

# HÄRLIGA HUND

www.harligahund.se

# Media plan 2019

## The only independent dog magazine in Sweden.

Härliga Hund is a magazine filled with inspiration for the modern dog owner. You'll find; good advices for the new puppy owner, training tips for the contest-interested, health advice, the latest dog news and lots of inspiration for everyday life with a dog.

You will also meet dog owners, famous and non famous, telling us about their dog life.

With twelve issues per year and one of Sweden's most popular websites, Härliga Hund is the dog owners always side by side support.

**63 000 READERS**

(Orvesto 2018:2)



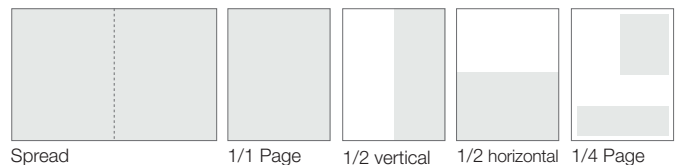
## PUBLICATION SCHEDULE 2019 PRINT

No	Deadline	Publication
1 2019	23 Nov (2018)	21 Dec (2018)
2	14 Dec (2018)	22 Jan
3	31 Jan	26 Febr
4	28 Febr	26 March
5	27 March	24 April
6	26 April	24 May
7	28 May	25 June
8	27 June	23 July
9	5 July	27 Aug
10	29 Aug	24 Sept
11	26 Sept	22 Oct
12	31 Oct	26 Nov
1 2020	28 Nov	27 Dec

## PRICE & FORMAT PRINT

Format	Price SEK	Width x Height mm	Bleed*
Spread	37 600 SEK	460x297	+ 5 mm
1/1 Page	22 600 SEK	230x297	+ 5 mm
1/2 Page	13 500 SEK	115x297 / 230x148	+ 5 mm
1/4 Page	8 100 SEK	90x130 / 200x61	
Cover 4 (back)	27 600 SEK	230x272	+ 5 mm
Cover 2 or 3	24 800 SEK	230x297	+ 5 mm
1/2 Spread	22 600 SEK	460x148	+ 5 mm

\* Add 5 mm bleed and cropmarks all around



## MATERIAL PRINT

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

**Technical specifications:** 300 dpi PDF-files

**Further Information:** [www.svenskamedia.se/annonsmaterial](http://www.svenskamedia.se/annonsmaterial)

## CLASSIFIED PRINT

1/2 vertical 92x264 mm 9 600 SEK	1/2 horizontal 188x128 mm 9 600 SEK	1/4 vertical 92x128 mm 4 800 SEK	1/4 horizontal 188x61 mm 4 800 SEK	1/8 horizontal 92x61 mm 2 400 SEK

## SALES CONTACT

### Cecilia Hast

+46 (0)70-449 49 02  
cecilia.hast@annonskraft.se

### Stefan Jonsson

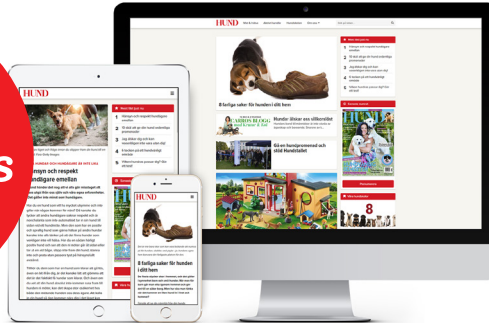
+46 (0)651-150 62  
+46 (0)70-311 37 58  
stefan.jonsson@annonskraft.se

## INSERTS

Contact us for information and prices.

The magazine is published by Svenska Media Docu AB  
[www.svenskamedia.se](http://www.svenskamedia.se) | **media**

Digital platforms



## harligahund.se

is one of the largest dog websites in Sweden!

30 000 unique visitors per week  
45 000 page views per week

42 000 Facebook followers

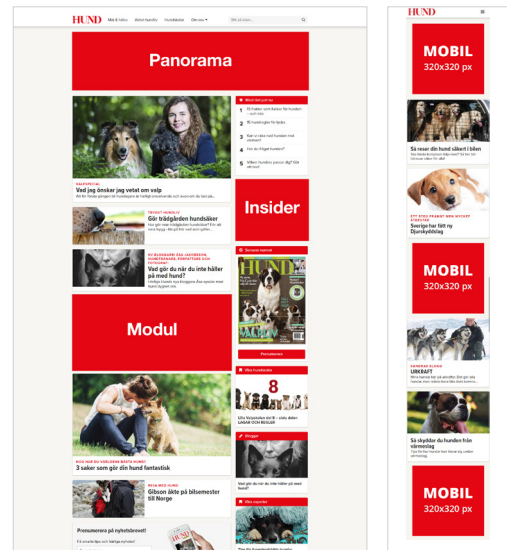
## WEBSITE

harligahund.se is one of the largest dog websites in Sweden. Reach your target group with display advertising!

Format	Share of Voice	Width x Height	Price per month
Panorama	33%	980x240 px	15 900 SEK
Modul	50%	640x320 px	17 800 SEK
Insider	50%	300x250 px	13 000 SEK
Mobil		320x320 px	included*

\* Mobile ad is included with desktop advertising

**Important! To be visible on mobile, we need a 320x320 px format.** Mobile size of panorama has the highest priority and will be placed above content, other ads have random placement (inside articles and in the main feed).



## NATIVE ADVERTISING

Article on harligahund.se labeled with "advertisement". The entry is pinned as the third article in the news feed during one week.

A booking also includes a placement in the newsletter and one *sharing* on Facebook.

Format	Price per month
Native Advertising	19 900 SEK

## NEWSLETTER

Härliga Hunds newsletter is sent ones a week presenting dog news, inspiration, competitions, tips and trix.

Format	Width x Height	Price/week
Modul	640x320 px	1 500 SEK

**NOTE!** Animated banners do not work in all mail clients. We recommend static banners in GIF or JPG for the newsletters. Maximum 100 KB.



## MATERIAL DIGITAL

**Delivery:** Send material for digital platforms by e-mail to: [annons@svenskamedia.se](mailto:annons@svenskamedia.se)

**Technical specifications:** [www.svenskamedia.se/annonsmaterial](http://www.svenskamedia.se/annonsmaterial)

## SALES CONTACT

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