 (Fri)	Jan 10 (Fri)
3		★ Total distribution	Jan 10 (Fri)	Jan 17 (Fri)
4			Jan 17 (Fri)	Jan 24 (Fri)
5			Jan 24 (Fri)	Jan 31 (Fri)
6	Utblick		Jan 31 (Fri)	Feb 7 (Fri)
7		★ Total distribution	Feb 7 (Fri)	Feb 14 (Fri)
8			Feb 14 (Fri)	Feb 21 (Fri)
9			Feb 21 (Fri)	Feb 28 (Fri)
10			Feb 28 (Fri)	Mar 6 (Fri)
11		★ Total distribution	Mar 6h (Fri)	Mar 13 (Fri)
12			Mar 13 (Fri)	Mar 20 (Fri)
13			Mar 20 (Fri)	Mar 27 (Fri)
14-15	Utblick	★ Total distribution	Mar 27 (Fri)	Apr 3 (Fri)
16			Apr 10 (Fri)	Apr 17 (Fri)
17			Apr 17 (Fri)	Apr 24 (Fri)
18			Apr 24 (Fri)	May 1 (Fri)
19		★ Total distribution	May 1 (Fri)	May 8 (Fri)
20			May 8 (Fri)	May 15 (Fri)
21			May 14 (Thu)	May 22 (Fri)
22			May 22 (Fri)	May 29 (Fri)
23	Utblick		May 29 (Fri)	Jun 5 (Fri)
24			Jun 5 (Fri)	Jun 12 (Fri)
25-31			Jun 11 (Thu)	Jun 18 (Thu)
32			Jul 31 (Fri)	Aug 7 (Fri)
33			Aug 7 (Fri)	Aug 14 (Fri)
34			Aug 14 (Fri)	Aug 21 (Fri)
35	Utblick		Aug 21 (Fri)	Aug 28 (Fri)
36			Aug 28 (Fri)	Sep 4 (Fri)
37			Sep 4 (Fri)	Sep 11 (Fri)
38			Sep 11 (Fri)	Sep 18 (Fri)
39.		★ Total distribution	Sep 18 (Fri)	Sep 25 (Fri)
40.			Sep 25 (Fri)	Oct 2 (Fri)
41.			Oct 2 (Fri)	Oct 9 (Fri)
42.		★ Total distribution	Oct 9 (Fri)	Oct 16 (Fri)
43.	Utblick		Oct 16 (Fri)	Oct 23 (Fri)
44.			Oct 23 (Fri)	Oct 30 (Fri)
45.			Oct 30 (Fri)	Nov 6 (Fri)
46.			Nov 6 (Fri)	Nov 13 (Fri)
47.			Nov 13 (Fri)	Nov 20 (Fri)
48.			Nov 20 (Fri)	Nov 27 (Fri)
49.	Utblick		Nov 27 (Fri)	Dec 4 (Fri)
50.			Dec 4 (Fri)	Dec 11 (Fri)
51-52.			Dec 11 (Fri)	Dec 18 (Fri)

★ = Total coverage. Read more on former page.

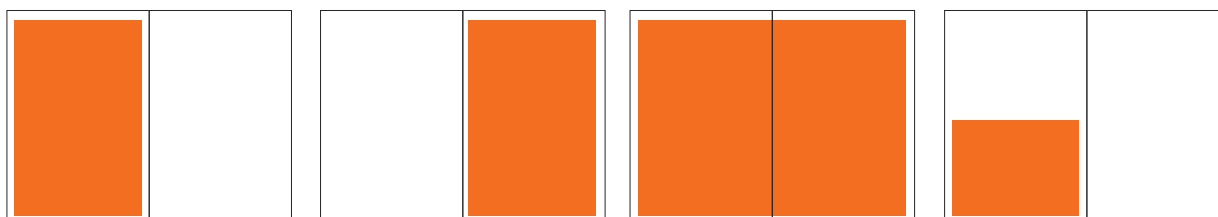
Special feature issues 2020

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

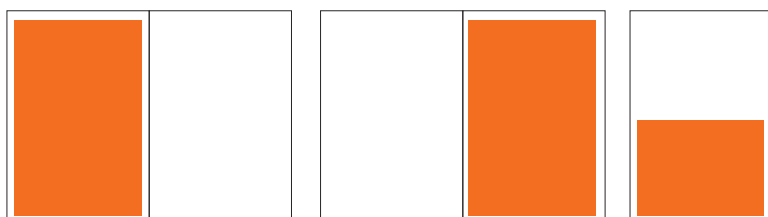
In our special feature issues we investigate current topics in depth – an opportunity for you who wishes to reach a specific target audience. With our loyal readers in mind, every issue is effective when you as an advertiser wish to get your message out.

Theme	Icanyheter nr	Publishing date
Reserve line, tobacco	10 & 34	March 6th & Aug 21st
Confectionery	14-15 & 47	April 3rd & Nov 20th
Ice cream	17	April 24th
Beverages	20	May 15th
Magazines	24	June 12th
Display and signing	44	October 30th

Advertising opportunities

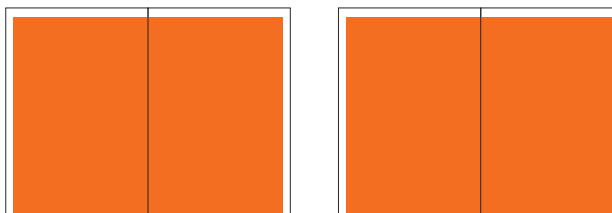
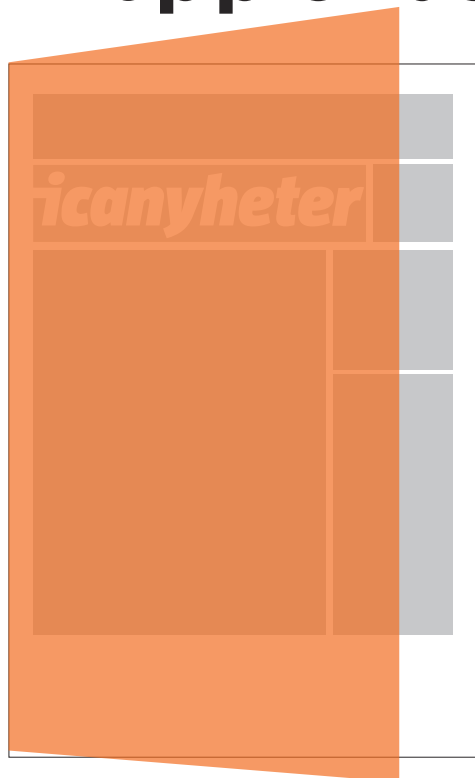


Large special feature issue



Small special feature issue

Wrap provides maximum attention

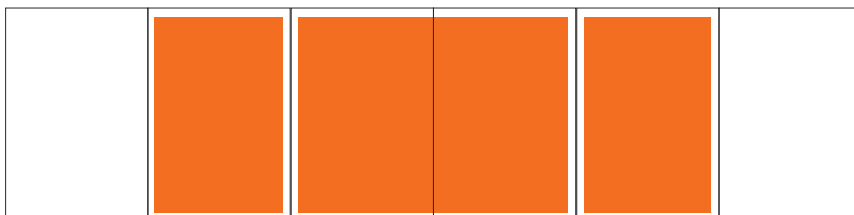


With an additional cover your message will be the first and last thing to catch the eyes of Icanyheter's readers.

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

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.

MORE INFORMATION

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

DELIVERY

Printing-house
Pressgrannar
Fångögatan 11
SE-582 78 Linköping
Sweden
Contact: +46 13 495 47 00, 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.

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/m²
A4 – 130 g/m²

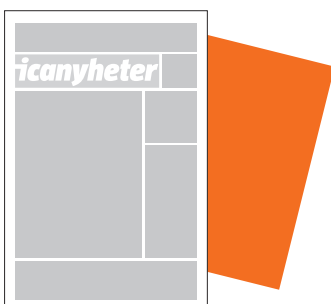
Maximum weight:
A5 – 60 g/ex
A4 – 120 g/ex

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

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

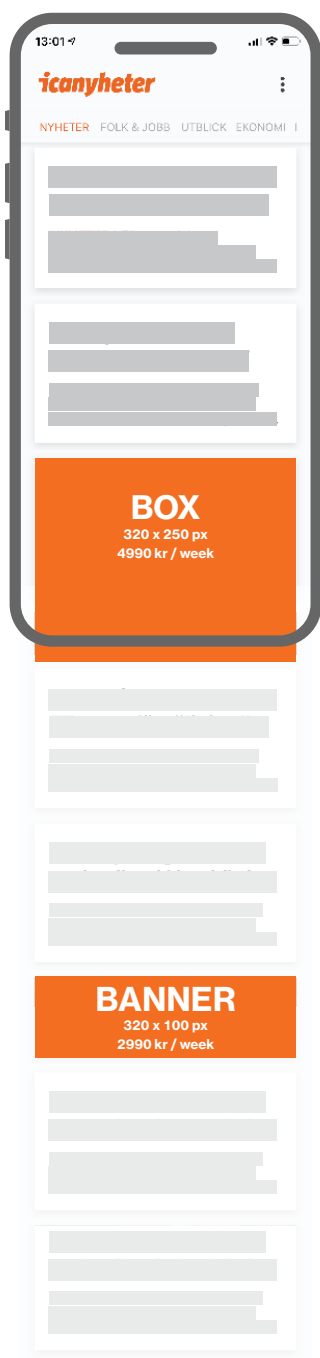
SPECIFICATION

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
Panorama	745 x 120 px	6 000 kr	180 kb	NTOP
Leaderboard	728 x 90 px	3 000 kr	120 kb	LEAD

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



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

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

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.

