

# CHIC



**ÅRETS CHICASTE 2012**

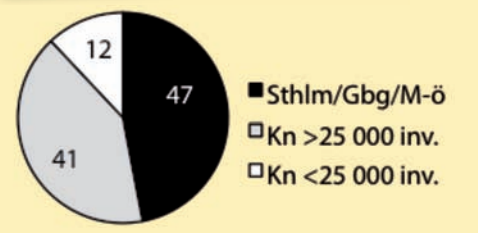
## EVEN MORE SHOPPING FOR YOUR MONEY!

CHIC is the fashion magazine that loves mixing luxury and budget, charming vintage with the latest trends, glamorous surface and thoughtful depth. Just like a successful outfit in other words! Style icons, superstars, ordinary women and Sweden's biggest selection of shopping - every two weeks. Now we're increasing to 100 pages in every issue, offering the reader even more fashion for their money, at the same low price as before. CHIC - the magazine that suits you.



CHARLOTTA FLINKENBERG *editor-in-chief*

**READERSHIP INFORMATION:**  
 Circulation: 30 900 copies/issue  
 Readership total: 111 000 readers/issue  
 Spread: 90% women, 10% men  
 Average age: 30 years old  
 (78% 15-39 years old)  
 Average household income/year: 419 600 SEK



### ADVERTISING RATE CARD

Format	Size	Price (SEK)
<b>Spread</b>		
2/1 8-column, bleed	420 x 305 mm	73 000:-
first spread		83 000:-
<b>Full page</b>		
1/1 4-column	210 x 305 mm	40 000:-
<b>Cover pages</b>		
third cover, bleed	210 x 305 mm	46 000:-
fourth cover, bleed	210 x 280 mm	47 500:-
<b>+20 % specific placement</b>		

### PUBLICATION- AND ARTWORK DATES 2012

Issue	Publ.	Artwork	Issue	Publ.	Artwork	Issue	Publ.	Artwork
1	28 dec	7 dec	10	3 may	11 apr	19	6 sep	15 aug
2	12 jan	21 dec	11	16 may	25 apr	20	20 sep	29 aug
3	26 jan	4 jan	12	31 may	9 may	21	4 oct	12 sep
4	9 feb	18 jan	13	14 jun	23 may	22	18 oct	26 sep
5	23 feb	1 feb	14	28 jun	5 jun	23	1 nov	10 oct
6	8 mar	15 feb	15	12 jul	20 jun	24	15 nov	24 oct
7	22 mar	29 feb	16	26 jul	4 jul	25	29 nov	7 nov
8	4 apr	14 mar	17	9 aug	18 jul	26	13 dec	21 nov
9	19 apr	28 mar	18	23 aug	1 aug			

Subject to change

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