

Antik & Auktion



INSPIRING AND WITH LOTS OF INFORMATION

Antik & Auktion's loyal and active readership is passionately interested in antiques, furniture, interior design, art and beautiful things. Where can I find those beautiful items? How do I find a bargain in flea markets and at auctions? The most beautiful homes – from magnificent castles to charming apartments in the city – offer inspiration to antique interior design. Our readers' spare time is filled with everything from travels, culture and gardening to lively socialising with good food and wine.

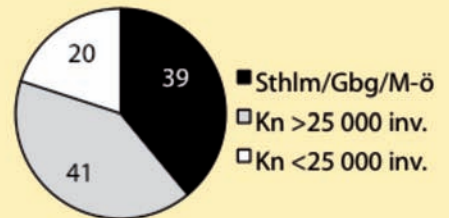


CARIN STENTORP *editor-in-chief*

READERSHIP INFORMATION:

Circulation: 45 000 copies/issue
 Readership total:
 223 000 readers/issue
 Spread: 65% women, 35% men
 Average age: 57 years old
 (79% 45-79 years old)
 Average household income/year:
 415 200 SEK

Orvesto 2011:1 & TS Full year 2010



ADVERTISING RATES

Format	Size	Price (SEK)
Spread		
1/1 8-column	402 x 265 mm	42 000:-
1/1 8-column, bleed	420 x 282 mm	42 000:-
Full page		
1/1 4-column	190 x 265 mm	22 500:-
1/1 4-column, bleed	210 x 282 mm	22 500:-
Landscape 1/2-page		
1/2 4-column	190 x 132 mm	13 900:-
1/2 4-column, bleed	210 x 140 mm	13 900:-
Portrait 1/2-page		
1/1 2-column	95 x 265 mm	13 900:-
1/1 2-column, bleed	105 x 282 mm	13 900:-
Portrait 1/4-page		
1/2 2-column	94 x 127 mm	7 800:-
1/8-page		
1/4 2-column	94 x 61 mm	4 800:-
Back cover		
1/1 4-column	190 x 245 mm	25 200:-
1/1 4-column, bleed	210 x 257 mm	25 200:-

Dealer's market:

"Dealers' Market ads" in 47 x 37 mm rectangle with placement on a special page with other "Dealers' Market ads":

1 insertion 850:-
 2-6 times 750:-/each within 12 months
 7-11 times 650:-/each within 12 months

NB: Several rectangles can be combined to form 1-2 column ads.

PUBLICATION AND-ARTWORK DATES 2012

Issue	Publ.	Artwork	Issue	Publ.	Artwork
1	20 dec	13 nov	8	12 jul	5 jun
2	17 jan	12 dec	9	14 aug	6 jul
3	16 feb	12 jan	10	13 sep	6 aug
4	15 mar	10 feb	11	18 oct	10 sep
5	17 apr	12 mar	12	20 nov	12 oct
6/7	16 may	10 apr			

Subject to change

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