

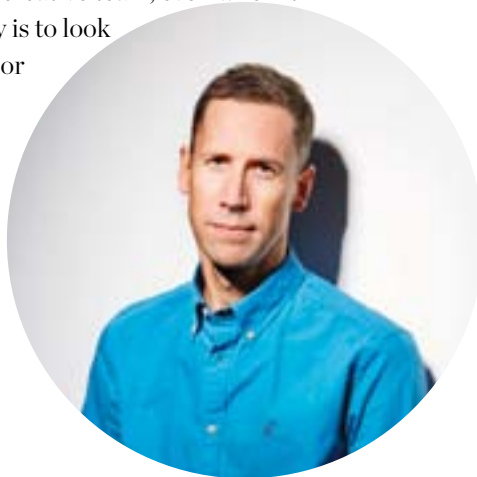


PLAZA

INTERIÖR

Welcome!

Plaza Interiör is the trend keeping magazine narrating the magic of a home; the atmosphere that forms between the furniture and the ones who live there. Interiors that create wonders and stories which engage our curious readers who are looking to design and decorate their spaces. One can find inspiration within the featured homes in Plaza Interiör. We feature local homes, which create familiarity to our readers. Plaza Interiör is a broad interior magazine at the forefront of the most exciting happenings within design. Our readers use Plaza Interiör as an important guide to get selected shopping and inspiring purchase tips. You as an advertiser can take advantage of this to position your brand, and also to generate sales. One may think of Plaza as a creative team, even when it comes to marketing. Our specialty is to look past traditional advertising by tailor making solutions for our partners that motivate and encourage purchasing through storytelling.



Jesper Tillberg
Editor in Chief

WHAT IS PLAZA INTERIÖR?

Plaza Interiör is published 12 times per year.

The magazine is distributed through Tidsam.

Reach per year (based on 12 issues): 274 000 readers

Reach per issue: 84 000 readers

TS-circulation 24 700 per issue

Readers on Ready: 14 000

Although the magazine is read throughout Sweden, a majority of the readers are located in large and medium sized cities, including the suburbs.

The typical reader is 46 years old, the

→ Trends covered with an intimate tone of voice



→ Plenty of shopping tips

PLEASE PAY ATTENTION TO THE FOLLOWING:

PLAZA INTERIÖR IS SOLD AND DISTRIBUTED THROUGH **TIDSAM**.

PLAZA INTERIÖR HAS A READERSHIP OF 85 000 ACCORDING TO **ORVESTO**.

PLAZA INTERIÖR HAS A **TS-CIRCULATION OF 24,700 SOLD COPIES PER ISSUE** AND WE HAVE INCREASED 15% ON READLY.

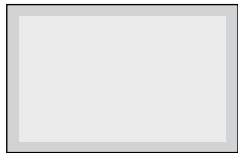
majority are younger than 55 years old and approximately 79% of the readers are women.



PLAZA

I N T E R I Ö R

PRISER OCH FORMAT



DOUBLE PAGE SPREAD

Format: 450x298 mm +5mm



FULL PAGE

Format: 225x298 mm +5mm



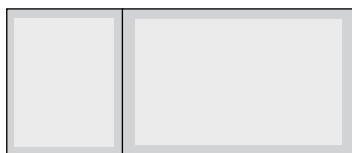
BACK COVER

Format: 225x298 mm +5mm



3RD COVER

Format: 225x298 mm +5mm



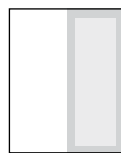
GATE FOLDER

Format: 4 pages, measurements at request.



HORIZONTAL HALF PAGE

Format: 225x144 mm +5mm



VERTICAL HALF PAGE

Format: 110x298 mm +5mm

* 5 mm bleed is always required. **INSERTS** Special placement at least 1/1 page additional 10%. Price upon request.

ADVERTISE DIGITALLY

Plaza Publishing titles is also available in digital platforms such as Readly, app store, Nook, Ztory, Qiozk, Press Reader and others.

→ *Spotify of Magazines*



Who reads the magazine digitally?

- ◆ The reader on the move
- ◆ About 1,6-2 million views/issue on Readly.
- ◆ The environmentally friendly reader
- ◆ The platform makes the reader discover new magazines



ADVERTISING BOOKING

Sales & Marketing Manager

Patrik Asp
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pa@plaza.se

Creative sales/Partner promotions

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Tanja Tempte
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Coordinator

Samuli Puolakanaho
annons@plazainterior.se

Digital advertising

material is sent in accordance with Plaza Publishing's material specification attached with the order confirmation.

Complaints

Complaints regarding inserted adverts must be made within 7 days of the publication date. Complaints regarding invoices must be made within 14 days of the invoice date. The magazine accepts no responsibility for mistakes occurring as a result of incorrect material. Additionally, there is no right to compensation for delayed material.

Rates

All prices include advertising tax, but do not include VAT.

Annulment

Only in writing to the company at least three months before the publication date.

Additional regulations

The magazine reserves the right to refuse non-desirable adverts.

PLAZA

I N T E R I Ö R

With an intimate tone and an eye for the latest trends



→ Only Swedish inspiring homes

THEMES AND PUBLISHING SCHEDULE 2025

	THEME	MATERIAL DATE	IN STORES
Nr 1	SUSTAINABILITY	3/1	29/1
Nr 2	BEDROOM SLEEP & HEALTH	28/1	26/2
Nr 3	BATHROOM PAINT & WALLPAPER	25/2	26/3
Nr 4	HOUSE & OUTDOOR KITCHEN OUTDOOR FURNITURE	24/3	24/4
Nr 5	DESIGN SUSTAINABILITY JUBILEE 30 YEAR	22/4	21/5
Nr 6/7	TABLE SETTINGS GLASSWEAR & PORCELAIN	20/5	18/6
Nr 8	KITCHEN & FOOD ART	22/7	20/8
Nr 9	FURNISHING SUSUAINABILITY & ENERGY	19/8	17/9
Nr 10	LIGHTNING BATHROOM	16/9	15/10
Nr 11	CHRISTMAS KITCHEN COLOR & WALLPAPER	14/10	12/11
NR 12	HOUSE PARTY & TREND	18/11	17/12

PLAZA

I N T E R I Ö R

Creative Sales – *concepts and ideas beyond traditional advertising*







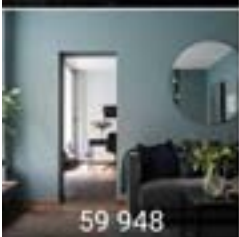


More than just a magazine

Today we reach our readers on a number of different platforms beyond the magazine. Daily through our Facebook and Instagram, and face to face on our events. For you as a partner it is possible to find concepts and ideas beyond the traditional advertising solutions. It can be anything from store events with shopping and trend lectures to us developing an advertorial where we highlight you as a company and trademark. In addition, we offer unique design collaborations where we, together with you create products / collections.

**FOR QUESTIONS ABOUT EVENTS
AND CREATIVE SALES CONTACT
THE SALES TEAM**

Instagram examples

Number of exposures per post

 182 157	 65 365	 63 367
 62 911	 62 025	 61 090
 59 948	 57 715	 56 669

→ Our successful Instagram account @plazainterior with over 100 000 and steadily increasing number of followers.

PRICE INSTAGRAM
Sponsored Post: 0.50
SEK/follower at the
date of your booking.

Examples of Annex

PRICE EXAMPLES ON LOOSE ANNEX
Weight 20 grams: Maximum size 205 x 278. The minimum size A6.
Distribution whole edition: 1.05 SEK/pc

Advertorials | design | collaborations | events in stores | Instagram | banner around the magazine | Annex

PLAZA INTERIÖR

Creative Sales – *concepts and ideas beyond traditional advertising*

Advertorial example



→ Advertorial, design cooperation and events.

PLAZA INTERIÖR | ANNONSSAMARBETE MED VERUM HÄLSÖFIL *hälsa* | INFLUENS



Naturens nyanser

För att vi ska kunna leva i hälsan vill vi ha kontakt med naturen och dess färger. Med väskor av ett enkelt och vackert stoff som föreställer denna viktiga del av vår vardag. Vårskan innehåller både gröna och vita färger som passar in i alla hem.

MÅLA MERA!

Trenden att måla grön är här för att stanna – vi vill omge oss med gröna nyanser, material och materialer, och med en bättre och ett bra stoff för att måla med. Med sin färgad färg blir till att få ena ett målat bälte och sådana delar viktiga till att måla i alla rum, både i kök och i hall.

Filgood från Norrland



YVONNE KARLSSON är certifierad färgsättare och hon har tillsammans med Verum lagt fram Filgood-färgen som går att beställa i alla färger. Den gröna färgen är framtagen för att Verum vill hjälpa till att skapa en harmonisk hem med en skön miljö-känsla.

En färgad färg
Grönt smälter perfekt in i alla olika miljöer och varje rum blir med sin färgad färg en liten bit av naturen. Färgen är lätt att måla och passar in i alla rum.

Verum färgad färg
0800 3030-6301

Stilfullt STUDENTLIV

Flytten till studentrummet är en av de mest spännande i livet. Men hur ska alla saker få plats, vad är smartast att tänka på och så det viktigaste – hur höjer man mysfaktorn? Vi frågade Ikea:s inredare som gav sina bästa tips för ett stilfullt studentliv!

PRICE ADVERTORIAL
Each format x 2 plus
production: Quotation on request.

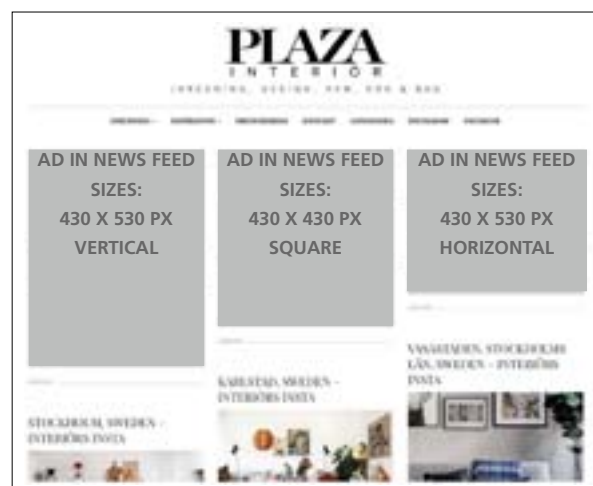
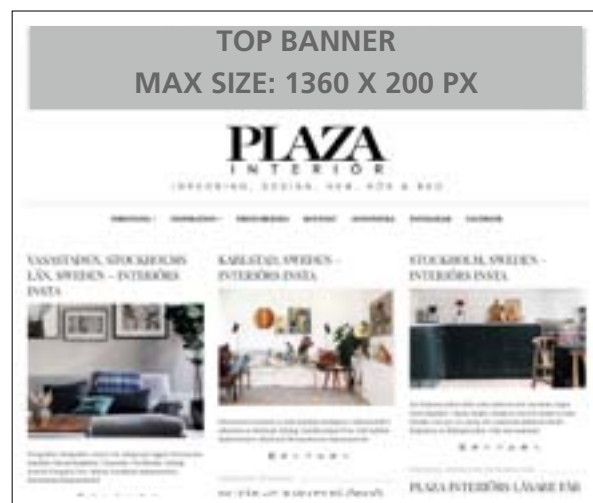
Price example spread:
87 000 x 2 = 174 000 +
production price.

FOR QUESTIONS
ABOUT EVENTS
AND CREATIVE SALES
CONTACT
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Advertorials | design | collaborations | events in stores | Instagram | banner around the magazine | Annex

PLAZA INTERIÖR



PLAZAINTERIOR.SE – WEB ADS

TOP BANNER

Size: 1360 x 200 px
Price: 1 500 EURO/week
Syns även på samtliga undersidor.

AD IN NEWS FEED

Mini sizes:

Square 430 x 430 px
Horizontal 430 x 350 px
Vertical 430 x 530 px
Price: 1 000 EURO/week

BANNER IN BOTTOM OF POST

Size: 1360 x 200 px
Price: 1 000 EURO/week

VIDEO AD

Price: 2 000 EURO/week

POP UP-AD

Size: varied size
Price: 2 000 EURO/week

To book a banner or take-over please contact

Patrik Asp
+46 70 951 98 90
pa@plaza.se

Minimal booking time

1 week

Material

We accept gif- and jpg-files.

File size

Largest file size is ca 200k for all banners, @72dpi

Link from banner

Let us know which web address to link your banner to.