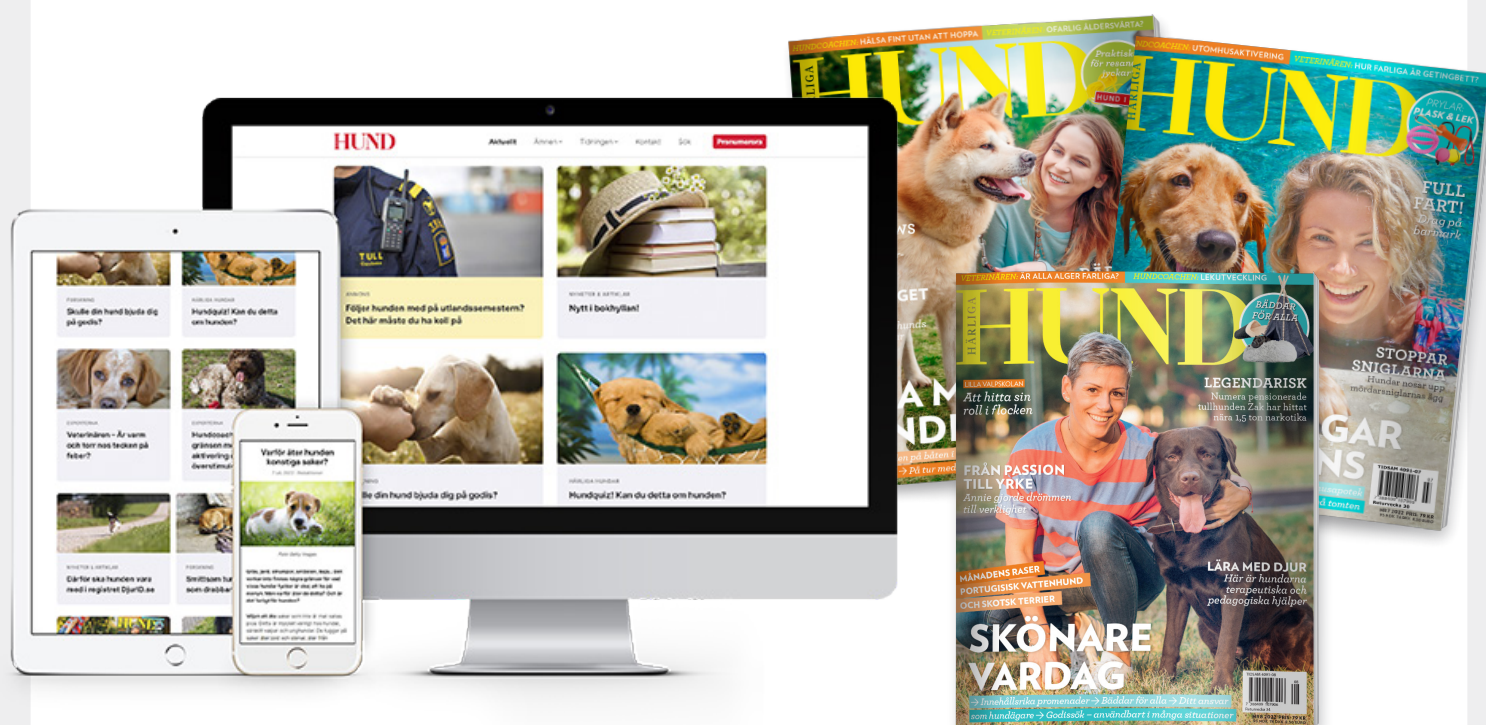


HÄRLIGA HUND

Härliga Hund is one of the largest and most loved trade mark for dog owners in Sweden.



OUR CHANNELS ARE REACHING:

63 000 readers of the magazine
100 000 unique visitors/month to our site
48 000 followers on Facebook
12 300 followers on Instagram



HÄRLIGA HUND

harligahund.se

Media Plan 2023

With us you reach the dog lovers!

We work to ensure that all dog owners get in touch with Härliga Hund on a daily basis through one of our channels. In this way, we create unique opportunities for you as an advertiser to reach your part of the target group.

Härliga Hund is one of the largest and most beloved brands for dog owners in Sweden. Together with our readers and experts, we do what we are most passionate about - inspires to an active and healthy dog life. As you probably know, the interest in dogs is increasing sharply.

Our popular dog magazine consists of deepening content that requires a little longer reading but also news, inspiration, guides, and tips.

63 000
readers

ORVESTO Konsument
2021

*We are growing

We're going against the flow! Orvesto Konsument measures the reach of 105 magazine titles. Of these, Härliga Hund is one of only six titles that has increased its reach during 2021



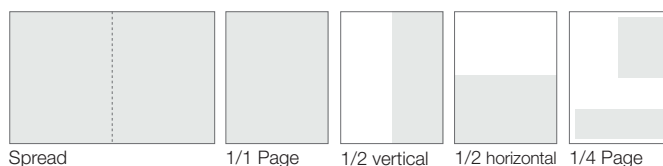
PUBLICATION SCHEDULE 2023 PRINT

Issue	Deadline	Publication
1 2023	24 Nov 2022	21 Dec 2022
2	20 Dec 2022	25 Jan
3	26 Jan	22 Feb
4	2 March	29 March
5	27 March	26 April
6	25 April	24 May
7	29 May	28 June
8	29 June	26 July
9	27 July	23 Aug
10	24 Aug	20 Sept
11	28 Sept	25 Oct
12	26 Oct	22 Nov
1 2024	23 Nov	20 Dec

PRICE & FORMAT PRINT

Format	Price SEK	Width x Height mm	Bleed*
Spread	38 700 SEK	460x297	+ 5 mm
1/1 Page	23 300 SEK	230x297	+ 5 mm
1/2 Page	13 900 SEK	115x297 / 230x148	+ 5 mm
1/4 Page	8 300 SEK	90x130 / 200x61	
Cover 4 (back)	28 400 SEK	230x272	+ 5 mm
Cover 2 or 3	25 500 SEK	230x297	+ 5 mm
1/2 Spread	23 300 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

CONTACT

Mikael Persson ad sales

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CLASSIFIED PRINT

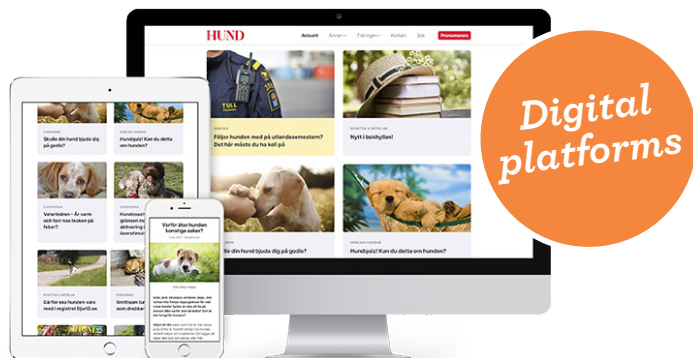
1/2 vertical 92x264 mm 9 600 SEK	1/2 horizontal 188x128 mm 9 600 SEK	1/4 vertical 92x128 mm 4 800 SEK	1/4 horizontal 188x61 mm 4 800 SEK	1/8 horizontal 92x61 mm 2 400 SEK
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INSERTS

Contact us for information and prices.

Digital
platforms

All prices are VAT excluded.



Harligahund.se is Sweden's largest site for "ordinary" dog owners. Lots of news, reports, tips and exercises are published here daily.

As a complement to the magazine and the site, we have daily contact with our readers on Facebook and Instagram, which you as an advertiser can also benefit from when you choose to advertise with us. Our channels collaborate and help each other.



150 000 page views per month



48 000 Facebook followers



12 300 Instagram followers

Format 33% SOV	Desktop px	Mobil px	Price/month
Panorama	980x240	320x320	8 000 SEK
Modul	640x320	320x320	6 000 SEK

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). Maximum 200 kB.



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 (position 3) and one *sharing* on Facebook.

Format	Price/week
Native Advertising	9 900 SEK

CONTENT	Image	660x345 px, maximum 200 kB
	Headline	maximum 50 characters, spaces included
	Preamble	maximum 80 characters, spaces included
	Text	maximum 5 000 characters, spaces included

CONTACT

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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 150 kB.



SOCIAL MEDIA

Contact us for further information.

MATERIAL DIGITAL

Delivery: Send material for digital platforms by e-mail to: annons@svenskamedia.se

Technical specifications: wvenskamedia.se/annonsmaterial