

ELLE®

ELLE mat & vin



Now with even more issues!



THE TASTIEST MAGAZINE IN SWEDEN

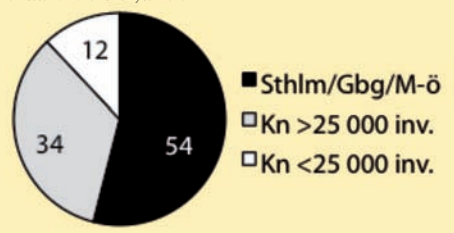
The circulation of the successful magazine ELLE mat & vin is just increasing and increasing. Now we're increasing the number of issues from six to eight per year! We are Sweden's most inspiring food magazine, the only food magazine that's both modern, beautiful and aware. It's in ELLE mat & vin that you'll find that spark that you need when you've "got stuck" in the kitchen and everything seem to taste the same. ELLE mat & vin shows you the way to good and healthy food that's a pleasure for all senses. It's pouring over with scrumptious ideas and tasty recipes that's both creative and easy to make.



SUZANNE RIBBING *editor-in-chief*

READERSHIP INFORMATION:

Circulation: 34 900 copies/issue
 Readership total: 105 000 readers/issue
 Spread: 80% women, 20% men
 Average age: 43 years old (70% 25-59 years old)
 Average household income/year: 507 600 SEK
 Orvesto 2011:1 & TS Full year 2010



ADVERTISING RATE CARD

Format	Size	Price (SEK)
Spread 2/1 8-column, bleed first spread	450 x 298 mm	74 000:- 85 000:-
Full page 1/1 4-column, bleed	225 x 298 mm	41 000:-
Landscape 1/2-page 1/2 4-column, bleed	225 x 144 mm	25 000:-
Portrait 1/2-page 1/1 2-column, bleed	109 x 298 mm	25 000:-
Cover pages second cover, bleed	225 x 298 mm	47 000:-
third cover, bleed	225 x 298 mm	46 000:-
fourth cover, bleed	225 x 298 mm	49 000:-

+20 % specific placement

PUBLICATION- AND ARTWORK DATES 2012

Issue	Publ.	Artwork
1	17 jan	1 dec
2	8 mar	23 jan
3	17 apr	6 mar
4/5	5 jun	23 apr
6	31 jul	18 jun
7	18 sep	6 aug
8	13 nov	5 oct

Subject to change

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