



CONNOISSEUR WEEKLY

Connoisseur’s email newsletters are sent to approximately 15 100 individuals within the target group.

The average unique open rate for member emails from the Connoisseur Club is 70%, while the total open rate reaches an impressive 121%, indicating that many recipients open our emails more than once.

Following this, the total click-through rate ranges between 10–20%, distributed across the various offers included in the email — meaning a significant portion of the audience actively engages with one or more of the featured promotions.

PRICES

PART OF OUR NEWSLETTER

Price for advertiser:	25 700 SEK
Price for non advertiser:	35 700 SEK

Newsletter may include: newsletters paid for by advertisers & Connoisseur Club's event invitations. Allocation varies. Limited spots in each week.

ONE SINGLE ADVERTISER (STAND ALONE)

Price advertiser:	96 480 SEK
Price Non-advertiser:	136 480 SEK

All prices excluding VAT