

Klassiker

ADVERTISING

2022



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 complements the magazine with movies, extra material and webshop.

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)



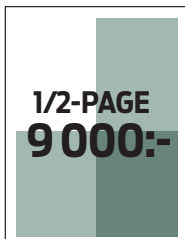
SPREAD*
25 000:-

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



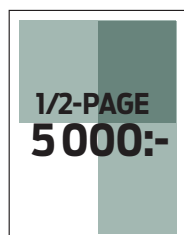
1/4-PAGE
5 000:-

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)



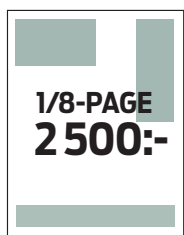
1/2-PAGE
5 000:-

1/2-PAGE
Landscape: 200x124 mm
Portrait: 98x252 mm



1/4-PAGE
3 300:-

1/4-PAGE
Regular: 98x124 mm
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 2022

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 2022 With reservation for changes.

ISSUE	ISSUE DATE	AD MATERIAL DEADLINE	INSERTS TO PRINTHOUSE	SPECIAL ISSUES
1/2022	2021-12-23	2021-11-29	2021-12-03	Insert: Calendar 2022
Klassikerguiden 2022**	2022-01-21	2021-12-14	2021-12-30	
2/2022	2022-02-10	2022-01-17	2022-01-21	
USA Special 2022*	2022-03-03	2022-01-26	2022-02-01	Special issue
3/2022	2022-03-10	2022-02-14	2022-02-18	
4/2022	2022-04-07	2022-03-14	2022-03-18	Insert: "Car meets"
5/2022	2022-05-12	2022-04-06	2022-04-12	
SAAB Classic Cars 1.2022*	2022-05-31	2022-05-04	2022-05-10	Special issue
6/2022	2022-06-16	2022-05-23	2022-05-25	
7/2022	2022-07-14	2022-06-20	2022-06-23	Insert: "Crossword"
VOLVO-Klassiker 2022*	2022-08-09	2022-06-21	2022-06-27	Special issue
8/2022	2022-09-15	2022-08-22	2022-08-26	
9/2022	2022-10-20	2022-09-26	2022-09-30	
SAAB Classic Cars 2.2022*	2022-11-22	2022-10-14	2022-10-20	Special issue
10/2022	2022-11-24	2022-10-31	2022-11-04	
1/2023	2022-12-22	2022-11-28	2022-12-02	Insert: Calendar 2023

Special issues** – in stores for a 2 month period. *Klassikerguiden** is included in subscription and sold in our shop!

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



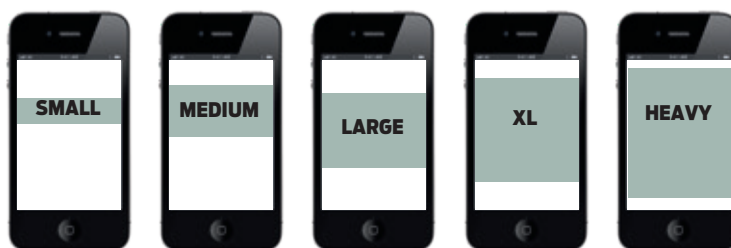
	FORMAT	MAX kB*	CPM
PANORAMA S	980x120	70kB	150
PANORAMA M	980x240	70kB	200
REKTANGEL S	300x120	40kB	50
REKTANGEL M	300x250	40kB	75
SKYSCRAPER	300x600	70kB	120

* 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**
SMALL	320x80	70kB	150
MEDIUM	320x160	70kB	200
LARGE	320x230	70kB	225
XL	320x320	70kB	250
HEAVY	320x400	70kB	300



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

NEWSLETTER

	FORMAT	MAX MB*	PRIS
PANORAMA	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

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AD TRAFFIC

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EDITOR-IN-CHIEF

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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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