

MEDIA KIT 2024



»We're reaching further than ever before ...«

Readers, listeners, viewers and visitors. As a follower of Vi Bilägare you will find information in accordance with today's mobile media climate. The magazine and the premium section on the website is the backbone, with accurate tests, graphic travel reports and current test drives from all around the world.

After the tests you can hear us chat in our popular podcast and on the website and social channels, we invite our readers to join the discussion. In these channels we also provide a unique insight into what happens behind the scenes of the largest automobile magazine in Sweden.

Since you're reading this you already know that our brand is one of the strongest in our genre, which is a result from constantly being on the cutting edge of Scandinavian motor journalism.

By getting in touch with one of the persons in our sales team, you'll find out how we can help you take advantage from our expertise in reaching the right people.

/Niklas Carle, Editor-in-chief



ADVERTISING DIGITALLY

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

WEBSITE

Our website www.vibilagare.se gives you, the advertiser, a great opportunity to communicate with around 220000 readers weekly. 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.

WEBNATIVE*

With a webnative ad at www.vibilagare.se you have the chance to use the editorial flow to communicate with our readers. We create the message together. Your native is presented in a high quality and relevant editorial environment, all to give you the best possible exposure and revenue.

NEWSLETTER

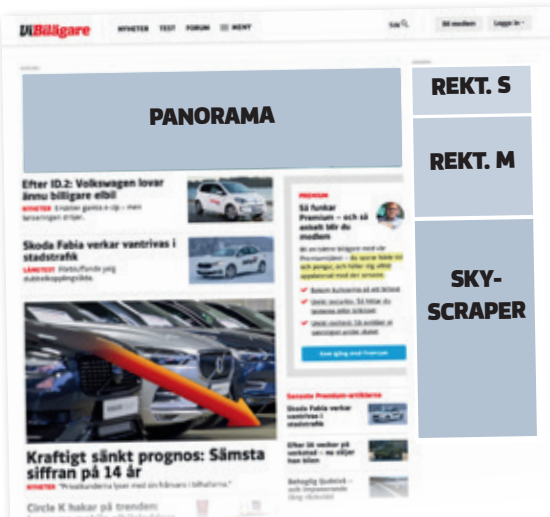
In our newsletter, which is distributed with e-mail to thousands of recipients, we give you the exclusive opportunity to reach our readers with your message. You pay for exactly as many readers as you actually reach with your ad.

PODCAST*

Once weekly we invite our listeners to a talk about our latest testdrives, product testing, news and other events in the world of cars. We invite guests to the programme, answer questions from our readers and much, much more. The Pod has in a short time become very popular amongst the car community. With our Pod, we have created a unique possibility for you as the advertiser to communicate with our readers and focus on the advantages and uniqueness of your particular product.

* For more information about how to communicate with our readers/listeners with a Webnative or via our Pod – contact our sales dept.

WWW.VIBILAGARE.SE – DESKTOP



	Format	Max Mb*	CPM**
PANORAMA S	980x120	70kB	150
PANORAMA M	980x240	70kB	200
RECTANGEL S	300x120	40kB	50
RECTANGEL M	300x250	40kB	75
SKYSCRAPER	300x600	70kB	120

** CPM=Cost/1000 impressions

For other formats, please contact us.

* Additional technical information – see last page.

WWW.VIBILAGARE.SE – MOBILE

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

* Övrig teknisk information – se sista sidan.

** CPM=Kostnad/1000 visningar



NATIVE DESKTOP/MOBILE

NATIVE ADVERTISING

An advertisement on the website amongst our regular articles.

Your area on the start page is clearly marked with ADVERTISEMENT - and you submit image, text and link to us*. With a click you reach an article in the news feed where you as an advertiser can add additional images, YouTube videos, links and texts.

Contact your salesperson for a quote.

* see last page.



NEWSLETTER – DESKTOP & MOBILE

	Format	Max Mb*	Price
PANORAMA	680x450	70kB	1 SEK/opened letter

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

NATIVE ANNONSERING - NEWSLETTER

An advertisement in the newsletter placed amongst our articles.

Your ad is clearly marked with ADVERTISEMENT - and you submit image, text and link to us*. With a click you reach an article in the news feed where you as an advertiser can add additional images, YouTube videos, links and texts. Contact your salesperson for a quote.

NEWSLETTER STANDALONE

You have complete control over the content: image, text and links. Contact your salesperson for a quote.

* Additional technical information - see last page.



ADVERTISING IN PRINT

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

NOTE! + 5 mm trim margin on formats with bleed. Preferred placement +10% on the price.



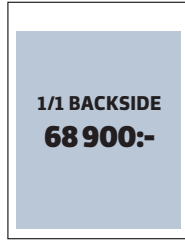
SPREAD*
69 000:-

SPREAD
Bleed: 420x297 mm
Type area: 400x264 mm
* 1st spread: 76 000:-



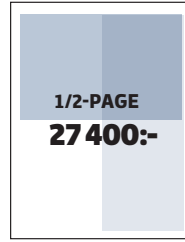
1/1-PAGE*
47 900:-

1/1-PAGE
Bleed: 210x297 mm
Type area: 190x264 mm
* 2nd/3rd cover: 52 690:-



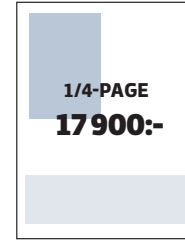
1/1 BACKSIDE
68 900:-

1/1-PAGE BACKSIDE
Bleed: 210x270 mm
Type area: 185x252 mm



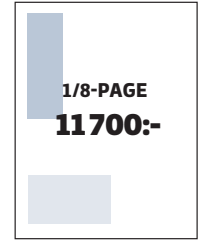
1/2-PAGE
27 400:-

1/2-PAGE LANDSCAPE
Type area: 184x130 mm
Bleed: 210x146 mm



1/4-PAGE
17 900:-

1/4-PAGE
Normal: 90x130 mm
Landscape: 184x62 mm



1/8-PAGE
11 700:-

1/8-PAGE
Normal: 90x62 mm
Portrait: 42x130 mm

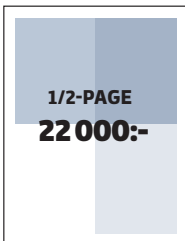
NOTE! For ads with bleed, please add +5 mm trim margin for cropping.

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



1/1-PAGE
37 000:-

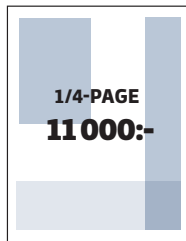
1/1-PAGE
190x265 mm



1/2-PAGE
22 000:-

1/2-PAGE LANDSCAPE
190x130 mm

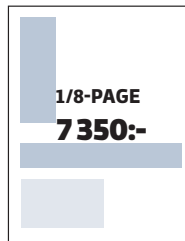
1/2-PAGE PORTRAIT
93x265 mm



1/4-PAGE
11 000:-

1/4-PAGE
Normal: 93x130 mm
Portrait: 44x265 mm

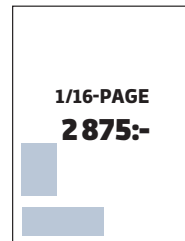
Landscape: 190x64 mm



1/8-PAGE
7 350:-

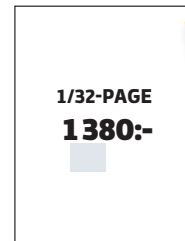
1/8-PAGE
Normal: 93x64 mm
Portrait: 44x130 mm

Landscape: 190x30 mm



1/16-PAGE
2 875:-

1/16-PAGE
Portrait: 44x64 mm
Landscape: 93x30 mm



1/32-PAGE
1 380:-

1/32-PAGE
Normal: 44x30 mm



INSERTS

FORMAT. Maximum size for single insert in Vi Bilägare: 190x277 mm.

DELIVERY ADDRESS. See last page. **NOTE!** Mark the delivery with Title and issue. Copy of the insert is sent to: OK Förlaget, Redaktionen ViB, 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 2025

WEIGHT (g)	PRICE each
20	1,30 SEK each
30	1,45 SEK each
40	1,55 SEK each
50	1,60 SEK each
100	2,20 SEK each

For larger enclosures or selected edition, contact the sales team.

PUBLISHING CALENDAR 2025 with reservation for changes

ISSUE	ISSUE DATE	DEADLINE AD MATERIAL	INSERTS TO PRINTERS*
1/2025	2025-01-08	2024-12-04	2024-12-10
2/2025	2025-01-29	2025-01-08	2025-01-14
3/2025	2025-02-12	2025-01-22	2025-01-28
4/2025	2025-03-05	2025-02-12	2025-02-18
5/2025	2025-03-19	2025-02-26	2025-03-04
6/2025	2025-04-09	2025-03-19	2025-03-25
7/2025	2025-04-30	2025-04-08	2025-04-14
8/2025	2025-05-21	2025-04-30	2025-05-06
9/2025	2025-06-11	2025-05-20	2025-05-26
10/2025	2025-07-02	2025-06-10	2025-06-16
11/2025	2025-08-20	2025-07-30	2025-08-05
12/2025	2025-09-10	2025-08-20	2025-08-26
13/2025	2025-10-01	2025-09-10	2025-09-16
14/2025	2025-10-22	2025-10-01	2025-10-07
15/2025	2025-11-12	2025-10-22	2025-10-28
16/2025	2025-12-03	2025-11-12	2025-11-18



* Inserts – send directly to the printing house – more information on final page.

THE MARKET

Vi Bilägare is today the most read car magazine in Sweden and reaches around 207.000* readers. The magazine was established in 1930 and has 16 issues per annum. Over the years Vi Bilägare has obtained a substantial and loyal audience.

OPINION-MAKERS Vi Bilägare has claimed a strong and healthy reputation as an independent and investigating magazine. As a result our articles and test results are frequently used and quoted in other media and advertising.

* Orvesto 2018:Helår

CAR OF THE YEAR An example of our influence is the "Car of the year" award, that is presented by Vi Bilägare and seven other European car magazines. The award is closely followed by the whole automobile business and we are very proud to be a part of it.

OUR TESTS ARE UNIQUE. Vi Bilägare is the only magazine in the world that has an advanced light testing facility. Our longest stable of cars are tested for at least 40 000 km which provides insights that no one else on the market can provide.

vide. Our big annual consumer survey – Autoindex – provides answers regarding which automakers are most successful during the year.

On our web site **VIBILAGARE.SE** there is always thorough tests, exciting test drives, web-TV and podcasts. We see around 220.000 unique visitors on our site and 550.000 pageviews weekly.



CONTACT

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WEB

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ADDRESS

Box 23800, SE-104 35 Stockholm, Sweden.
Visitingaddress: Ynglingagatan 12, 10 tr

ADDITIONAL INFO

PUBLISHER

OK Förlaget

PAYMENT

Credit customers – 20 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.

GRAPHIC PRODUCTION

Will be charged with 800 SEK/hour

PREFERRED PLACEMENT

+ 10% on the price.

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. For further details we refer to TU's advertising standards.

AD-MATERIAL

PRINT

COLOUR

All pictures in CMYK, 300 dpi, maximum total ink coverage 300%.

Do NOT use spot colours.

ICC PROFILE

CMYK-profile: **Fogra39**

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. Use cropmarks only, with a 5 mm displacement. Ads without bleed must be delivered in the precise format and without cropmarks. We also require a 4-5 mm safety margin within the edges of the ad.

WWW.VIBILAGARE.SE

TEKNISK INFORMATION

Banner web and mobile: GIF, JPG, PNG.
Banner Newsletter: GIF, JPG, PNG.

Native ad: Deliver all pictures (RGB) text and links to: marknad@okforlaget.se.

INSERTS

DELIVERY

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

A copy of the insert is sent to:
OK Förlaget, Redaktionen ViB, Box 23800,
SE-104 35 Stockholm. OR send a PDF by email to: annons@okforlaget.se

MATERIAL DELIVERY

WWW.PICAFLOW.COM

Link for uploading ads will be sent out with the reminder of material from traffic.

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

NATIVE ADS

Delivery to: marknad@okforlaget.se
We will send proof for approval before publishing.

Vi Bilägare