

ELLE INTERIÖR



**ELLE
INTERIÖR
DESIGNPRIS
2012**

BOUNDLESS INTERIOR DESIGN

ELLE Interiör, the Swedish interior design magazine with the international touch, gives you the best of interior design, style and design in a boundless mix of the best from the whole world. We also spread Swedish interior design all over the world through our 27 sister-magazines the world over. Our handpicked team of interior designers interprets trends in every issue together with us in the editorial team. It's never a pure shopping guide but instead inspiration that, with a playful touch, encourages the reader to new ways of thinking. Think new and dare to try the things that might not be the most expected. One of the cornerstones to ELLE Interiör's philosophy is to mix "high and low" to something special in itself.

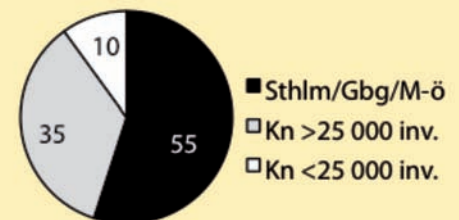


SVANTE ÖQUIST *editor-in-chief*

READERSHIP INFORMATION:

Circulation: 55 600 copies/issue
 Readership total: 205 000 readers/issue
 Spread: 81% women, 19% men
 Average age: 42 years old (82% 20-59 years old)
 Average household income/year: 541 000 SEK

Orvesto 2011:1 & TS Full year 2010



ADVERTISING RATES

Format	Size	Price (SEK)
Spread		
2/1 8-column, bleed	450 x 298 mm	116 000:-
first spread		139 000:-
Full page		
1/1 4-column, bleed	225 x 298 mm	61 500:-
Landscape 1/2-page		
1/2 4-column, bleed	225 x 144 mm	33 000:-
Portrait 1/2-page		
1/1 2-column, bleed	109 x 298 mm	33 000:-
Cover pages		
third cover, bleed	225 x 298 mm	70 000:-
fourth cover, bleed	225 x 298 mm	73 000:-

+20 % specific placement

PUBLICATION AND- ARTWORK DATES 2012

Issue	Publ.	Artwork
1	7 feb	3 jan
2	6 mar	31 jan
3	10 apr	5 mar
4	8 may	4 apr
5	12 jun	7 may
6	31 jul	22 jun
7	4 sep	27 jul
8	2 oct	27 aug
9	6 nov	27 sep
10	4 dec	26 oct

Subject to change

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