

IN STOCKHOLM

STOCKHOLMSMAGASINEN launches IN STOCKHOLM, an exclusive lifestyle magazine, with known profiles, opportunities and losses.

A EXCITING MAGAZINE with the ambition to show what Stockholm offers in terms of shopping, dining, events, attractions, leisure and sports with emphasis on luxury and quality.

OUR READERS are high spenders and the both can and want to realize their dreams. The income is high! Most have multiple accommodations, two cars or more, travel a lot both in the service and in private and cares for the good of life. They train, eat well and spend a lot of money at home and leisure. They spend more than average at restaurant, culture and entertainment and they are always interested in the best.

Orvesto 2017: Full year

NEED HELP WITH THE AD?
NO PROBLEM

DO YOU NEED HELP WITH YOUR AD?
Or do you need help with graphic production such as ads, brochures, newspapers, web. We are extremely fast and cost effective. Welcome to contact us and we will tell you more.

annons@newsfactory.se
or phone 08-505 738 07



IN STOCKHOLM, reach by Dagens industri, over 322,000 readers reach once a month. At most via the breakfast table, but also through hotels, lounges and always after salary. A digital edition also reaches all di.se readers, with a double coverage of only 22%.

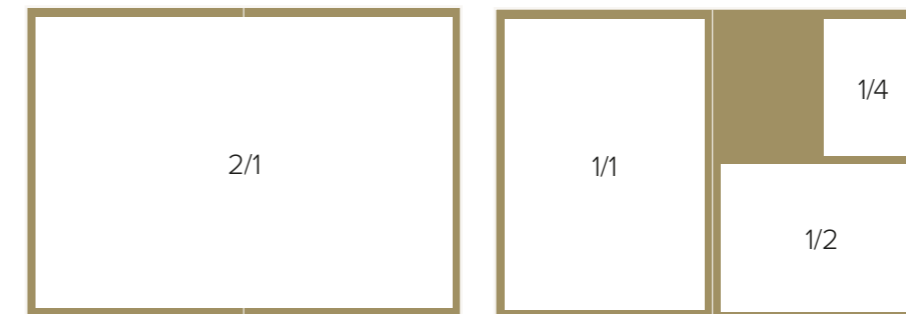
WHIT ADVERTISING, you have the opportunity to participate in print as well as digital and graphic advertising or with native material. Our writers and photographers will help you highlight what you want to convey.



OUR READERS

- 90 % HAVE GOOD ECONOMY
- 80 % OWN THERE ACCOMMODATION
- 74 % HAS A GREAT INTEREST IN PERSONAL FINANCE
- 49 % TRADE SECURITIES
- 46 % WILL BUY A NEW CAR IN TWO YEARS
- 45 % WILL RENOVATE IN TWO YEARS
- 38 % OWN TWO OR MORE CARS
- 30 % OWN A HOLIDAY HOUSE.
- 25 % ARE BOAT OWNERS

FORMAT AND PRICES



Spread	99.000 sek	540 x 375 mm + 5 mm bleed
Full page	79.000 sek	270 x 375 mm + 5 mm bleed
Half page	46.800 sek	240 x 170 mm / 117 x 346 mm
Quarter page.....	28.880 sek	240 x 82 mm / 117 x 170 mm
4th cover page	93.600 sek	270 x 375 mm

Exclusive promotion

Spread	149.800 sek
Full page	92.800 sek

PUBLICATIONS

26 JAN 7 JAN	27 APR 8 APR	31 AUG 12 AUG	23 NOV 4 NOV
23 FEB 4 FEB	25 MAY 6 MAY	28 SEP 9 SEP	14 DEC 25 NOV
30 MAR 4 MAR		26 OCT 7 OCT	

INTERESTS

74 %

DOES HOLIDAYS ABROAD

72 %

DOES METROPOLITAN VACATION

69 %

GOES ON HOLIDAY IN SWEDEN

66 %

GOES ON SUN AND BEACH TRAVEL

41 %

GOES SKIING

69 %

LIKES EXORCISE & RUNNING

57 %

ENJOYS COOKING

43 %

HAS INTEREST IN FOOD & WINE

66 %

WOULD LIKE TO TRY OUT NEW FOODS

Newsfactory
MEDIA GROUP