

MEDIA FACTS 2011

Sportfack is the **Swedish** sports industry's magazine.

SÅ FUNKAR TILLSKOTT
Energi- och kosttillskott är en liten djungel. En del ska ätas före träningen, en del under och en del efter. Vi redde ut begreppen och förklarar vad som fungerar till slut.
SÅ FUNKAR DET / SID 33

SPORTAMÖRE SKA BLI STÖRSTA NÄTBUTIKEN
Med TV-tvättar och kampanjer på sporten växer den närbutiken. sportamöre.se blir ledande på sport i Sverige. Vi har pratat med grundarna.
NYHETER / SID 6

"FÖR KONSUMENTEN BLIR DET ALLT VIKTIGARE ATT VARA AUTENTISK."
RALPH WÖHLBÄCK, VC CHAMPION NORTHERN EUROPE
CHAMPION / SID 23

SPORTFACK
#09 SEPTEMBER 2010 80 kr inkl. moms
SVERIGES LEDANDE I SPORTBRANSCHEN

HÅSTSPORTENS IEKA
Med 150 anställda och 240 miljoner kronor i omsättning är Hålsjö den överlagset största aktören inom hästsport i Sverige. Nu ska de tempot ännu mer.
SID 30

FITNESSMODET 2011
Vad är rätt och hälsosamt? Vi har tittat närmare på nästa års fitnessmode och kan avslöja att det finns råd för alla smaker.
SID 34

UPPÅLÅS CYKELMÄSTER
Isbrand är krysset i sporten. Som i "Det Bengt på Cyro" ska vi se om cyklar är inte värt att vänta. Bengt heter Eriksson i efternamnet och i hans butik råder det ordnade kaoset.
SID 38

TEMA INDOOR // NU DRAR INOMHUSSÄSONEN IGÅNG IGEN
INDOOR ÄR LÅNGT IFRÅN UTE
Indoor är ett samlingsbegrepp för all inomhusport. Eller åtminstone all inomhus-lagsport. Nu när skolorna stänger efter sommarlovet drar basket-, handbolls- och innebandyträningarna igång igen. Vi har hälsat på hos Volleyboll Grossisten i Falkenberg, hos Innebandypalatset i Nyköping, hos Champion i Stockholm och dessutom tar vi en titt på säsongens indooreskor.
-0,9%
Sportfack.se

GOLF BUSINESS
EXTRA BILAGA I SPORTFACK NR 9-2010

SPORTFACK
SPORTREGISTRET 2010
sport cykel golf flake
300 kr www.sportfack.se

SPORTFACK
CYKELREGISTRET//2009
CYKEL, MOTOR OCH FITNESS
WWW.SPORTFACK.SE

The "Sportregistret" is an effective and easy-to-use tool which we know is used a very great deal by the country's sports shops. In the "Sports Register", everyone will find information, used in shops, about the country's sports suppliers, they can look for those who carry a particular brand and they can find out which companies are working within a particular segment. But there is much more in the "Sports Register" than that. There are also contact details for all specialist sports associations and sector organisations, addresses for all chain stores, explanations for financial concepts, information about different legal issues, size charts, ten golden rules and a whole lot of other useful information.

Sportfack is the sports industry's magazine. Firmly established among the sport sector's traders, suppliers and chain stores. Reaches at least 80% of the sports market. The sports industry includes operators within sport, recreation, cycling, golf, racket sports, gym training and sports fashion. The editorial pitch includes monitoring trends, products, meetings and news such as areas that are of interest to shops, such as the economy, legal issues, marketing and more.

The business idea of Sportfack is to create products and services that are of use in the sector's daily operations in terms of purchasing, selling and marketing. Products and services which inspire new efforts, which give rise to interesting methods of working more effectively in shops and supply companies, which lift the lid on new trends which can be of influence for the sector's future.



Together with its ordinary editions, Sportfack issues its Business supplements 6 times a year. In the Business supplements, the focus is placed on specific areas of the sector such as cycling, golf, winter sports, sports fashion and sport for children.

SPORTFACK is one of several brands from the publisher Egmont Tidskrifter, which is part the Egmont Group.



SPORTFACK 2011

For advertising

Thomas Sedin, tel: +46-8-692 66 12, thomas@sportfack.se

GENERAL SPECIFICATIONS

Digital material

Digital material can be supplied in pdf, eps, tiff or jpg format. All image files must be high resolution and four-colour separated (CMYK).

Address for material

Via FTP: ftp.hjemmetmortensen.se
Via e-mail: annons@sportfack.se

Technical specification

Printing method: Sheet offset
Raster: 150 lines/inch (60 lines/cm).
Material: In digital form only, see below
Margin: +5 mm on non edge-printed advertisements.

Advertisement production

We can help you with simple advertisement production at a cost of 500 SEK per hour. More information available from traffic.

Appendices

It is possible to place different types of inserts into Sportfack magazine. For information about conditions and prices, please contact us.

Delivery address for loose inserts:

Exakta printing AB, c/o Kristiansstads Boktryckeri AB
Videllsgatan 6, 291 54 Kristianstad **Mark your material:** Insert for Sportfack, and which Number it is to go into - e.g. 3/2010

Delivery date:

Around 14 days before the day of publication to Exakta Distribution

Special formats

Please ask for quote

Frequent buyer discounts

Applied either for frequent advertising per title or in all the publisher's titles.

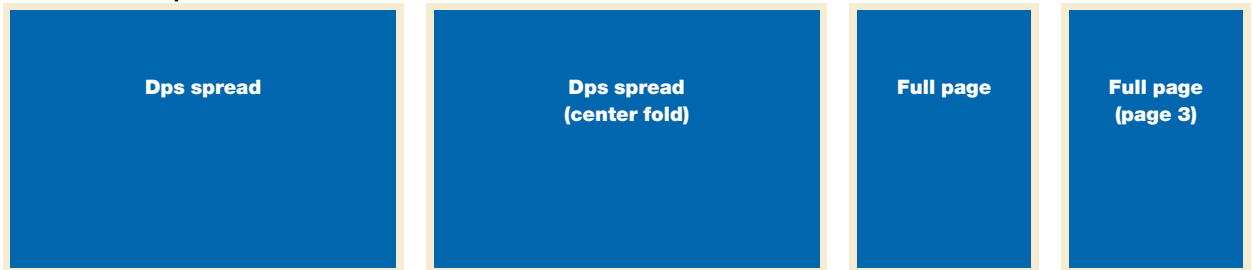
Conditions of booking

Cancellation requests must reach us in writing 8 days at the latest before the submission deadline. Sportfack reserves the right to charge for the space ordered if the material has not reached us in time, even if that space is then filled with other material. Advertising material delivered late will be charged for with an extra charge of at least 500 SEK to cover the cost for the extra work and carriage involved. The magazine's responsibility is limited to a maximum of the cost of the advertisement. No responsibility is accepted for losses due to omitted or erroneous execution. No responsibility is accepted for errors dependent on basic material not conforming to our specifications under the "Digital Material" section above.

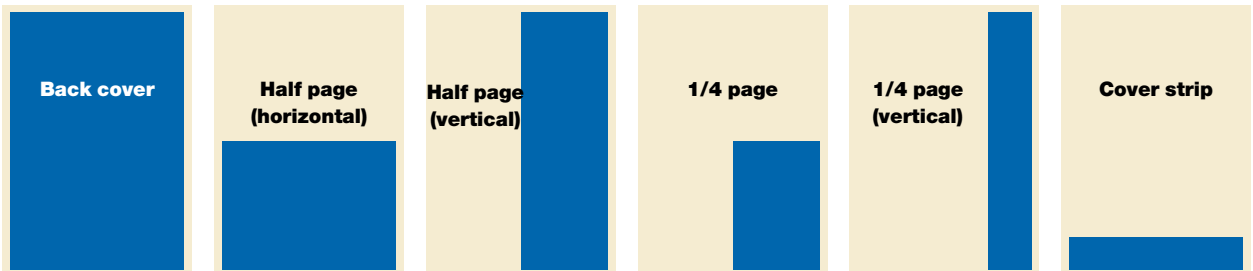
Advertisement bookings Thomas Sedin
Tel: + 46-8-692 66 12, thomas@sportfack.se

Visitor address Gävlegatan 22, staircase C
www.sportfack.se

Sizes and prices



	Dps spread	Dps spread (center fold)	Full page	Full page (page 3)
Size	464x295 mm	464x295 mm	226x295 mm	226x295 mm
Bleed	490x330 + 5 mm	490x330 + 5 mm	245x330 + 5 mm	
Sv/v, 4C	34 000 SEK	38 000 SEK	21 000 SEK	24 000 SEK



	Back cover	Half page (horizontal)	Half page (vertical)	1/4 page	1/4 page (vertical)	Cover strip
Size	226x295 mm	226x145 mm	111x295 mm	111x145 mm	54x295 mm	235x25 mm
Bleed	245x330 + 5 mm					
Sv/v, 4C	25 000 SEK	13 000 SEK	13 000 SEK	8 000 SEK	8 000 SEK	8 000 SEK

Panel advertising

Panel advertising in Sportfack is a very effective tool for finding qualified personnel quickly. When you book a panel advertisement, an advertisement in the magazine and publicity on www.sportfack.se are included for one month.

Size	Price	Placement
111x140mm	9 000 SEK	1/4-page, web, newsletter
111x285mm	14 000 SEK	1/2-page, web, newsletter
226x140mm	14 000 SEK	1/2-page, web, newsletter
226x285mm	21 000 SEK	1/1-page, web, newsletter
web	7 500 SEK	web, newsletter

Utgivnings- och materialdagar 2011

Issu	1	2	3	4	5	6	7	8	9	10	11	12
Publishing date	10/1	21/2	21/3	18/4	23/5	20/6	25/7	15/8	19/9	17/10	14/11	12/12
Art work deadline	14/12	31/1	18/2	28/3	2/5	30/5	4/7	4/7	29/8	26/9	24/10	21/11
Theme	Trend 2011 pre Swesport & Ispo	Fitness Products A/W 11/12	Outdoor Football	Swim fashion Statistics 2010	Travel Functional fabrics	Sports shoes 2012 Running Skateboard	Portable gadgets Sneakers	Products S/S 2012 Outdoor	Indoor Racket sports	Winter 2011 Portable lights	Warm products Christmas gifts	Secret Shoppers Supplier of the Year
Business insert	Sport-registret	Snow Business	Golf Business	Bike Business	-	-	Style Business	Bike Business Cykelregistret	Golf Business	Kids Business	-	-



Reservations for changes. For more info, please contact advertisement department at Egmont Tidskrifter. Ph: + 46 8 692 01 00

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WWW.SPORTFACK.SE



Jag hoppas verkligen att vi får se Zlatans stora hästgarv på lördag och att Henke Larsson är den som spelar fram honom. Det är liksom dags att få till det på riktigt och inte bara vinna med lite flyt. Förmedling är ordet jag vill se i rubrikerna i söndagarnas tidningar men det är OK med ett segarmål på övertid också. I värsta fall får vi hoppas på att någon full dansk gör sin plikt och stormar plan.

Det är kul att vi har fått in flera nomineringar till Gear of the year men vi vill ha ännu fler. Anmälningstiden går ut 1 november men vänta inte till dess utan gå in och nominera dina favoriter på direkten. Klicka bara på länken nedan.

Vi hörs

Martin Willners

I veckobrevet hittar du de senaste nyheterna, aktuella platsannonser och tips på längre läsning på vår hemsida. Vill du ha ännu snabbare uppdatering på nyhetsfodret kan du prenumerera på vår RSS-tjänst.

Om du inte vill ha vårt nyhetsbrev i fortsättningen är det bara att klicka på länken längst ned så avregistreras du.

Veckans nyheter



Fjällräven smyger västerut

2009-10-09 av Mattias Björklund

Fjällräven ger sig in på den amerikanska marknaden.

Läs mer...



Stian ny vikingahövding

2009-10-08 av Mattias Björklund

Stian Ström är ny landschef för Viking Footwear.

Läs mer...



Fd Viking-vd till Sportheus

2009-10-06 av Magnus Reihner

Vikings tidigare Sverige-vd är ny marknadschef på Östersunds företaget Sportheus Moxter.

Läs mer...

Weekly newsletter

Sportfack newsletter is issued every Friday. The newsletter contains:

- News of the week
- Current panel adverts
- Tips about interesting articles

You can book advertising space in the newsletter. There are two banners in every newsletter.

Banner format 570x180 pxl

Gif /jpg , no flash, max. size 65kb + link to material

Price:

One-off: 2 000 SEK
Four weeks: 6 000 SEK
Twelve weeks: 15 000 SEK



www.sportfack.se

The Sportfack home page is a forum for the Swedish sports industry with continuous news reports about and for the Swedish sports industry.

Visitors

- Sportfack.se is monitored by KIA which updates visitor figures every week. For information about unique visitors, see www.kiaindex.se
- + 5 500 unique visitors/week (Kia index oct 2010)
- Wide reach within the sector - 3/4 of the Swedish sports industry use www.sportfack.se every month as a source of information.
- Great depth of visits-in more than half of visits, users click for other pages on the site
- Long visiting time-average time for each visits is 1 minute 58 seconds

Prices

1) Top banner: 980x120

Top Panel, at least 50 % of the display items
1 month Price: 12 000 SEK, one month

2) Right-hand Banner large: 250x240

Top Panel, at least 50 % of the display items
1 month Price: 8 000 SEK, one month

3) Right-hand Banner normal: 250x120

Top Panel, at least 50 % of the display items
1 month Price: 6 000 SEK, one month

4) Right-hand Banner, yearly subscription: 250x120

Top Panel, at least 25 % of the display items
12 months Package Price: 18 000 SEK = 1 500 SEK/month

Material: gif /jpg (requires flashspec), max. size 65kb + link to material

New formats

New banner formats will be available during 2011. Please contact us for more information.

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OTHER PRODUCTS & READERS INFO

SPORTREGISTRET AND CYKELREGISTRET

Sportsregistret is a guide to the industry which is issued annually with a presentation of suppliers active within the sector. The last issue contained more than 330 pages in A5 format. Contents: Supplier presentation, brand register, associations, chain outlets, legal issues etc. Distributed with the first Sportfack issue of the year

Sportregistret

Price 6 500 SEK

Day of publication 10/1. Submission deadline: 1/12

Cykelegistret is a version of Sportregistret for bike suppliers. Distributed with the 8th issue eight Sportfack issue of the year.

Cykelregistret

Price 6 500 SEK

Day of publication: 15/8. Submission Deadline: 13/6



MARKETING SURVEY

For many years, Sportfack has carried out the highly respected market surveys Supplier of the Year, Cycling Supplier of the Year and Golf Supplier of the Year, where the country's sports, cycling and golf stores, rate their suppliers. The result of the survey is reported in Sportfack. Now, all suppliers can buy an expanded report with more detailed information on geographical distribution, comments, etc.

Bike Supplier of the Year - August
Golf Supplier of the Year - September
Supplier of the Year - December

Price: 4 995 SEK

SPORTFACK AND OUR READERS

Sportfack is a unique industry magazine. Not just because Sportfack was named Sweden's best trade magazine in 2005 for being "quite simply, a magazine which will be indispensable to the sports trader". Sportfack is also

unique in how many readers respect the magazine. This is what our readers thought, according to the latest reader survey:

READING HABITS

84%



HAVE READ ALL OR NEARLY ALL NUMBERS DURING THE LAST YEAR.

- 84 percent have read all or nearly all numbers during the last year.
- 74 percent have read Sportfack for at least three years.
- Sportfack can be read on average in 45 minutes, the average for other industry magazines being 24 minutes.
- On average, Sportfack is read 3.3 times, the average for other industry magazines being 1.9 times.
- 50 percent read all pages in the magazine, and, on average, 80 percent of the pages in Sportfack are read.
- 80 percent keep old issues of Sportfack as reference material.

INFLUENCE

100%



OF THE READERS GAIN DEEPER KNOWLEDGE THROUGH SPORTFACK

- 100 percent of the readers says that they gain deeper knowledge through Sportfack.
- 99 percent of readers say that they rely on what is in Sportfack.
- 99 percent of readers say that they obtain information about the latest news in the sports industry through Sportfack .
- 97 percent of readers say that they are influenced by the magazine.
- 95 percent of readers say that they talk about what is in Sportfack.
- 80 percent of readers say that they try out new things they have seen in Sportfack.

READERS RATINGS

8,0



ON A SCALE OF 1 TO 10, SPORTFACK SCORES AN AVERAGE OF 8.0.

- On a scale of 1 to 10 Sportfack scores 8.0, the average score for other industry magazines being 6.4.
- Readers think that Sportfack is informative, current, rich in content, trustworthy and useful.
- All sections in Sportfack score 3.3 or higher on a scale of 1 to 5.
- The sections in the magazine scoring the highest are News, Trend Reports, Material Knowledge, Products and Store Report.

ADVERTISING BENEFIT

76%



SAY THAT THE ADVERTS IN SPORTFACK ARE INSPIRING

- 76 percent say that the adverts in Sportfack are inspirational.
- 69 of readers are managers or have purchasing responsibility.
- 66 percent consider that they draw some benefit from the adverts in Sportfack. For other industry magazines, the figure is 34 percent.
- Every issue of Sportfack is read by around 10,000 people which is 80 percent of the sports industry.
- Every reader buys an average of 500,000 SEK's worth (net) of sports