

ONCE A WEEK – 38 ISSUES/YEAR

DagensHandel

Affärstidningen för hela handeln



Dagens Handel is an indispensable information channel for everyone who wants to keep up to date with developments and events in the Swedish trade. It is the only publication that keeps track of the whole sector i.e. retailing and wholesaling alike.

Dagens Handel is subscribed by retailers and companies within the retail sector. Dagens Handel is also the official business magazine for the Swedish Federation of Trade (Svensk handel). With its edition of 27.900 copies (according to TS Tidningsstatistik, the specialist in Sweden for press statistics), Dagens Handel provides to key decision-makers in the major retailing conglomerates, chain stores and wholesale trade.

Besides the paper journal we publish a highly appreciated website which attracts more than 12.000 unique visitors a week and give around 100.000 pageviews monthly. Dagens Handel is also publishing a daily based electronic (e-mailed) newsletter with 26.000 recipients.

Dagens Handel gives pride of place to news, monitoring what is happening throughout Sweden and featuring the latest trends and the most interesting people. We strive to present our own news, through unique surveys and opinion polls and our reporting of events in the trade sector has both breadth and depth.

Dagens Handel is the leading business news-magazine for the retail market in Sweden.



STÖRST!
27 900 ex
TS 2010

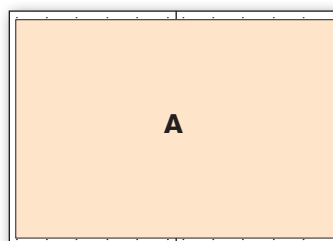
**MEDIA
INFORMATION
2012**

NEWS EVERY DAY – WWW.DAGENSHANDEL.SE

PUBLICATION DATES

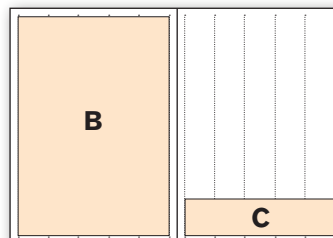
Issue	Publication	Deadline	Theme/Fairs
1-3	Jan 20	Jan 12	Security
4	Jan 27	Jan 19	
5	Feb 3	Jan 26	
6	Feb 10	Feb 2	New Technology
7	Feb 17	Feb 9	
8	Feb 24	Feb 16	
9	Mar 2	Feb 23	
10	Mar 9	Mar 1	
11	Mar 16	Mar 8	
12	Mar 23	Mar 15	Easy Fairs
13-14	Mar 30	Mar 22	Shop Interiors
15	Apr 13	Apr 5	
16	Apr 20	Apr 12	
17	Apr 27	Apr 19	CSR
18	May 4	Apr 26	
19-20	May 11	May 3	
21	May 25	May 16	E-commerce
22-23	June 1	May 24	
24	June 15	June 7	
25	June 22	June 14	
26-33	June 29	June 21	
34	Aug 24	Aug 16	Cash desk
35	Aug 31	Aug 23	
36	Sep 7	Aug 30	
37	Sep 14	Sep 6	E-commerce
38	Sep 21	Sep 13	
39	Sep 28	Sep 20	
40	Oct 5	Sep 27	
41	Oct 12	Oct 4	
42	Oct 19	Oct 11	Shop Interiors
43	Oct 26	Oct 18	
44	Nov 2	Oct 25	
45	Nov 9	Nov 1	
46	Nov 16	Nov 8	
47	Nov 23	Nov 15	ButiksExpo
48	Nov 30	Nov 22	
49	Dec 7	Nov 29	Logistics
50-52	Dec 14	Dec 6	

PRINT



SPREAD

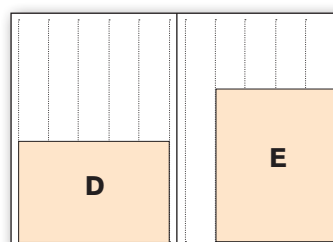
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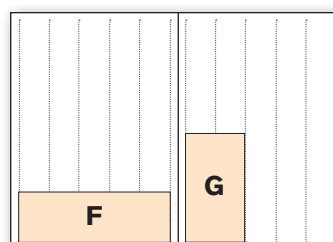
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4-c SEK 20,400



1/2-PAGE/A4

Format D
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4-c SEK 24,900

Format E
199 x 270 mm
4-c SEK 26,900



1/4-PAGE

Format F
250 x 90 mm
4-c SEK 14,200

Format G
97 x 176 mm
4-c SEK 14,200

WEB



Format

A 140 x 140 px SEK 4,400/week

B 400 x 120 px SEK 9,000/week

C 930 x 120 px SEK 11,400/week



NEWS LETTER



Format

A 140 x 140 px SEK 6,200/week

B 400 x 120 px SEK 12,600/week



ADVERTISING MATERIAL - PRINT

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Colour: CMYK

Material: High resolution PDF

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e-mail: annons.dagenshandel@mentoronline.se

- INTERNET

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