Reach parents

during pregnancy and early parenthood





The magazine is distributed with our well established products that reaches 75.000 pregnant and 85.000 new parents every year.







BabyBox® magasinet - specially prepared for expecting parents

The magazine contains exciting chronicles with current themes. We write about the pregnancy week by week, diet, possible pain and others preparations that can be important before delivery. The magazine also list different purchases that may be appropriate to be complete before the child is born, such as car seat, baby stroller and so on. Interior, self-care and training are others topics the magazine handle.

The BabyBox® Magasin is distributed with the BabyBox®, that can be ordered completely free of charge by soon-to-be parents on our website and subsequently picked up from a shop of their choice. It is very popular due to the relevant and much welcome content for the new family, such as product samples, information and offers.

Distribution

Approximately 100.000 children are expected to be born in 2023 in Sweden. Annually, 75.000 pregnant women are ordering their, free of charge, BabyBox®.

Edition 38.000 ex. per issue.

Publication

Nr 2-24 (second half of 2024) Deadline 7 June 2024 Nr 1-25 (first half of 2025)

Deadline 29 Nov 2024





BabyBag

has reached three out of four new families for nearly 25 years in Sweden

BabyBag® magasinet - immediately after the baby's birth

We write about breast feeding, the baby's growth, sleeping and safety. Mixed with exciting chronicles with current themes. We also recommend products, recipies and diets, and write about economy and parental leave.

The BabyBox® Magasin is distributed with the BabyBag® and handed out by care staff to new parents on maternity wards, in patient hostels and other care units. The BabyBag® is well-established and very popular, since it is filled with well-liked and useful products and offers that the new family needs. All it's contents are inspected by an independent group of midwives.

BabyBag® has been received by over a million new parents since 1992.

Distribution

The BabyBag® Magasin will reach about 85.000 out of approximately 100.000 new families in Sweden.

Edition 43.000 ex. per issue

Publication

Nr 2-24 (second half of 2024) Deadline 7 June 2024 Nr 1-25 (first half of 2025)

Deadline 29 Nov 2024





SALES CONTACT

Björn Ljungberg +46 76-149 61 17 bjorn.ljungberg@nordicfamilygroup.com **Linda Hansson** +46 70-166 47 49 linda.hansson@nordicfamilygroup.com

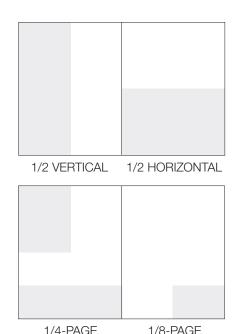
Nordic Family Group AB Nedre Långvinkelsgatan 5, 252 20 Helsingborg www.nordicfamilygroup.com

The magazines are produced in cooperation with Svenska Media i Ljusdal AB

Advertising in magazine

price per issue

| Format | Price | Setting area | Bleeding size |
|----------|------------|-------------------|--------------------------------|
| Spread | 49 500 SEK | 406x243 | 434x280 +5 mm |
| Cover | 45 900 SEK | 185x243 | 217x280 +5 mm |
| 1/1-page | 29 500 SEK | 185x243 | 217x280 +5 mm |
| 1/2-page | 18 500 SEK | 185x119 86x243 | 217x138 +5 mm 108x280 +5 mm |
| 1/4-page | 10 500 SEK | 86x119 185x56 | - |
| 1/8-page | 7 600 SEK | 86x56 | - |



ADVERTORIAL editorial advertising

Price 39 000 SEK/full page Material mail to annons@svenskamedia.se

Ad layout is included in the price when material is delivered by the customer. If a larger production is needed, please contact key account manager for offer.

Bleeding ads: add 5 mm bleed and cropmarks in all directions.

Technical specifications: 300 dpi PDF-files. Further information: www.svenskamedia.se/annonsmaterial

Delivery: Use the unique link in your order confirmation to upload your ad or materials. In cooperation with Picapoint.



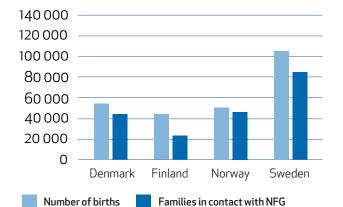
- with the purpose of building a strong relationship with your brand

We reach parents

The Nordic Family Group is a media agency focusing on families during pregnancy and early parenthood. Over the years we have built up extensive know-how about their needs and wishes during this special time of their lives. We understand the motivation of parents and what makes some brands live on in a family, generation after generation. By carefully selecting quality items and offers from familiar brands, we help parents cope with their challenging daily routines as well as let them try out and evaluate the products and offers in the comfort of their own homes.

Reach

We operate in Sweden, Norway, Denmark and Finland. Via the Nordic Family Group, our partners easily reach the majority of all expecting and new families throughout the Nordics. On the basis of high quality, perfect timing and extensive target group coverage, our unique communications channels offer high cost-effectiveness in building up stable and longterm brand relationships with parents.



- Our business idea is to offer trustworthy market channels to families during pregnancy and early parenthood.
- Our vision is to be the priority partner for companies that want to reach parents.
- Our mission is to make life easier for soon-tobe and new parents by ensuring that the first years of a child's life are safe, comfortable and stimulating.