

NYHETER **3,5%** Handels krav på löneökning 8

NYHETER Mannen bakom Hemköps vändning 6

PRAKTISKT BUTIKSARBETE Nyheter ökar impulsköpen

HÄLSO KÖKET 30-31

icanyheter

59 000 LÄSARE VARJE VECKA!

NR 36 2011 FREDAG 9 SEPTEMBER 2011

STYRNING: FORN MAGAZINETS AB, SÖSTERÅS
TIPS & LÄSARKONTAKT: TEL 021-475 75 50

SENASTE NYTT VARJE DAG www.icanyheter.se

Så blev butiken en snabbväxare



Befolkningen minskar i Skövde. Ica Näringskollarna är ändå en vinnare. Icaanyheter framkänning visar att butiken var ett av butiksbolagen som lyckades bäst 2010. Nettomsätt-

ningen ökg med 11,1 procent till 20,1 miljoner kronor. "Det garanterade även på butikerna", säger Janne Rönneqvist som är chef för butiken i Tillsammans med makar Andreas Rönneqvist. **ICODENA 19-21**

- ✓ **Aktiviteter:** Centrala kampanjer och egna skraddarsydda aktiviteter.
- ✓ **Exponering:** Överraskningar i butiken för att skapa nyhets-känsla.
- ✓ **Mål:** Klara, tydliga och realistiska mål som sätts av alla.
- ✓ **Sortiment:** Nya avdelningar med specialvaror som saknas på orten.

SVERIGES LEDANDE SÄLJBOLAG

Sales Support

Skövde Köpcentrum AB, Telefon: 021-475 75 50, icanyheter@icab.se

Skurup har största tillväxten i Sverige

Daigifvarutöjningen i Skurup Skåde med 11 procent i 9k. Det är den bästa utvecklingen bland landets kommuner. Framgångarna har gjort att Skurup har högt värde på borsnoteringen från 80 till 90. **SIDAN 8**


Appar – hett i handeln

Appar är hett i dagligvaruhandeln. Nya Appar som ger ett snabbt svar på kundens frågor har blivit en viktig del i butikens utrustning. "Behovet av appar är stort", säger IFF Rönneqvist, marknadschef för egna marknader på Iffabod. **SIDAN 16**

Lyfter försäljningen varje år



Tillsammans med oss känner du dig som hemma.

Vi finns med drygt 40 konter över hela landet. Vart och ett med lokal kännsoden om köpstrimmar och konkurrenssituation. Vi kan göra din rikstäckande kampanj lokalt framkrad. På www.icab.se får du veta mer 



15,700 copies TS full-year statistics 2010

56,000 readers Orvesto Näringsliv 2011

Published 43 times a year



Icanyheter

THE CONSUMER NON-DURABLES' MOST IMPORTANT MAGAZINE

ICANYHETER IS BY FAR THE MOST IMPORTANT SOURCE OF NEWS for the entire Swedish consumer non-durables market. Icanyheter's business-oriented, international and store-centric focus makes it an absolute must for decision-makers in the consumer non-durable sector. The magazine is published every Friday and is supplemented with regular newsletters.

The monthly supplement "Utblick", which is the only international newswatcher among the Nordic magazines for consumer non-durables news, gives its readers a deeper insight into the global consumer non-durables sector. Its readers are store managers, retailers and category managers, as well as decision-makers and salaried employees in the major chain stores.

Icanyheter helps you open doors, strengthen your sales team's work and drive sales!

More about its readers

- 34% are responsible for results
- 24% are responsible for sales/marketing
- 14% are part of corporate management

Orvesto Näringsliv 2011.

Stora butiksdagen!

In 2011, Icanyheter organised a one-day event with seminars and sponsor exhibits in Västerås for retailers, store managers and category managers. If you would like more information, please contact the Advertising Manager Christer Edström on +46 (0)8-728 23 16 or christer.edstrom@formapg.se

”Icanyheter helps you open doors, strengthen your sales team's work and drive sales!”



A LEOPARD NEVER CHANGES ITS SPOTS

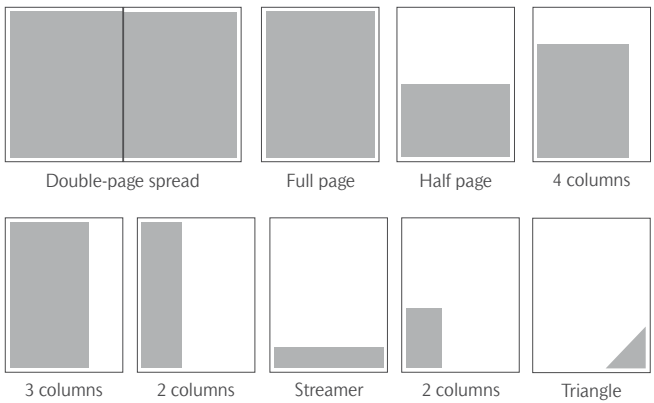
Icanyheter is a vital channel for supporting sales forces and communicating directly with the stores. It won't matter how good your products are if they're not in the stores, says **Camilla Fjällberg** at Rasio. To find out more about this and other excellent examples, visit www.formaeffekt.se

ICANYHETER EDITORIAL CALENDAR 2012

ISSUE 2012	MONTH	WEEK	PUBL. DATE	MATERIAL
1-2	January	2	13/01	05/01
3		3	20/01	13/01
4		4	27/01	20/01
5		February	5	03/02
6	6		10/02	03/02
7	7		17/02	10/02
8	8		24/02	17/02
9	March	9	02/03	24/02
10		10	09/03	02/03
11		11	16/03	09/03
12		12	23/03	16/03
13-14	April	13	30/03	23/03
15		15	13/04	05/04
16		16	20/04	13/04
17		17	27/04	20/04
18	May	18	04/05	27/04
19		19	11/05	04/05
20		20	18/05	11/05
21		21	25/05	18/05
22	June	22	01/06	25/05
23		23	08/06	01/06
24		24	15/06	08/06
25-31		25	21/06	15/06
32	August	32	10/08	03/08
33		33	17/08	10/08
34		34	24/08	17/08
35		35	31/08	24/08
36	September	36	07/09	31/08
37		37	14/09	07/09
38		38	21/09	14/09
39		39	28/09	21/09
40	October	40	05/10	28/09
41		41	12/10	05/10
42		42	19/10	12/10
43		43	26/10	19/10
44	November	44	02/11	26/10
45		45	09/11	02/11
46		46	16/11	09/11
47		47	23/11	16/11
48	December	48	30/11	23/11
49		49	07/12	30/11
50		50	14/12	07/12
51-52		51	21/12	14/12

REACH MORE WITH TOTAL DISTRIBUTION
 Issues 4, 10, 16, 22, 33, 38, 42 and 46. The magazine reaches **all grocery stores and supermarkets** approx. 22,000 copies.

Advertisement format and prices



Advertising	Format type area	Price	Total distribution
Double-page spread	524 x 370 mm	119.800:-	124.800:-
Full page	251 x 370 mm	74.800:-	79.800:-
Half page landscape	251 x 183 mm	59.800:-	64.800:-
4 columns	200 x 270 mm	65.800:-	
3 columns	149 x 360 mm	63.800:-	
2 columns	98 x 360 mm	54.800:-	
Streamer 1st page	242 x 50 mm	34.000:-	39.000:-
2 columns x 150	98 x 150 mm	27.000:-	
Triangle page 5	3 columns x 149 mm	38.800:-	



WRAP
 With a cover wrap, your message is the first and last thing Icanyheter's readers see. It offers an excellent way to present a large product portfolio or expand a message. (4-page cover wrap) SEK 199,900



SKY BOX
 Teaser on the first page and the rest of your message on the centre insert. A highly appreciated advertising solution.
 Front page advertisement, format 70 x 70 mm and 4-page centre insert, SEK 160,000
 For more information, please contact the Advertising Manager Christer Edström on +46 (0)8-728 23 16 or christer.edstrom@formapg.se

EDR - FOR A MORE TARGETED OFFER!
 Icanyheter is now offering partner mailing to ICA retailers. This enables you, for example, to follow up an advertisement with a great offer or to offer specific services to the target group.

JOB ADVERTISING

Advertise on Icanyheter.se and you will reach qualified candidates. If you want to reach a slightly wider audience, combine with the industry magazine for all the retail trade, Market, and get a 25% discount.

Rates

Situations vacant	SEK 30/column mm/magazine (2 columns = 98 mm, 3 columns = 149 mm 4 columns = 200 mm, 5 columns = 251 mm)
Repeat discount	30% discount for the second insertion.
Joint advertising discount	25% discount when booking situations vacant advertisements in Icanyheter and Market concurrently.
Results guarantee	If you need to repeat the advertisement after two insertions, it will be inserted a third time free of charge.
Web advertising	Only in combination with situations vacant advertised in print. SEK 2000/week.

If you would like to book situations vacant advertisements, please contact the Advertising Manager Christer Edström on +46 (0)8-728 23 16 or christer.edstrom@formapg.se.

WEEKLY EXCHANGE

Rates for 20 inserts in Icanyheter

Module 1	45 x 80 mm	34.000:-
Module 2	90 x 80 mm	49.000:-
Module 3	90 x 40 mm	34.000:-

ADVERTISING INSERTS

Rates

Loose inserts	< 50 g	SEK 4.80/each
	> 50 g	please ask for a quote
Samples	please ask for a quote	

If poly-bagging is requested, there is an additional cost.

Max. format 270 x 385 mm. Min. format 105 x 148 mm.

If you would like further information about inserts, please contact Hans Dahlberg, Supplements Coordinator on +46 (0)70-529 42 27 or via e-mail: hans.dahlberg@formapg.se.

Advertising material

We can only accept material in the form of digital files. For technical information or to submit material, please go to www.formapg.se/material. If you have questions about material, please contact Ronnie Öberg on +46 (0)21-475 77 59 or Kristina Lindström on +46 (0)21-475 76 96.

OTHER QUESTIONS

Contact the Advertising Manager for Icanyheter, Christer Edström, on +46 (0)8-728 23 16 or christer.edstrom@formapg.se

PREFERRED POSITION

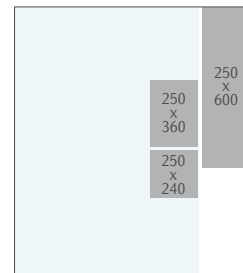
All rates include advertising tax, but do not include VAT. Preferred position: add 10%.

ORDER INSTRUCTIONS

Advertisements can be moved or cancelled if the magazine is notified of this no later than two months before the publication date. The publisher's liability for any errors in advertisements shall not exceed the amount paid for the advertisement. The publisher shall not be liable for any consequential damage of any kind if for some reason the magazine does not publish an advertisement or the advertisement is published incorrectly.

Newsletter

Icanyheter's newsletter is sent to dedicated Icanyheter readers every day. It keeps retailers and employees in the sector abreast of news and information every day all year round.



Format

Format (pixels)	Price
Newsletter, 250 x 240	2.000:-
Newsletter, 250 x 360	2.500:-
Newsletter, 250 x 600	6.000:-

Prices may be adjusted in 2012. Please contact Sanna Wijkström on +46 (0)8-728 23 02 or sanna.wijkstrom@formapg.se for creative and integrated advertising options.

Special issues

THEMED SUPPLEMENT

Icanyheter's special focus supplements and the main magazine are distributed to 24,000 decision-makers in the consumer non-durable sector, service sector and motorway service shops. The special supplement is distributed to all the following: Pressbyrå, 7 Eleven, Handlarn, Time, Cofféhouse, Nära dig, Matöppet, Tempobutiken, OKQ8, Statoil, Preem, Shell, Select and Icanyheter's regular subscribers.

Advertising	Format	Price
Full page	251 x 370 mm	44.900:-
Half page	251 x 183 mm	34.900:-

Issue	Month	Week	Publ. date	Material	Magazine ed. supplement
2012					
9	March	9	02/03	24/02	Confectionary/ Snuff & Tobacco
15	April	15	13/04	05/04	Bread
20	May	20	18/05	11/05	Drinks & Ice cream
37	Sept	37	14/09	07/09	Confectionary & Snacks
45	Nov	45	09/11	02/11	Smarter Store

About 24,000 copies of the special focus supplements are distributed to the consumer non-durable and service sectors and motorway service shops.



Job advertising

EFFICIENT RECRUITMENT means selecting the right channel at the very start of the process to be sure of finding the people you need! It improves the quality and focus of the replies. Forma Magazine's B2B channels enable you to come into contact with professionals in the consumer non-durables sector, other retail trade sectors and the restaurant sector.

When advertising vacant positions in Icanyheter, Market and Restaurangvärlden, you can be sure of:

- High success rate
- High quality responses
- Efficient recruitment process

JOB ADVERTISING ICANYHETER

If you would like to book situations vacant advertisements, please contact the Advertising Manager Christer Edström on +46 (0)8-728 23 16 or christer.edstrom@formapg.se

JOB ADVERTISING MARKET

For information about prices or to book situations vacant advertisements, please contact the Advertising Manager Anna-Mari Klaavuniemi on +46 (0)8-728 23 51 or anna-mari.klaavuniemi@formapg.se

JOB ADVERTISING RESTAURANGVÄRLDEN

For information about prices or to book situations vacant advertisements, please contact the Advertising Manager Kristina Zdilar on +46 (0)8-728 24 38 or kristina.zdilar@formapg.se



MIXIT

FORMA MAGAZINE'S PORTFOLIO of channels gives advertisers like you self the means of achieving the maximum possible effect from your campaign. What's important to you? A consistent presence in the target group, maximising the pressure, or combining B2B with consumers to ensure that your products reach the shelves and the consumers? You can amplify and extend your message using a print, online and newsletter combination. Or you want to get in touch personally with the target group.

The opportunities are endless...



We follow up

TO GET MAXIMUM RETURNS from your investment, we recommend you follow up your marketing efforts. RAM is a cost-effective tool for obtaining answers to key questions that communicate identification, messages, design and ability to create an image and drive sales.

We'd be delighted to tell you more!

Example...

”This strategy has had an amazing impact on our sales. Sales among Swedes increased by 146% in 2010 and, today, Swedes account for over SEK 22 million in online revenues alone.”

Henrik Högstrup at Lalandia.

Grocery stores and supermarkets, all pharmacies and consumers!

In conjunction with its launch of a new blister plaster for sale in supermarkets, Cederroth offered samples of the plaster in all issues of *Icanyheter* to create better distribution and awareness at store level. It advertised in *Hälsa* magazine to reach pharmacies, which are also key retailers, and to communicate with and increase awareness of the brand among consumers.

Find out more at www.formaeffekt.se



Weekendpaket XL för hela familjen i Lalandia® i Røddby, Danmark

Ta med familjen till Lalandia med ett tillägstort vattenland inomhus! Här finns ramarna för en lyckad semester för alla - oavsett väder och vind. Njut av det tropiska klimatet i Aquadome, utöva din älskingsport, eller lek och slappna av med familjen. Kom ihåg passert och ta en shoppingtur till Tyskland. Torsdag-söndag i Comfort 4 semesterhus för 4 personer i perioderna 6/5-8/5, 20/5-27/5, 19/6-17/6, 28/10-31/10, 11/11-28/11 2010. Dessutom ingår entré till Aquadome, Monkey Tonky lekland, barnunderhållning och slutstädning. Energiförbrukning tillkommer. Läs mer på www.lalandia.dk

8 st värda ca 4.044 kr/stuga
Lägg till bud 2.000 kr

Lalandia



Weekendpaket XL för hela familjen i Lalandia® i Billund, Danmark

Ta med familjen till Lalandia® med Skandinavias största vattenland inomhus! Här finns allt för en lyckad semester - oavsett väder. Njut av tropiskt klimat i Aquadome™, lek och slappna av med familjen. LEGOLAND® ligger på gångavstånd. Torsdag-söndag i Classic 4 semesterhus för 4 personer under perioderna 8/4-9/5, 20/5-20/6, 19/6-17/10, 28/10-12/12 2010. Dessutom ingår entré till Aquadome, Monkey Tonky lekland, barnunderhållning och slutstädning. Energiförbrukning tillkommer. Läs mer på www.lalandia.dk

8 st värda 5.353 kr/stuga
Lägg till bud 2.700 kr

Lalandia



”We are seeing an 85% increase in volume compared to the "old" product and over the same period last year.”

Jens Eriksson, Category Analyst at Cederroth.

Products for advertising space

A unique advertising solution! The auctions offer advertisers numerous advantages. Lalandia has definitely discovered the benefits of this and uses the auctions as part of its marketing activities and as a creative means of financing.

This is how the auctions work:

1. Advertising space is exchanged for products.
2. The auctions' ads and newsletters give the advertiser multiple exposures.
3. A unique sales channel.
4. Generates a sense of involvement and desire to spend among readers and website visitors.

Find out more at www.formaeffekt.se

B



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TRAFFIC

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in PDF format.



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In August 2012, the Stockholm and Västerås offices will be moving to new premises at Birger Jarlsgatan 61.