



We know sports!

Sportsverige is Sweden's largest network of sports sites – with a total of 20 sites, reaching 650,000 unique visitors and 6,5 million page impressions per week.



Demographics

- Age: 20-40 years
- Average age: 32 years
- Men: 85 % Women: 15 %
- Lives: Stockholm, Gothenburg, Malmoe or Gävleborg

Profile

- Live-in or married
- Uses the internet for news, information search or entertainment
- 41 % uses internet on their mobile phones

Education / Income

- College/University Education: 70 %
- Average income: 350,000 SEK (40,000 EUR) per year

Planned purchases

- Travels
- Books, CDs/DVDs
- Electronics
- Restaurant visits and concerts
- Not museum, theatre or art exhibit visits

Football



Reach: 400,000 unique Swedish web browsers and 2 million page impressions per week.

Included sites

TVmatchen.se
HD.se/sport
Fotbolltransfers.com
Fotbolldirekt.se
EverySPORT.com
Goalwire.com
SportTV.nu
Skanskan.se/sport
Svenskalag.se

Prices: Between 5-20 EUR CPM depending on ad size and placement.

Target group: Men 20-34 years, high average income living in major cities rather than rural area.



Ice Hockey



Reach: 200,000 unique Swedish web browsers and 1.5 million page impressions per week.

Included sites:

Eliteprospects.com

Hockeysverige.se

Prices: Between 5-20 EUR CPM depending on ad size and placement.

Target group: Men 25-39 years, high average income, living in rural areas rather than larger cities.

The collage consists of three overlapping screenshots from Swedish hockey websites. The top-left screenshot shows the homepage of 'hockey sverige.se', featuring a navigation menu and a main image of a hockey game. The middle-left screenshot shows a search results page from 'elite hockey prospects', displaying a search bar and a list of elite prospects. The right-side screenshot shows a detailed player profile for Peter Forsberg on 'hockeysverige.se', including his statistics, career history, and a photo of him in a blue jersey.

Fitness



Reach: 40,000 unique Swedish web browsers and 250,000 page impressions per week.

Included sites:

Shapelink.com

Shapemeup.se

Fitnessplay.tv

Extremeplay.tv

Fightplay.tv

Prices: Between 5-20 EUR CPM depending on ad size and placement.

Target group: Men and women mellan 20-39 years, high average income living in major cities rather than rural area. Exercise often, great purchase power.



Rate Card 2012

All prices listed are in CPM and Euro.

Banner format and size	Site Specific	Vertical	Run Of Network
Panorama XXL 1160x360 px	20	17,5	15
Super panorama 980x250 px	12	10	8
Panorama 980x120	7	6	5
Triple widescreen 250x360 px	5	4,5	4
Square XXL 440x440 px / 480x480 px	10	9	8
Rectangle 440x220 px	6	5	4,5
Skyscraper XXL 250x720 px (sticky)	8	7	6
Skyscraper 160x600 px (sticky)	6	5	4,5
Interstitial max 800x600 px	30	25	20
L-format 1160x600 px	20	17,5	15
Take over	20	17,5	15
Mobile advertising, rectangle	20	17,5	15
Iphone/Android-app, rectangle	30	-	-

Advertise with Sportsverige:

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