

Price list and publishing

2023



Advertise in **här&nu**
Total edition: **175 000 ex**

Target group:

Direct contact with pensioners, most of whom are former municipal and State employees. An audience with extensive knowledge and experience of the society. Travel, wellness, physical activities, culture and studies is high on the list of program activities in the 85 branches which are spread across the country.

här&nu comes out six times a year and reaches over 175 000 seniors and their families per Edition. Your ad reaches also politicians both centrally, regionally and locally.

We can assist in the preparation of your ad.

PRINT the magazine här&nu

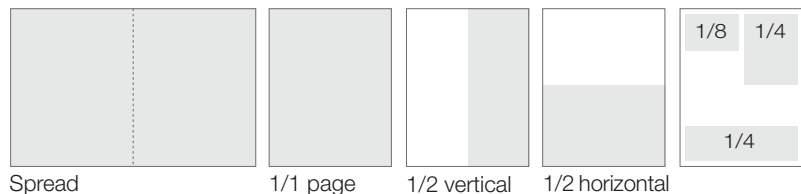
Publication Schedule 2023

No	Deadline	Release
1	13 jan	10 feb
2	24 march	21 april
3	2 june	30 june
4	4 aug	25 aug
5	22 sept	20 okt
6	10 nov	8 dec

Price and format

Size	Price SEK	Width x Height	Bleed*
Spread	46 900 SEK	420x280 mm	+ 5 mm
1/1-page	29 900 SEK	210x280 mm	+ 5 mm
1/2-page horizontal	16 900 SEK	210x135 mm	+ 5 mm
1/2-page vertical	16 900 SEK	103x280 mm	+ 5 mm
1/4-page horizontal	9 900 SEK	184x56 mm	
1/4-sida vertical	9 900 SEK	90x121 mm	
1/8-sida	5 900 SEK	90x56 mm	

Special placement of 10% additional * Add 5 mm bleed and cropmarks all around



Edition: 175 000 copies

Technical Information: Press-ready PDF files at 300 dpi.

Attachments - send your brochure with the magazine

20g: 1,20 SEK/each **40g:** 1,40 SEK/each **50g:** 1,60 SEK/each **>50g:** Call for price!

Delivery print

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

Booking



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Price and format

Format	Width x Height	Price/month
Panorama	1208x258 px	7 700 SEK
Widescreen (TWS)	281x418 px	5 000 SEK



Technical Information:

Maximum size 100 kb.

Image/Html

Delivery digital

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

Welcome to contact us!