

FOR PEOPLE 60+



SENIOREN

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

**FOCUS ON
THE GOOD
IN LIFE**

9

issues a year

TRAVEL

**FANTASTIC
TRIPS!**

**HEALTH
MATTERS**

*Pulse
Passion
Money
Retirement
Positivity
Gadgets* } **plus!**

Madelein Månsson

Let's go!

RATES AND EDITORIAL CALENDAR 2018

**BOOK
NOW!**





**ORDER OUR
AD PACKAGE**
Magazine
+ Web
+ Newsletter

An easy way to reach customers!

REACH 265 000 AFFLUENT SENIORS

Senioren is a magazine for the members of SPF Seniorerna. There are nine issues per year, reaching 265 000 members across the country. The printed edition has a circulation of 209 100 copies. (2016).

ABOUT THE READERS

- * 1 out of 3 lives in Stockholm, Gothenburg or Malmoe, others in smaller towns or in the countryside.
- * More than 50 percent are house owners, 20 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.
- * 61 percent of the readers are women.
- * The average income is 19 735 SEK/month. 82 percent think that they have a good, or quite good, standard of living.
- * 45 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, books and music, theatre and movies, housing and interior design, food and gardening, 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 cassette 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. 650 000 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 2018

Issue	Reservation close	Materials due	Release date	NEWSLETTER
				10/1
1	2/1	9/1	25/1	13/2
2	6/2	13/2	1/3	20/3
3	9/3	16/3	5/4	24/4
4	20/4	27/4	17/5	29/5
5	22/5	29/5	14/6	19/6
				3/9
6	7/8	14/8	30/8	25/9
7	11/9	18/9	4/10	18/10
8	16/10	23/10	8/11	20/11
9	13/11	20/11	6/12	

RATES 2018



FULL SPREAD

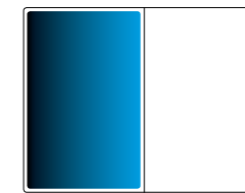
81 400 SEK

430 x 275 mm

Bleed

460 x 300 mm

(5 mm bleed/trim area excluded)



FULL PAGE

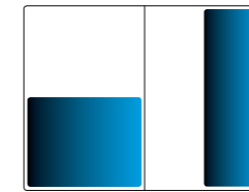
47 400 SEK

200 x 275 mm

Bleed

230 x 300 mm

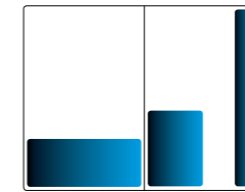
(5 mm bleed/trim area excluded)



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

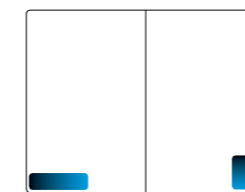
Column 46 x 275 mm



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. 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

Unfinished ads should be sent to

marita.heden@senioren.se or

katarina.lindstrom@senioren.se

Name your ad with your order number and the name of your company.

TWO OF OUR ADVERTISERS:

» We advertise in every issue of Seniorens. We get a lot of positive response from our clients. We highly recommend Seniorens for advertising.«

HELGESEN
ENGROS AB

»Our advertisements in Seniorens always give us new bookings. With Seniorens we reach our target group – active and curious seniors who want to explore new destinations and other cultures with our guides. We have been working with Seniorens for a long time, and the fact that Seniorens let us combine advertising in print, web and in their newsletter give us greater impact and with more bookings as a result.«

ReseSkaparna
EVENT & RESOR



IT PAYS TO ADVERTISE IN SENIOREN!

Don't hesitate to call us for more information!



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