

**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   | 14/10/2024 | 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.

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

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**THERESE GUNNI**

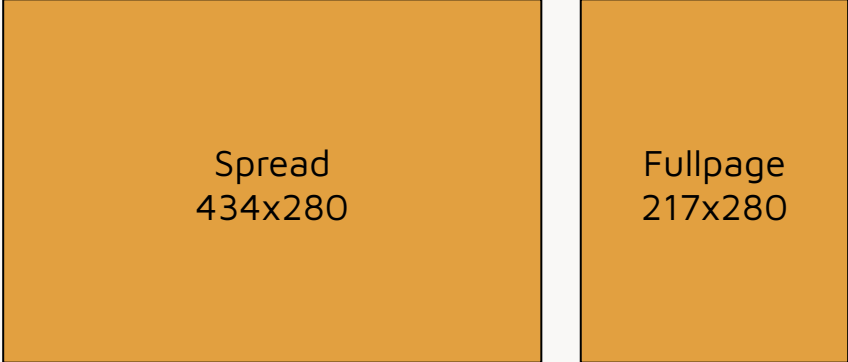
Advertising Material  
therese.gunni@bonnier.dk

# Advertisement specifications

Print, mobile, tablet and desktop formats



# Print- formats



Spread  
434x280

Fullpage  
217x280

**Missing some prices?**

See details about pricing above