

# Klassiker

## ADVERTISING

### 2023



*A popular magazine and website,  
our readers really enjoy Klassiker!*

Klassiker is a magazine to rely on, a guarantor of quality. We stand for the joy and pleasure of cars and a spirited way to look at classic cars.

Klassiker urges you to use the cars, to drive them and experience things with them.

We drive, we buy and sell, we take care and repair, we fail only to try again to finally succeed. We are at the forefront of our hobby and are always picking up on new currents and niches.

Klassiker is made by professional enthusiasts and we have the most talented writers and most skilled photographers in the industry. It is appreciated by our readers who are constantly increasing in numbers. They read each number very carefully and often save the magazine to be able to return

to it over and over again. All subscribers also have access to all previous issues of Klassiker in digital form through our app.

Our website [www.klassiker.nu](http://www.klassiker.nu) complements the magazine with movies, extra material and webshop. Since autumn 2022, there is a premium version where the subscriber gets access to exclusive web material and all articles from the printed magazine.

The humor, joy and passion of Klassiker is contagious!

A red ink signature of Carl Legelius.

Carl Legelius, editor-in-chief

# ADVERTISING IN PRINT

## FORMATS, PRICES IN SEK (Width × height in mm)



**SPREAD\***  
**25 000:-**

### SPREAD

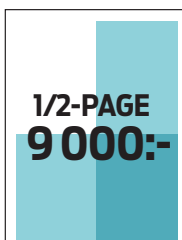
Bleed: 460x290 mm  
Type area: 420x252 mm  
\*1st spread: 27 500:-



**1/1-PAGE\***  
**15 000:-**

### 1/1-PAGE

Bleed: 230x290 mm  
Type area: 200x252 mm  
\*2nd/3rd cover: 18 000 :-  
\* Backside: 20 000 :-



**1/2-PAGE**  
**9 000:-**

### 1/2-PAGE LANDSCAPE

Type area: 200x124 mm  
Bleed: 230x142 mm  
**1/2 -PAGE PORTRAIT**  
Type area: 98x252 mm  
Bleed: 117x290 mm



**1/4-PAGE**  
**5 000:-**

### 1/4-PAGE

Regular: 98x124 mm  
Landscape: 200x60 mm  
Portrait: 47x252 mm



**NOTE!**

\* + 5 mm trim margin for cropping on formats with bleed. Preferred placement +10% on the price.

## CLASSIFIEDS – PRICES IN SEK (Width × height in mm)



**1/2-PAGE**  
**5 000:-**

### 1/2-PAGE

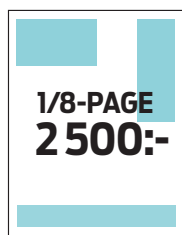
Landscape: 200x124 mm Regular: 98x124 mm  
Portrait: 98x252 mm



**1/4-PAGE**  
**3 300:-**

### 1/4-PAGE

Landscape: 200x60 mm  
Portrait: 47x252 mm



**1/8-PAGE**  
**2 500:-**

### 1/8-PAGE

Regular: 98x60 mm  
Landscape: 200x30 mm  
Portrait: 47x124 mm



**1/16-PAGE**  
**2 000:-**

### 1/16-PAGE

Portrait: 47x60 mm  
Landscape: 98x28 mm



\* Classifieds only in regular issues and Klassikerguiden

## INSERTS

**FORMAT.** Maximum size for single insert in Klassiker: 210x270 mm..

**DELIVERY ADDRESS.** See last page. **NOTE!** Mark the delivery with title and issue. Copy of the insert is sent to: OK Förlaget, Klassiker red, Box 23800, SE-104 35 Stockholm, Sweden.

**CREATIVE ATTACHMENTS.** Many choose an attachment that plain and simple is inserted into the magazine ("drop out") but that doesn't mean you can't choose your own creative solution to fit your message. Perhaps a "gatefold" or "half cover"? You can get your attachment "+ packing" or "glued on one side." Almost anything is possible. Call us and tell us about your requirements and get a quote from us.

## PRICES INSERTS 2023

Weight (g)	Price per piece
20	1,70 SEK/pcs
30	2,00 SEK/pcs
40	2,10 SEK/pcs
50	2,20 SEK/pcs
100	3,00 SEK/pcs

**FOR LARGER INSERTS OR A SELECTED PRINTRUN, PLEASE CONTACT US FOR OFFER.**

## PUBLISHING CALENDAR 2023 With reservation for changes.

ISSUE	ISSUE DATE	AD MATERIAL DEADLINE	INSERTS TO PRINTHOUSE	SPECIAL ISSUES
1/2023	2022-12-22	2022-11-28	2022-12-02	Insert: Calendar 2023
Klassikerguiden 2023*	2023-01-12	2023-12-01	2022-12-08	Special issue
2/2023	2023-02-02	2023-01-09	2023-01-13	
3/2023	2023-03-02	2023-02-06	2023-02-12	
4/2023	2023-04-04	2023-03-06	2023-03-10	
5/2023	2023-05-04	2023-04-04	2023-04-06	Insert: "Car meets"
SAAB Cars Magazine 1.2023*	2023-06-05	2023-05-08	2023-05-12	Special issue
6/2023	2023-06-08	2023-05-05	2023-05-11	
7/2023	2023-07-18	2023-06-22	2023-06-28	Insert: "Crossword"
VolvoKlassiker 2023*	2023-08-08	2023-06-20	2023-06-26	Special issue
8/2023	2023-09-12	2023-08-21	2023-08-25	
9/2023	2023-10-26	2023-10-02	2023-10-06	
SAAB Cars Magazine 2.2023*	2023-11-21	2023-10-20	2023-10-26	Special issue
10/2023	2023-11-23	2023-10-30	2023-11-03	
1/2024	2023-12-21	2023-11-27	2023-12-01	Insert: Calendar 2024

\*Special issues – in stores for a 2 month period.

\*\*Klassikerguiden is included in subscription. It will also be sold in stores and our webshop, starting Oct 16 2023

# ADVERTISING DIGITALLY

Klassiker is where the readers are, and with our help you can reach your customers in all possible channels in the best possible way.

## WEBSITE

**www.klassiker.nu** gives you, the advertiser, a great opportunity to use special ads even for smart phones or tablets. For the best possible experience, we adapt the site depending on the type of screen used by the visitor. The advantage for advertisers is that your ad is always shown in a relevant environment and in the right way.

## NEWSLETTER

Our newsletter which is distributed weekly with e-mail to around 10.000 recipients. As advertiser you get an exclusive opportunity to reach readers and you only pay for the number of readers that you actually reach with your ad.

## PODCAST

Our podcast Studio Klassiker was launched in 2019 and reaches a larger audience by the week.



## WWW.KLASSIKER.NU – DESKTOP



	FORMAT	MAX kB*	CPM
<b>PANORAMA S</b>	980x120	70kB	150
<b>PANORAMA M</b>	980x240	70kB	200
<b>REKTANGEL S</b>	300x120	40kB	50
<b>REKTANGEL M</b>	300x250	40kB	75
<b>SKYSCRAPER</b>	300x600	70kB	120

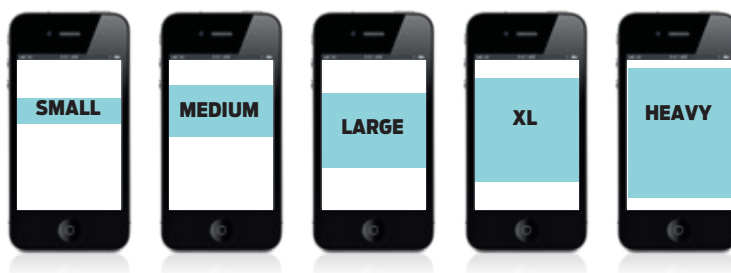
\* Additional technical information – see last page.  
 \*\*CPM = Cost per 1000 viewings.  
 For other formats, please contact us.

**To advertise on our full network  
 – please contact us for an offer**

## WWW.KLASSIKER.NU – MOBILE DEVICES

	FORMAT	MAX MB *	CPM**
<b>SMALL</b>	320x80	70kB	150
<b>MEDIUM</b>	320x160	70kB	200
<b>LARGE</b>	320x230	70kB	225
<b>XL</b>	320x320	70kB	250
<b>HEAVY</b>	320x400	70kB	300

\* Additional technical information – see last page.  
 \*\* CPM=Cost/1000 impressions



## NEWSLETTER

	FORMAT	MAX MB*	PRIS
<b>PANORAMA</b>	580x400	70kB	1 SEK / opened letter

**PANORAMA** is placed amongst the newsflow on position 2 or 3.

\* Additional technical information - see last page.





# INFORMATION

## CONTACT

### ADVERTISING BOOKING

Patrik Wersäll, +46 (0)735-366076  
patrik.wersall@okforlaget.se

### AD TRAFFIC

Håkan Hellström, +46 (0)70-6447579,  
annons@okforlaget.se

### EDITOR-IN-CHIEF

Carl Legelius, +46 (0)8-7361243  
carl.legelius@klassiker.nu

### WEB

www.klassiker.nu

### ADDRESS

Box 23800, SE-104 35 Stockholm, Sweden  
Visiting address: Ynglingagatan 12, 10 tr

## ADDITIONAL INFORMATION

### PUBLISHER

OK Förlaget

### PAYMENT

Credit customers – 15 days.  
Other customers – payment in advance.  
Sales tax not included. All prices include advertising tax.

### REVIEW

The magazine reserves the right to reject adverts.

### ANNULMENT

1 week before material-deadline.

### PREFERRED PLACEMENT

+ 10% on the price.



### GRAPHIC PRODUCTION

We can help you make your advertisement ready at a reasonable rate.

### COMPLAINT

At least 14 days after publication date. The magazine covers maximum the advertising expense. We accept no responsibility for damage due to incorrect or non-adoption.



# AD MATERIAL

## PRINT

### COLOUR

All pictures in CMYK, 300 dpi, maximum total ink coverage 300%. No spot colours. Vectorised objects in CMYK. Pictures and objects in RGB or spot colour will be converted by us.

### ICC PROFILES

Ads on inlay pages:  
**PSO\_LWC\_Improved\_eci.icc**  
Ads on cover pages:  
**ISOcoated\_v2\_300\_eci.icc**

### PDF

PDF-file (PDF/X-4:2010) created with high resolution images. All typefaces should be included.

We do not accept open files.

### CROPMARKS AND BLEED

Ads with bleed need 5 mm trim margin for cropping. The cropmarks must have 4 mm displacement. Ads without bleed must be delivered in the precise format and without cropmarks. We also require a 4mm safety margin within the edges of the ad.

## WWW.KLASSIKER.NU

### TEKNISK INFORMATION

Banners for klassiker.nu, mobile and newsletter should be delivered as GIF, JPG, PNG, HTML5. Maximum weight ca 70 kB.

## INSERTS

### DELIVERY

Send inserts directly to the printing house. Contact your sales rep for the address.  
**NOTE!** Mark the delivery with title and issue.

**A copy** of the insert is sent to:  
OK Förlaget, Red Klassiker,  
Box 23800, SE-104 35 Stockholm.

## MATERIAL DELIVERY

### WWW.PICAFLOW.COM

Any questions about ad material and/or delivery of material, please contact traffic:  
Håkan Hellström, +46 (0)70-6447579,  
annons@okforlaget.se



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