

BONNIER
Publications

HEM & TREND

Media kit 2024



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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.





Editorial schedules, rate cards and formats

Januar - December 2024

| No | Publishing date | Week | Deadline | Theme |
|----|-----------------|------|------------|---|
| 1 | 06/02/2024 | 6 | 15/01/2024 | Kitchen, bathroom and storage |
| 2 | 22/05/2024 | 21 | 24/04/2024 | Holiday homes, patios and outdoor furniture |
| 3 | 28/08/2024 | 35 | 02/08/2024 | Renovate your home, bedrooms and lighting |
| 4 | 13/11/2024 | 46 | 18/10/2024 | Big Christmas edition |

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).

We are here to help you

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

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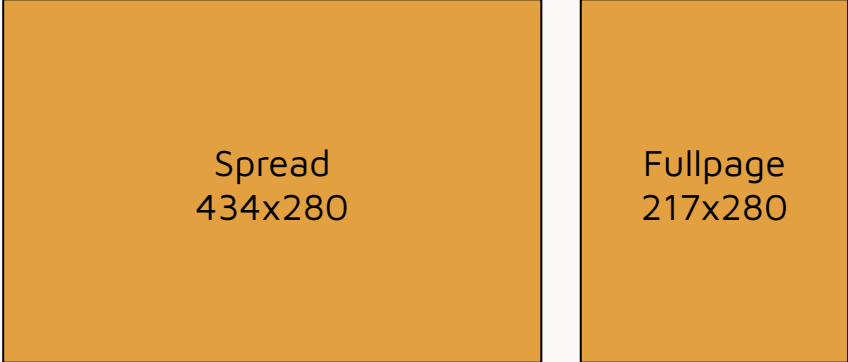
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Advertisement specifications

Print, mobile, tablet and desktop formats

Print- formats



Spread
434x280

Fullpage
217x280

Missing some prices?

See details about pricing above