

BONNIER
Publications

HEM & TREND

Media kit 2022



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Hem&Trend helps transform interior dreams into beautiful homes through design updates, useful guides and inspiring house tours.

We unite great design, the newest trends, and personal style in a brand that continues to engage readers.



Print formats & rate card

Product	Format	Pricing in SEK**
2/1 page	434x280***	25.000**
1/1 page	217x280	15.000**
Back cover	217x280	25.000**

See visualizations and ad specifications further below

*We recommend offsetting any images that cross the spine 2,5 mm to each side (5 mm on the first/last spread).



Editorial schedule

Januar - December 2022

No	Publishing date	Week	Deadline	Theme	Print run
1	08/03/2022	10	14/02/2022	Home spring makeover, Kitchen, Color and paint	18.450 (11.250 bundled with SCL 3)
2	03/05/2022	18	07/04/2022	Seasonal furnitures, Storage, Ready for spring	7.200
3	28/06/2022	26	03/06/2022	Summer, Grill, Outdoor lightning, Bedroom	18.450 (11.250 bundled with SCL 6)
4	23/08/2022	34	01/08/2022	Kitchen, Bath, New lamps, Fall colors	7.200
5	18/10/2022	42	26/09/2022	Christmas homes, decorations, Gifts and table setting	7.200
6	06/12/2022	49	14/11/2022	Winter style, Sofas	7.200

We are here to help you

Contact our team if you have any questions about media sales.

Try our FAQ page, if you need support on how to upload ad material, technical guidance etc.

[GO TO FAQ](#)



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