

+20%

Now 64 000 readers!



A TRAINING MAGAZINE WHICH IMPROVES YOUR HEALTH!

Hälsa & Fitness is the magazine for active and aware women, keen on keeping a healthy lifestyle and wanting to keep fit. Through inspiration and support, we help our readers to keep up to date on recent research and the latest trends in everything healthy. A PT, training buddy and health coach in one – delivered in a shiny and entertaining format!

THE MARKET

Hälsa & Fitness has in a short period of time become one of Sweden's most popular health magazines, mainly due to the fact that we have managed to find the perfect mixture of training, nutrition and well-being. To feel good, eat healthy and keeping fit has never been more popular than it is now. Women of today are more interested than ever in training and health, and that is why we play an important part as a trustworthy and up to date source of information.

THE CONTENTS

To us at Hälsa & Fitness the joy of training is central, and our goal is to contribute to healthy habits. The magazine contains workouts, good

and healthy recipes, interesting interviews with wellknown fitness profiles and advice from experienced personal trainers – all presented in an accessible and inspiring format. We always deliver the latest in fashion, beauty and skin care and in our "Workout guide" which is part of every issue, we present complete workouts, expert advice and motivational feature articles. Every issue also has specific themes, where we write about the most inspiring trends.

THE READERSHIP

The average reader is 34 years old. Our readers are keen on living a healthy lifestyle. Through our magazine, you will reach active and healthy women, wanting to keep up to date about diets, fashion, workout (at home and at the gym), travelling, well-being and natural beauty.

REACH

An advertisement in Hälsa & Fitness reaches 61.000 readers. (Orvesto Konsument 2013:3)

THESE ARE OUR READERS

ACCORDING TO ORVESTO KONSUMENT 2013:2

BRAND AMBASSADORS!

21.000 of our readers want to be first with new products and services. In Hälsa & Fitness you will reach your future brand ambassadors, who also have a great influence on the people in their surroundings.

BOSSSES

7.000 of our readers have management positions.

METROPOLITAN

27.000 of the readers live in a big city.

RUNNING

It is no surprise that our readers work out more than the average Swede. 22.000 of our readers run twice a week or more, which is far more than the average Swede.



HAIR CARE

13.000 of our readers spend more than 2.000 SEK/year on hair products, which is far more than the average Swede.

MAKE-UP/BEAUTY

17.000 of our readers also spend more than 2.000 SEK per year on make-up/beauty products. This is far more than the average.

ACCESSORIES

3.000 of our readers spend 10.000 SEK, i.e. high spenders, or more on accessories (purses, belts etc)

CLOTHING

15.000 of our readers spend 6.000 SEK or more on clothes every year. The average Swede spends 3.000 SEK.



VACATION

20.000 of our readers spend 10.000 SEK or more on trips abroad, compared to 7.600 SEK for the average Swede.

NEW PRODUCTS

14.000 of our readers are very interested in trying new products in groceries, far more than the average Swede.

NEW DISHES

25.000 of our readers are very interested in trying new dishes, which is far more than the average Swede.





+20%
during last year!

64 000 READERS!

(Orvesto Konsument 2014:2)

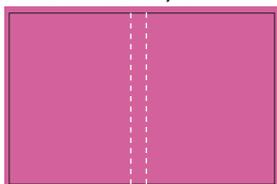
Hälsa & Fitness has a print run of 30,000 copies and is distributed by Tidsam, which is Sweden's leading network of magazine retailers.

SCHEDULE 2015

Issue	1	2	3	4	5	6	7	8	9	10	11	12	1-16
Publishing	30/12	27/1	24/2	24/3	28/4	26/5	23/6	28/7	25/8	29/9	27/10	24/11	29/12
Deadline	5/12	2/1	30/1	27/2	3/4	29/4	29/5	3/7	31/7	4/9	2/10	30/10	4/12

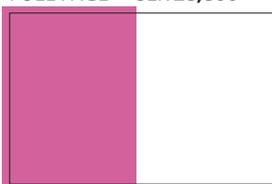
FORMATS & PRICES

SPREAD SEK **44,000**



Dimensions: 400 x 285 mm
Bleed: 420 x 297 mm + 3 mm

FULL PAGE SEK **28,800**



Dimensions: 190 x 285 mm
Bleed: 210 x 297 mm + 3 mm

1/2-page SEK **16,600**



A: 190 x 130 mm
B: 90 x 285 mm

1/4-page SEK **10,300**



A: 190 x 62 mm
B: 90 x 130 mm
C: 45 x 285 mm

ADDITION
Requested placement.....+ 15%

DISCOUNTS
We apply volume and frequency discounts. Contact us for an offer.

SUPPLEMENTS
Are you interested in an insert in our magazine? Contact us for an offer.

OTHER

CHECK LIST

File format: High res PDF 300 dpi
Bleed marks: Yes
Size: Exakt the same size as you have ordered + bleed
Bleed: 3 mm
LPI: 150
DPI: 300
Images: CMYK eller RGB

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TERMS

Cancellations may be done no later than 14 days before deadline. Cancellations must be in written form and should be submitted to the economy department at First Publishing.

We cannot accept liability where an advert appears incorrectly when printed if the material is submitted after deadline.

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