

TECHNICAL INFORMATION AND PRICES 2023

PUBLICATION SCHEDULE: **1:st edition** May - October
2:nd edition November - April
Deadline for material: **15 March**
Deadline for material: **15 September**

PERIODICITY: Weekly distribution.

CIRCULATION: 80 000 per issue (during six month)

ADDRESS SOURCE: **Entries into the land register and building permits.**

ENTRIES INTO THE LAND REGISTER: New owners of older private homes who will renovate in the near future

BUILDING PERMITS: Applications for building permits for new construction or reconstruction of private homes and summer/weekend cottages sent to the local building committee

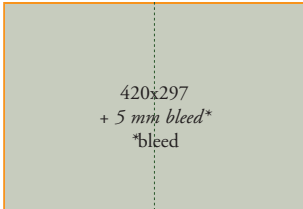
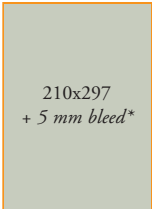
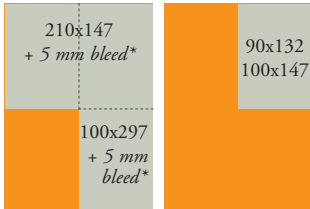
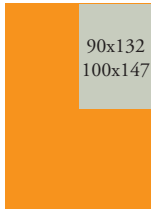

<u>AD SIZE</u>	<u>PRICE 6 MONTHS (SEK)</u>	<u>PRICE 12 MONTHS (SEK)</u>
1/8-page (Classified)	10 800:-	21 600:-
1/4-page	18 000:-	32 000:-
1/2-page	29 000:-	53 000:-
1/1-page	53 000:-	80 000:-
Spread	90 000:-	130 000:-
Cover inside		130 000:-
Reverse (Cover 4)		150 000:-

Custom Placing: +10 %

All prices are exclusive of value added taxes and statutory advertising taxes.

DISTRIBUTION SERVICE: We can assist you with printing Your sales letters, also with storage and distribution of circulars/brochures. *Means Cost- and time efficiency for You!*
Contact your sales man for further information.

TECHNICAL INFO: The advertisement shall be installed in a Windows environment, EPS- or PDF-files of 300 dpi. Images must be CMYK, uncompressed.

SETTING AREA:	Spread	1/1-page	1/2-page	1/4-page	1/8-page (Classified)
WIDTH X HEIGHT: mm					

** 5 mm bleed and crop marks in all directions*

PRIVACY POLICY: www.byggfakta.se/policy

PRESSRELEASES: send to annika@svenskamedia.se

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

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PRICELIST 2023 • 67 YEARS OF PUBLICATION

VILLAFAKTA

INSPIRATION • INREDNING • INFORMATION

The Magazine
for new house owners
and those who will
build or renovate

SMARTA TIPS
*till dig som
ska bygga*

Make sure Your company is visible by choosing:

VILLAFAKTA

160 000 new consumers with strong purchasing
power and housing in focus!

FÖRÄNDRA HEMMET MED

NYA KULÖRER

"Energifönster sänker uppvärmningskostnaderna"

Households ready to invest in their houses!

New consumers with strong purchasing power and housing in focus! This is surely a target group everyone working towards home owners wants to establish contact with. We – VillaFakta – have a relation with this target group since more than 60 years!

VillaFakta is distributed personally addressed, right into the mailbox to all those who just applied for a building permit for new construction, extension or reconstruction and/or are registered as new owners of a home. This inspirational magazine arrives exactly when the recipient is in a strong purchasing phase

VillaFakta is distributed continuously all over Sweden. On a yearly basis this means approximately 160 000 unique items/recipients. With VillaFaktas answering card service business relations of high impact are being created.

We can also offer geographically distributed inserts, follow-up service and print of folders and brochures at very competitive prices.

At last we would like to fire off an old, but in this context suitable cliché; we shoot with bullets, not shot pellets!

Get in touch with us and we will find the best solution for your business!

More information from our advertisers!

Readers of VillaFakta can easily, without charge, order more information from our advertisers.

- 1. www.villafakta.se**
You can read the magazine digitally on the website and also order more winformation directly from our advertisers via our digital answering card.
- 2. Answering card in the magazine**
You can also use the print answering card in the magazine and the advertisers will send you more information.



”Our recipients don’t save their money in the bank ...”

they **build, renovate, decorate, furnish** and **equip** their houses...

they **build**, and **plan** their gardens and yards...

they need **inspiration** and **good ideas** ...

they are about to **invest large sums of money** in their housing ...

Basic data about our recipients the last four years.

		2019	2020	2021
Advance notices	Private homes	1 854	1 932	2 682
	Summer/weekend cottages	259	337	426
Building permits	Private Homes			
	- new construction, homes	6 466	7 102	9 990
	- new construction, other	10 287	12 834	15 691
	- extensions	13 460	16 819	19 216
	- reconstruction	17 124	18 390	23 497
	Summer/weekend cottages			
	- new construction	2 150	2 633	4 072
	- extensions	2 309	2 591	3 255
	- reconstruction	380	442	495
	Detached garage etc.	18 388	22 420	27 233
	Private homes incl cottages	84 143	82 731	90 600



INTERIOR



WALL FLOOR



HOUSE TECH



EXTERNAL AREAS

VILLAFAKTA is distributed continuously to those who just **applied for a building permit** or **entered into the land register** (just bought a house).

With VILLAFAKTA You reach the home owners just in time with Your advertisement.
With one ad you can advertise in VILLAFAKTA for six or twelve months.

In total you will reach about 160 000 households in one year!