

VILLAFAKTA

INSPIRATION • INREDNING • INFORMATION

LATEST
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► TAK, FASAD & FÖNSTER

► POOL & UTEMILJÖ

Make sure Your company is visible by choosing:

VILLAFAKTA

140 000 new consumers with strong purchasing power and housing in focus!

FAMILJELIV

Öka trivseln med ett
välplanerat kök

"Energifönster sänker uppvärmningskostnaderna"

Households ready to invest in their houses!

New consumers with strong purchasing power and housing in focus! This is surely a target group everyone working towards home owners wants to establish contact with. We – VillaFakta – have a relation with this target group since more than 60 years!

VillaFakta is distributed personally addressed, right into the mailbox to all those who just applied for a building permit for new construction, extension or reconstruction and/or are registered as new owners of a home. This inspirational magazine arrives exactly when the recipient is in a strong purchasing phase.

VillaFakta is distributed continuously all over Sweden. **On a yearly basis this means approximately 140 000 unique items/recipients.** With VillaFaktas answering card service business relations of high impact are being created.

We can also offer geographically distributed inserts, follow-up service and print of folders and brochures at very competitive prices.

At last we would like to fire off an old, but in this context suitable cliché; we shoot with bullets, not shot pellets!

Get in touch with us and we will find the best solution for your business!



“Our recipients don’t save their money in the bank ...”

they **build, renovate, decorate, furnish** and **equip** their houses...

they **build**, and **plan** their **gardens** and **yards**...

they need **inspiration** and **good ideas** ...

they are about to **invest large sums of money** in their housing ...

Basic data about our recipients the last four years.

		2013	2014	2015	2016
Advance notices	Private Homes	1 835	2 093	2 213	2 071
	Summer/weekend cottages	462	451	453	341
Building permits	Private Homes				
	- new construction	4 667	5 588	6 663	7 109
	- reconstruction	15 074	14 303	16 212	15 069
	- ombyggnad	16 822	14 817	16 102	13 076
	Summer/weekend cottages				
	- new construction	1 959	2 041	2 399	2 359
	- extensions	2 868	2 679	3 310	2 565
	- reconstruction	330	425	479	277
	Detached Garage etc.	17008	19 823	23 597	20 626
Entries into the landregister	Private Homes incl cottages	67 680	67 344	79 509	85 774



INTERIOR



WALL FLOOR



HOUSE TECH



EXTERNAL AREAS

VILLAFAKTA is distributed continuously to those who just **applied for a building permit** or **entered into the land register** (just bought a house).

With VILLAFAKTA You reach the home owners just in time with Your advertisement.
With one ad you can advertise in VILLAFAKTA for six or twelve months.

In total you will reach about 140 000 households in one year!

TECHNICAL INFORMATION AND PRICES 2018

PUBLICATION SCHEDULE: **May - October** Deadline for material: **15 March**
November - April Deadline for material: **14 September**

PERIODICITY: For six or twelve months.

CIRCULATION: 70 000 per issue (during six month)

ADDRESS SOURCE: **Entries into the land register and building permits.**

ENTRIES INTO THE LAND REGISTER: New owners of older private homes who will renovate in the near future

BUILDING PERMITS: Applications for building permits for new construction or reconstruction of private homes and summer/weekend cottages sent to the local building committee

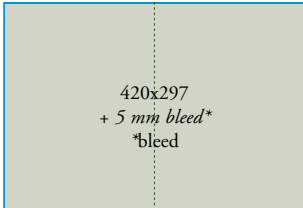
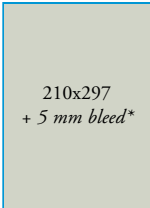
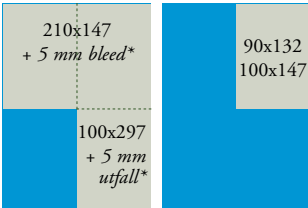
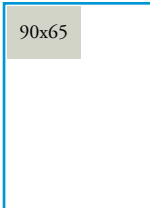
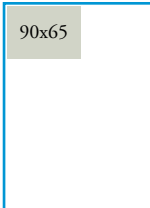
<u>AD SIZE</u>	<u>PRICE 6 MONTHS (SEK)</u>	<u>PRICE 12 MONTHS (SEK)</u>
1/8-page (Classified)	10 800:-	21 600:-
1/4-page	18 000:-	32 000:-
1/2-page	29 000:-	53 000:-
1/1-page	53 000:-	80 000:-
Spread	90 000:-	130 000:-
Cover inside		130 000:-
Reverse		150 000:-

Custom Placing: +10 %

All prices are exclusive of value added taxes and statutory advertising taxes.

DISTRIBUTION SERVICE: We can assist you with printing Your sales letters, also with storage and distribution of Your circulars/brochures. *Means Cost- and time efficiency for You!*

TECHNICAL INFO: The advertisement shall be installed in a Windows environment, EPS- or PDF-files of 300 dpi. Images must be CMYK, uncompressed.

TYPE AREA:	Spread	1/1-page	1/2-page	1/4-page	1/8-page (Classified)
WIDTH X HEIGHT: mm					

* 5 mm bleed and crop marks in all directions

PRESSRELEASES: To be sent to annika@svenskamedia.se

DELIVERY: Use the unique link in your order confirmation to upload your ad or materials.
In cooperation with Picapoint.

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