

Allers Trädgård

THE MAGAZINE THAT GROWS

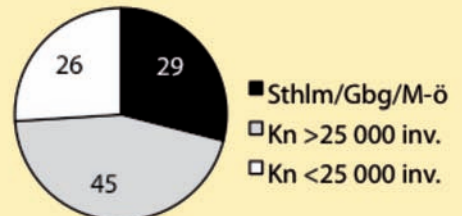
Allers Trädgård is a gardening magazine that goes from strength to strength. We are well established on the market. Allers Trädgård is a broad but personal magazine featuring everything from the most exciting new developments in gardening to practical articles about greenhouses, tools and furniture. Keen gardeners of all ages chooses Allers Trädgård.



EVA MALMSTRÖM *editor-in-chief*

READERSHIP INFORMATION:

Circulation: 46 400 copies/issue
 Readership total: 210 000 readers/issue
 Spread: 71% women, 29% men
 Average age: 54 years old
 (74% 45-79 years old)
 Average household income/year: 420 300 SEK
 Orvesto 2011:1 & TS Full year 2010



ADVERTISING RATES

Format	Size	Price (SEK)
Spread		
1/1 8-column	402 x 265 mm	31 500:-
1/1 8-column, bleed	420 x 282 mm	31 500:-
Full page		
1/1 4-column	190 x 265 mm	19 000:-
1/1 4-column, bleed	210 x 282 mm	19 000:-
Landscape 1/2-page		
1/2 4-column	190 x 132 mm	11 200:-
1/2 4-column, bleed	210 x 140 mm	11 200:-
Portrait 1/2-page		
1/1 2-column	95 x 265 mm	11 200:-
1/1 2-column, bleed	105 x 282 mm	11 200:-
Portrait 1/4-page		
1/2 2-column	92 x 127 mm	5 000:-*
1/8-page		
1/4 2-column	92 x 62 mm	3 300:-*
Back cover		
1/1 4-column	190 x 245 mm	22 000:-
1/1 4-column, bleed	210 x 257 mm	22 000:-
Rink advert	210 x 66 mm	7 500:-

PUBLICATION AND-ARTWORK DATES 2012

Issue	Publ.	Artwork
1	12 jan	5 dec
2	16 feb	9 jan
3	13 mar	9 feb
4	12 apr	9 mar
5	10 may	3 apr
6/7	14 jun	4 may
8	2 aug	25 jun
9	30 aug	23 jul
10	11 oct	3 sep
11	10 nov	5 oct

Subject to change

* placed together in the Garden guide

PLEASE VISIT WWW.ALLER.SE/ANNONS FOR CURRENT DATES
 MATERIAL ADDRESS: [HTTP://IN.ALLER.SE/ANNONS](http://IN.ALLER.SE/ANNONS)