

MEDIAPLAN 2023



MATTRENDER

BUTIKSTRENDER

INDEPENDENT & CLOSE TO TRADE SINCE 2002

With our sister Magazine Mattrender, we also reach out to Foodservice and HORECA.

ICA Axfood coop mat.se Hemköp Bergendahls menigo Svensk Cater

En del av Sisco

WE ARE BUTIKSTRENDER

Since 2002, we have created a strong brand and are now Sweden's largest magazines in the daily goods and service trade. Our editorial focus is increased profitability and reporting from supplier to store. With MATTRENDER as Inlaga, we also reach out to Foodservice and HORECA. Mattrender.se is one exclusive news channel that targets restaurants, hotels and pubs over throughout the country.

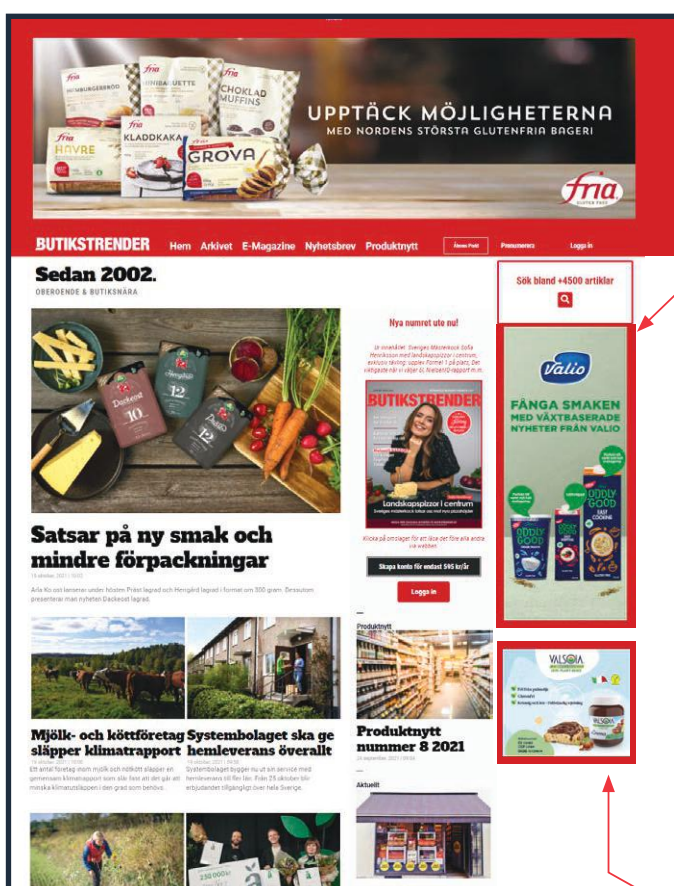
- Menigo
- Axfoods Snabbgrossar
- Martin & Servera
- Svensk Cater
- Mårdskog och Lindkvist

Our readers:

- Traders
- Category managers
- Suppliers
- Store managers
- Purchasing managers
- Store staff

At a 360° launch, Butikstrender are the most effective way to reach all retail staff in Swedish trade with information about your brands and news launches.

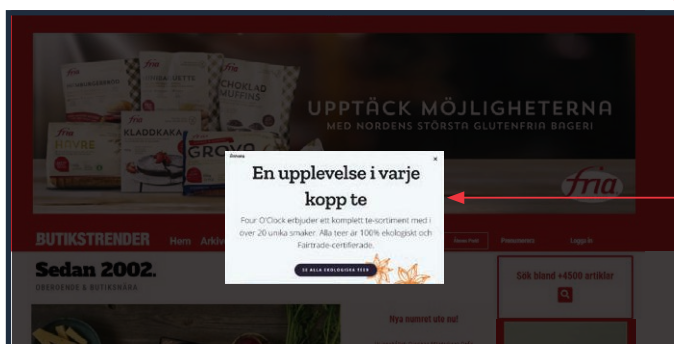
WEB AND DIGITAL



Panorama
1340 x 400 px

Stand up
250 x 600 px

Banner
1340x400 px
3973 Euro / month
250 x 600 px
3000 Euro / month
300 x 250 px
1760 Euro / month
STICK OUT
NEW PRODUCT NOW
ALSO AVAILABLE ON
THE WEB + PRINT FOR
ONLY 216 EURO.
ADD BLUE LINK FOR
265 EURO.
INCLUDE UP TO 5
CONTACT DETAILS WITH
MORE INFO.



Insider
300 x 250 px

Start page pop-up
4335 Euro per/week
(maximum 2 weeks in a row)

ECR window

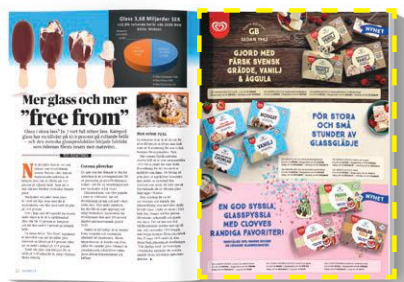
ECR Time Window 2023 for
product range revisions
in the Swedish grocery industry.
Week:

		Jan	Feb	Mar	Apr	May	Aug	Sept	Oct	Nov
	Revision week 2023	3	7	11	16	19	33	36	40	43
1	Dairy		X			X		X		
2	Juice / Nectar - New!		X					X		
3	Cheese		X			X		X		
4	Chark, meat, poultry and deli			X				X		
5	Chilled vegetarian products			X				X		
6	Chilled ready meals & meal comp			X				X		
7	From the sea			X				X		
8	Fresh food bread, soft coffee bread		X					X		
9	Dry cakes, biscuits, crusts, hard bread		X					X		
10	Frozen & Ice-cream			X					X	
11	Hot drinks with accessories		X				X			
12	Cold drinks	X			X			X		
13	Snack	X					X			
14	Confectionery		X			X		X		
15	Fruit & berries, desserts	X					X			
16	Flakes, muesli, groats	X					X			
17	Canned food, soups			X					X	
18	All the worlds food	X					X			
19	Seasoning		X				X			
20	Pasta, Rice & Mash				X					X
21	Baking & sweetening products			X					X	
22	Food sensitivity				X					X
23	Child, Baby				X					X
24	Animals				X				X	
25	Washing, cleaning, dishes			X				X		
26	Paper				X				X	
27	Consumables			X			X			
28	Candles, Napkins and Disposable Items- New!	X					X			
29	Hair care	X					X			
30	Body care, facial care, shaving, self-care			X				X		
31	Oral care	X					X			
32	Intim hygiene		X						X	
33	Make Up	X				X	X			
34	Health	X						X		
35	Over-the-counter drugs			X			X			
36	Tobacco	X				X			X	

Release Schedule 2023

EDITORIAL THEME	Nr	Week	Material
Sustainability Locally produced from Sweden, Health & Beauty, Cold Drinks, Snacks, Food from all the World, Muesli & Cereals, Fruit, Berries & Desserts, Oral & Hair Care, Candles & Napkins and Tobacco Products	1	v3-4	20-Jan
Mattrender & Foodservice, Breakfast, Coffee & Sweets, Dairy, Cheese & Juice, Hot Drinks, Bread, Biscuits & Cookies, Confectionery & Flavoring and Intimate Hygiene	2	v7-8	17-Feb
Before Easter, Eco & Vego, In the Fridge & Freezer, Charcuterie, Meat, Fish & Poultry, Deep Frozen & Ice Cream, Baking & Sweetening, Cans & Soups, Washing & Cleaning, Body Care, Facial Care Shaving & Personal Care, Consumption & OTC Products	3	v11-12	17-Mar
Mattrender & Foodservice, BBQ & Cold Drinks, Food Sensitivity with Gluten & Lactose Free Products, Pasta, Rice & Mash, Kids & Baby, Paper & Animals Products	4	v16-17	21-Apr
BT5 w19-20 12-May Before the summer, Locally produced from Sweden, Dairy & Cheese, Confectionery, Make Up & Tobacco Products	5	v19-20	12-May
Summer Special with Women´s Soccer World Cup (July), Conference & Hotel	6	v24-25	16-Jun
Mattrender & Foodservice, Sustainability, Beauty & Consumption, Breakfast, Coffee & Tea, Snacks, Food from all the World, Fruit, Berries & Desserts, Muesli & Cereals, Flavoring, Candles & Napkins, Hair Care & Oral Care, Consumption & OTC Products	7	v33-34	25-Aug
Pink Ribbon, Health & Beauty, Eco & Vego, Dairy, Cheese & Juice Charcuterie, Meat, Poultry & Deli, Out of the Sea, Cold Drinks & Confectionery, Bread, Biscuits & Cookies, Laundry & Cleaning, Body Care & Health Products	8	v36-37	8-Sep
Before Christmas, In the Fridge & Freezer, Locally produced from Sweden, Ice Cream & Deep Frozen, Cans & Soups, Baking & Sweetening, Animals; Paper, Intimate Hygiene and Tobacco Products	9	v40-41	6-Okt
Mattrender & Foodservice, Sustainability, The Mustache Fight, Food Sensitivity with Gluten & Lactose Free Products, Pasta, Rice & Mash, Children & Baby Products	10	v43-44	27-Okt
Christmas & New Year Special, Conference & Hotel	11	v47-48	24-Nov

Price List & Format



Full page

10175 EURO
Back - 215 x 240 mm
8574 EURO
Cover Side - 215 x 275 mm
5920 EURO
Full Page - 215 x 275 mm



Spread

11494 EURO
Page 2+3 - 430 x 275 mm
10175 EURO
Page 4+5 - 430 x 275 mm
8574 EURO
Center Spread - 430 x 275 mm



Sponsored Exclusive

885 EURO
Sponsored Competition
- 215 x 275 mm

Full page Competition

12113 EURO
Full Side (2 thicker pages)
14591 EURO
Spreads (2+1 pages)



Half Page

3442 EURO
Portrait - 102 x 270 mm
Landscape - 200 x 120 mm

Unique formats that stand out



Insert / Appendix
Request a quote

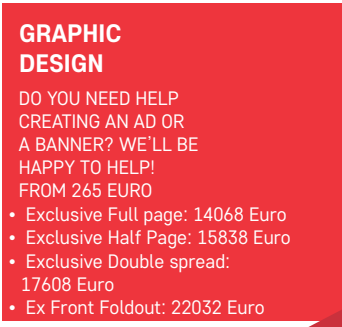


Sampling
Request a quote



FRONT FOLD OUT

One of our most popular products, book on time!
4 THICKER FULL- PAGES RIGHT AFTER EACH OTHER



GRAPHIC DESIGN

DO YOU NEED HELP CREATING AN AD OR A BANNER? WE'LL BE HAPPY TO HELP!
FROM 265 EURO
• Exclusive Full page: 14068 Euro
• Exclusive Half Page: 15838 Euro
• Exclusive Double spread: 17608 Euro
• Ex Front Foldout: 22032 Euro





This is what readers think

"I think Butiktrender is an affordable magazine to advertise in. The magazine format means that man happy to save the magazines and go back for to seek inspiration from the various reports and the insight analyses. Always as exciting to see what news is presented. Spreading over all the chain blocks makes it an attractive place to be seen in."

Monica Mamilovic
Customer Marketing Specialist
Nestlé Sverige AB

"In my role as KAM for several famous people brands, it is incredibly important to appears in the right forum and then Butiktrender is one perfect magazine/tool. Both for news, seasonal products or to get the message out current promotions because Shop Trends is aimed at all our customers."

Fred Henriksson,
Key Account Manager
Sales Support Sweden AB

"For me, Butiktrender is a good channel to mainly update our retail customers about upcoming news, which makes it easier the sales team's sales. The magazine is too flexible through, for example, the option to pack samples or flyers to get one yet stronger impact on the important target group."

Martin Pardell,
VP, BU Fazer Kvarn Sverige
Fazer Lifestyle Foods

"Swedish GreenfoodCompany AB has advertised several times in Shop Trends and we think it's an effective way to be seen there as the magazine covers all central customers and that it is distributed to stores, regardless chain affiliation. The various themes of the magazine, such as is adapted to the different revision windows, provides added value for us as a supplier to grocery trade and foodservice."

Now that Butiktrender also covers foodservice sector, we see it as the best the industry magazine."

Pia Andersson
Country Manager
Swedish GreenfoodCompany AB



CONTACT

Product news 2023

Both in print and on the web.

Submit your news to Product New with High Resolution Image (300dpi),
Text proposal, launch week and rec. price to info@butikstrender.se

Price: 265 EURO per product group

JOB ADVERTISEMENT

Are you looking for new employees? Reach out to the entire industry to find co-workers with the right background! Ask your contact person and we'll arrange a good place.

DIGITALLY ON BUTIKSTRENDER.SE

Combine with our digital solutions and expand your message and reach.

Reports and statistics are included at the purchase!

NEWSLETTERS

Don't miss our newsletter with daily news

Sign up for our daily Newsletter

nyhetsbrev@butikstrender.se

Communication & Motivation

YOU WILL FIND IT AT BUTIKSTRENDER.SE

SUBSCRIPTION

Increase your profitability and keep track of the latest news in the industry.

Sign a subscription already today at
prenumeration@butikstrender.se

11 editions incl. E-magazine for only Euro 176 ex. VAT.

Only E-magazine only for Euro 53 ex. VAT.

Technical Print Information
Deliver the ads as printed PDF.
The resolution of colour and grayscale images should be 300 dpi.

Colour is converted to CMYK.
Make sure that no decoration paints are used. ICC Profile: Coated FOGRA39

Print and Format Print: Heatset,
4-color (CMYK) Newspaper
Type: Magazine Newspaper
format: 215 x 275 mm
Raster density: 150 dpi Image
resolution: 300 dpi
Outcome: 5mm

Send your ad to
annons@butikstrender.se
Mark the email with: Newspaper,
Issue and Advertiser



@BUTIKSTRENDER

