

ÅRET RUNT



USEFULNESS, ENTERTAINMENT AND GOOD IDEAS

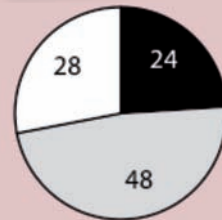
In Året Runt you'll find the tastiest food, the best health advice, the trendiest clothes, the most inspiring interior design and beauty tips for all ages. Every week we amuse and entertain women that reads us from the first to the last page. Welcome to a much loved magazine filled with the good in life.



EVA-STINA SANDSTEDT *editor-in-chief*

READERSHIP INFORMATION

Circulation: 155 600 copies/issue
 Readership total: 376 000 readers/issue
 Spread: 72% women, 28% men
 Average age: 57 years old
 (71% 50-79 years old)
 Average household income/year:
 359 000 SEK
 Orvosto 2011:1 & TS Full year 2010



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

ADVERTISING RATE CARD

Format	Size	Price (SEK)
Spread		
1/1 8-column	402 x 265 mm	80 500:-
1/1 8-column, bleed	420 x 282 mm	80 500:-
Full page		
1/1 4-column	190 x 265 mm	41 000:-
1/1 4-column, bleed	210 x 282 mm	41 000:-
Landscape 1/2-page		
1/2 4-column	190 x 132 mm	28 000:-
1/2 4-column, bleed	210 x 140 mm	28 000:-
Portrait 1/2-page		
1/1 2-column	95 x 265 mm	28 000:-
1/1 2-column, bleed	105 x 282 mm	28 000:-
Back cover		
1/1 4-column	190 x 245 mm	48 000:-
1/1 4-column, bleed	210 x 257 mm	48 000:-
Special format		
1/1 1-column	47 x 265 mm	15 500:-
1/2 2-column	95 x 132 mm	15 500:-
+10 % specific placement		

PUBLICATION- AND ARTWORK DATES 2012

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

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

Subject to change