

*The magazine which helps you to  
achieve a better life*



### HÄLSA

Hälsa helps the readers to make beneficial everyday choices, find the best body therapies or keep a check on the latest scientific findings. Hälsa is the only magazine where you reach the consumers and the health food shops, as well as the pharmacies. Unique and highly effective!

**Editions per year: 12**

**Unique visitors to tidningenhalsa.se: 30,000**

### INTERESTS

**Beauty treatments: 51%** (Sweden: 26%)

**Hair grooming: 52%** (Sweden: 29%)

**Health and keep-fit activities: 94%** (70%)

**Alternative medicine: 65%** (28%)

**Selects ecological/environmentally friendly products: 73%** (Sweden 50%)

**Visits health food shop on at least one occasion per month: 14%** (Sweden: 3%)

### CIRCULATION AND RANGE

**Coverage: 148,000 readers**

**Gender: Women: 79%, men: 21%**

**Region: Metropolitan areas: 38%, Rest of the country: 62%**

**Average age: 51**

Source: Orvesto Consumer 2018 full year

## ADVERTISEMENT PAGES



**Double-page spread**  
(2x) 208 x 278 mm  
+ 5 mm bleed  
Price: SEK: 73.000



**2nd and 3rd Cover**  
208 x 278 mm  
+ 5 mm bleed  
Price: SEK: 45.500



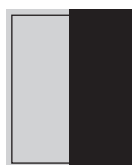
**1/1-page**  
208 x 278 mm  
+ 5 mm bleed  
Price: SEK: 39.000



**1/1-page Back page**  
208 x 243 mm  
+ 5 mm bleed  
Price: SEK: 50.500



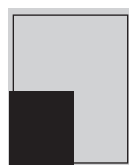
**1/2-page horizontal**  
208 x 139 mm  
+ 5 mm bleed  
Price: SEK: 27.000



**1/2-page vertical**  
104 x 278 mm  
+ 5 mm bleed  
Price: SEK: 27.000



**1/4-page horizontal**  
208 x 82 mm  
+ 5 mm bleed  
Price: SEK: 18.500



**1/4-page**  
104 x 139 mm  
+ 5 mm bleed  
Price: SEK: 17.500

## PUBLICATION SCHEDULE 2020

No	Copy Date	Publ Date
2	08 Jan.	30 Jan.
3	05 Feb.	27 Feb.
4	04 Mar.	26 Mar.
5	30 Mar.	23 Apr.
6	30 Apr.	26 May
7	29 May	23 June
8	01 July	23 July
9	03 Aug.	25 Aug.
10	02 Sep.	24 Sep.
11	30 Sep.	22 Oct.
12	04 Nov.	26 Nov.
01 2021	03 Dec.	29 Dec.

## WEBB

### PANORAMA PLACEMENT 1&2:

980 x 120: 200 cpm  
980 x 240: 220 cpm  
980 x 300: 230 cpm

### PANORAMA PLACEMENT 3&4:

980 x 120: 100 cpm  
980 x 240: 110 cpm  
980 x 300: 120 cpm

### INTERSTITIAL:

650 x 650: 1000 cpm

### WALLPAPER:

1920 x 950: 400 cpm

### NEWSLETTER: Recipients 30 000

#### BANNER

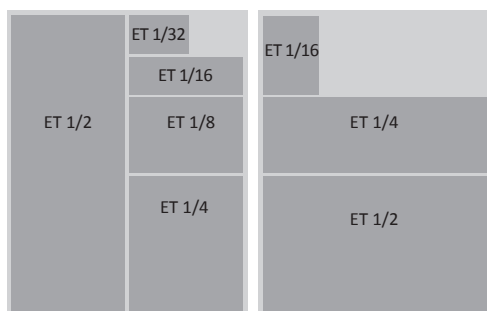
250 x 240  
250 x 360  
eDR

#### Price per mailing

SEK 4 000  
SEK 5 000  
SEK 15 000/mailing

## CLASSIFIED ADVERTISEMENTS

Ad	Format	Price
ET 1/32	47 x 31 mm	2.150 kr
ET 1/16	95 x 31 mm	4.300 kr
ET 1/16	47 x 63 mm	4.300 kr
ET 1/8	95 x 63 mm	8.625 kr
ET 1/4	192 x 63 mm	17.250 kr
ET 1/4	95 x 128 mm	17.250 kr
ET 1/2	192 x 128 mm	34.500 kr
ET 1/2	95 x 260 mm	34.500 kr



Tests show that a magazine supplement produces up to ten times higher response frequency than unaddressed direct mail. Your supplement can furthermore have almost any appearance you want, and reach an affluent target group at a very low contact cost. There are a large number of tried and tested types of supplements and activities from which to choose:

- Fixed: stapled or glued on advertisement and as sample.
- Loose: max. format 198 x 268 mm, min. 105x148 mm.
- Selected: full year subscribers, postcode, age.
- Enclosed in plastic: with activity letter selected for, for example, retailers.
- Co-produced: 4-32 pages, material high-resolution pdfs, 208x278 mm bleed.

### PRICES SUPPLEMENTS

WEIGHT IN GRAMS	SEK/UNIT
< 20 g	1:40
21–35 g	1:50
36–49 g	1:60
> 50 g	ask for quotation

Glued in section + 0,10 SEK per unit.  
 Enclosed in plastic + 0,50 SEK per unit.  
 Additional costs apply when selected.

Co-produced supplements (on the magazine's paper)  
**Ask for quotation.**



## TECHNICAL SPECIFICATION

### CREATIVE SOLUTIONS

You might want to do something out of the ordinary to become even more visible. In that case we have lots of creative solutions. Contact your sales representative to find out more. Information is also available at [www.egmontpublishing.se](http://www.egmontpublishing.se)

### PRODUCTION OF ADVERTISEMENTS

We can assist with production of simple advertisements.  
 Advertising material that we receive for production can be sent in the following file formats:  
 PDF, EPS, TIFF, JPG.  
 All picture material should be 300 dpi for the best possible quality.  
**Price: 245 SEK per every started period of 15 minutes.**  
 The final cost for production of advertisements will be specified on your Advertising invoice.

### DELIVERY OF ADVERTISING MATERIAL

Delivery address: [traffcannons@egmont.se](mailto:traffcannons@egmont.se)  
Name the material: **format/customer/product/ Magazine/year/issue**  
 E.g. 1/1\_customer\_product\_Hal2005  
Address: Egmont Publishing, Annonshantering, 169 91 Solna

### CANCELLATION RULES

For cancellation later than 14 days before the copy date given in the price list, a booking fee of 25% of the value of the space booked will be charged. If cancellation takes place later than one week before the copy date, we reserve the right to invoice the agreed advertising rate.

### CONTACTS

To book advertising:  
**sales department, switchboard: +46 (0)8-692 01 00**  
**[www.egmontpublishing.se](http://www.egmontpublishing.se)**

Questions concerning advertising material:  
**[traffcannons@egmont.se](mailto:traffcannons@egmont.se), switchboard: +46 (0)8-692 01 00 Annonshantering**

### QUICK MATERIAL GUIDE



**Material ready for printing**  
 All prepared advertising material that is sent in to the magazine must be ready and checked for printing. To be supplied in PDF format.



**5 mm bleed**  
 Advertising material should be submitted as a PDF ready for printing with a 5 mm bleed.



**300 dpi**  
 All pictures in the advertisement must have a minimum resolution of 300 dpi.



**CMYK**  
 All pictures must be defined in CMYK. Spot colours (PANTONE) are to be converted to CMYK.

ICC-profiles for print can be downloaded at  
[www.egmontpublishing.se](http://www.egmontpublishing.se)