

allas



MODERN & COLOURFUL ENTERTAINMENT

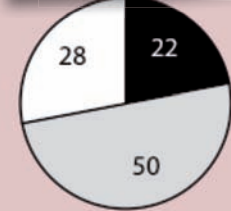
Allas gives active women, in the middle of their lives, much longed for relaxation, entertainment, luxury and pleasure! Our readers receive inspiring recipes, interesting reading, articles on health and exercise, fun fashion and great relaxation in the middle of the week. It holds everything that interests and engages the modern woman: gorgeous food, fun interior design, fashion, health and exercise, relations, crosswords and good reading.



GUNILLA HÅKANSSON *editor-in-chief*

READERSHIP INFORMATION

Circulation: 117 900 copies/issue
 Readership total: 366 000 readers/issue
 Spread: 79% women, 21% men
 Average age: 51 years old
 (73% 35-69 years old)
 Average household income/year:
 379 500 SEK



■ Sthlm/Gbg/M-ö
 □ Kn >25 000 inv.
 □ Kn <25 000 inv.

Orvesto 2011:1 & TS Full year 2010

ADVERTISING RATE CARD

Format	Size	Price (SEK)
Spread		
1/1 8-column	402 x 265 mm	83 000:-
1/1 8-column, bleed	420 x 282 mm	83 000:-
Full page		
1/1 4-column	190 x 265 mm	42 500:-
1/1 4-column, bleed	210 x 282 mm	42 500:-
Landscape 1/2-page		
1/2 4-column	190 x 132 mm	29 500:-
1/2 4-column, bleed	210 x 140 mm	29 500:-
Portrait 1/2-page		
1/1 2-column	95 x 265 mm	29 500:-
1/1 2-column, bleed	105 x 282 mm	29 500:-
Back cover		
1/1 4-column	190 x 245 mm	50 500:-
1/1 4-column, bleed	210 x 257 mm	50 500:-
Special format		
1/1 1-column	47 x 265 mm	16 500:-
1/2 2-column	95 x 132 mm	16 500:-

+10 % specific placement

PUBLICATION- AND ARTWORK DATES 2012

Issue	Week	Publ.	Artwork	Issue	Week	Publ.	Artwork	Issue	Week	Publ.	Artwork
2	1	4 jan	30 nov	20	19	10 may	4 apr	37	36	6 sep	1 aug
3	2	12 jan	7 dec	21	20	16 may	11 apr	38	37	13 sep	8 aug
4	3	19 jan	14 dec	22	21	24 may	18 apr	39	38	20 sep	15 aug
5	4	26 jan	21 dec	23	22	31 may	25 apr	40	39	27 sep	22 aug
6	5	2 feb	28 dec	24	23	7 jun	2 may	41	40	4 oct	29 aug
7	6	9 feb	4 jan	25	24	14 jun	9 may	42	41	11 oct	5 sep
8	7	16 feb	11 jan	26	25	20 jun	16 may	43	42	18 oct	12 sep
9	8	23 feb	18 jan	27	26	28 jun	23 may	44	43	25 oct	19 sep
10	9	1 mar	25 jan	28	27	5 jul	30 may	45	44	1 nov	26 sep
11	10	8 mar	1 feb	29	28	12 jul	7 jun	46	45	8 nov	3 oct
12	11	15 mar	8 feb	30	29	19 jul	13 jun	47	46	15 nov	10 oct
13	12	22 mar	15 feb	31	30	26 jul	20 jun	48	47	22 nov	17 oct
14/15	13	29 mar	22 feb	32	31	2 aug	27 jun	49	48	29 nov	24 oct
16	15	10 apr	7 mar	33	32	9 aug	4 jul	50	49	6 dec	31 oct
17	16	19 apr	14 mar	34	33	16 aug	11 jul	51	50	13 dec	7 nov
18	17	26 apr	21 mar	35	34	23 aug	18 jul	52/1	51	20 dec	14 nov
19	18	3 may	28 mar	36	35	30 aug	25 jul				

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 MATERIAL ADDRESS: [HTTP://IN.ALLER.SE/ANNONS](http://IN.ALLER.SE/ANNONS)

Subject to change