

FOR PEOPLE 60+

# SENIORREN

REACH SWEDENS MOST AFFLUENT TARGET GROUP! \* CIRCULATION: 209 100

SENIORS  
LIKE  
A TREAT

FAR AWAY OR  
NEARBY? WE  
TRAVEL A LOT

HEALTH  
COMES  
FIRST

9

issues a  
year

Art  
Work  
Fashion  
Gardening  
New homes  
Smart gadgets  
} plus!

Annika  
Hagström

Brave!

RATES AND EDITORIAL CALENDAR 2017

BOOK  
NOW!





# An easy way to reach customers!

## REACH 270 000 AFFLUENT SENIORS

Senioren is a magazine for the members of SPF Seniorerna. There are nine issues per year, reaching 270 000 members across the country. The printed edition has a circulation of 209 100 copies. (2015).

## ABOUT THE READERS

- \* 1 out of 3 lives in Stockholm, Gothenburg or Malmö, others in smaller towns or in the countryside.
- \* More than 50 percent are house owners, 25 percent own their own apartments. Others live in rental apartments, farm houses or other lodging.
- \* 25 percent are single households, 75 percent are married or live with a partner.
- \* 64 percent of the readers are women.
- \* The average income is 19 656 SEK/month. 80 percent think that they have a good, or quite good, standard of living.
- \* 44 percent have a university- or college degree.
- \* 81 percent have grandchildren.

KÄLLA: TSN SIFO 2016

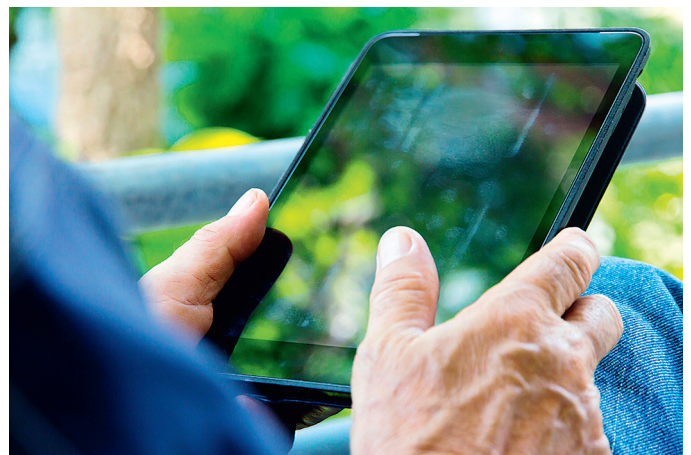
## WHAT THEY LIKE TO READ ABOUT

- \* They have both the time and money, and are interested in new experiences.
- \* They like to read about health and wellness, travel and recreation, housing and interior design, food and gardening, arts and entertainment, relationships, fashion and antiques, work and courses.
- \* They are interested in social issues, and like to read about pensions and other economical topics, health care and welfare in general.
- \* They donate money to charity, they volunteer and they care about the environment.

**Senioren puts flavor to life!**

## SENIOR FACTS

Senior citizens in Sweden represent 70-75 percent of the country's purchasing power. 2,4 million Swedes are 60+, and 20 percent of the population is 65+.



## SENIOREN.SE

Senioren is also available online as well as a talking magazine. It is designed to be read on desktops, mobiles and tablets. Additionally, there is a newsletter sent out to some 100 000 of the members ten times a year.

People over 60 are the fastest growing group when it comes to social media. 620 000 Swedish seniors are on Facebook, and the Seniorens Facebook-page is growing day by day. Senioren is also on Twitter and Instagram.

## AD PACKAGE MAGAZINE + WEBB + NEWSLETTER

Combine your print advertisement with a banner on the website. You can also advertise in our newsletter. Please, give us a call and let us know how we can help you!

# EDITORIAL CALENDAR 2017

Issue	Reservation close	Materials due	Release date	THEME	NEWSLETTER
					11/1
1	3/1	10/1	25/1		14/2
2	6/2	14/2	1/3	Living	21/3
3	13/3	21/3	5/4		25/4
4	18/4	25/4	10/5	Health	23/5
5	12/5	19/5	7/6		20/6
					22/8
6	14/8	22/8	6/9	Travels	19/9
7	11/9	19/9	4/10		24/10
8	16/10	24/10	8/11	Health	21/11
9	13/11	21/11	6/12		

## RATES 2017



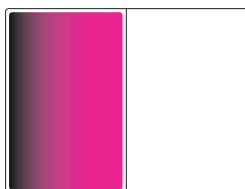
**FULL SPREAD**  
81 400 SEK

430 x 275 mm

Bleed

460 x 300 mm

(5 mm bleed/trim area excluded)



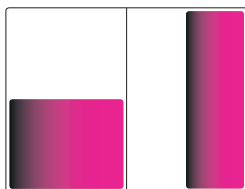
**FULL PAGE**  
47 400 SEK

200 x 275 mm

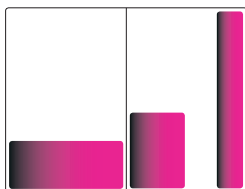
Bleed

230 x 300 mm

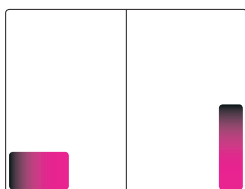
(5 mm bleed/trim area excluded)



**1/2 PAGE 24 900 KR**  
Horiz. 200 x 135 mm  
Vert. 98 x 275 mm



**1/4 PAGE 12 900 KR**  
Horiz. 200 x 65 mm  
Vert. 98 x 135 mm  
Column 46 x 275 mm



**1/8 PAGE 7 300 SEK**  
Horiz. 98 x 65 mm  
Vert. 46 x 135 mm



**1/16 PAGE 4 400 SEK**  
Horiz. 98 x 30 mm  
Vert. 46 x 65 mm

All prices are net, taxes included.

## "MARKNADSTORGET"

This section of the magazine offers an opportunity to advertise at a very favourable price, Please call for prices and information.

## SUPPLEMENTS

Weight up to: 20 gr/1,15 SEK, 30 gr/1,30 SEK, 40 gr/1,40 SEK and 60 gr/1,70 SEK. For selection there is an extra fee of 0,1 SEK/piece.

## DISCOUNTS

Reserving two consecutive issues in advance 10 %. Full year (9 consecutive issues in advance) 15 %. Ad size and content may be altered between issues.

**ATTN! Cancellation must be made 4 weeks before issue date. Reservations that are not cancelled will be invoiced for the full amount, regardless of whether the advertisement appears in the magazine.**

## MAGAZINE SPECIFICATIONS

Format: 230 x 300 mm

Type area: 200 x 275 mm

Number of columns: 4

Column width: 46 mm

Paper: Inlay 57 g Nova Press Silk. Cover 150 g Galerie Art.

Number of pages per issue: 84-100.

Adverts should be delivered digitally in high resolution PDF, images and fonts embedded.

Images should be high resolution CMYK separated.

Image resolution: Four colour 300 dpi, bw/white 800 dpi.

ICC-profile: ISO Coated v2 (300).

Printed at: Forssa Print, Finland.

## SEND YOUR AD HERE

Adverts ready to print: [anna.rask@senioren.se](mailto:anna.rask@senioren.se)

Unfinished ads should be sent to

[marita.heden@senioren.se](mailto:marita.heden@senioren.se) or

[katarina.lindstrom@senioren.se](mailto:katarina.lindstrom@senioren.se)

**Please, name your ad with your order number and the name of your company.**

»Through Seniorens we reach a large part of our target market; seniors who want to learn about other cultures, take part in exciting outdoor activities and discover new, interesting destinations.

With every issue we see a direct response that result in travel bookings.

Of course we advertise in every issue of Seniorens. It goes without saying.«



**CK:s Resor**

One of our advertisers with good impact, year after year



**IT PAYS TO ADVERTISE IN SENIOREN!**

Don't hesitate to call us for more information!



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