

FEMINA



THE BEST OF EVERYTHING!

Sweden's biggest magazine for women contains all those things that adds the silver lining to everyday life. The latest fashion, the best interior design, the tastiest food and the most exciting news within beauty and health. Femina is renowned for being a great read as well as for its unique mixture of surface and depth. Shortly, Femina gives you a lot – of everything!

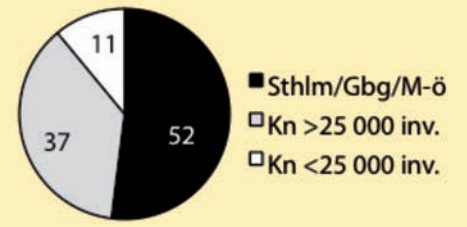
The Femina women are many and they know what they want. They are curious, open-minded and have money left over to spend on themselves. In Femina they find the style, the content and the mix that they are looking for. Here they'll find the fashion that works every day, the inspiring interior design and the easily made recipes. You'll find everything within beauty, health, travel, film and literature in every issue.



ULRIKA NORBERG *editor-in-chief*

READERSHIP INFORMATION:

Circulation: 104 100 copies/issue
 Readership total: 226 000 readers/issue
 Spread: 88% women, 12% men
 Average age: 48 years old
 (80% 25-69 years old)
 Average household income/year: 513 800 SEK
 Orvesto 2011:1 & T5 Full year 2010



ADVERTISING RATE CARD

Format	Size	Price (SEK)
Spread		
1/1 8-column	402 x 265 mm	98 000:-
1/1 8-column, bleed	420 x 282 mm	98 000:-
Full page		
1/1 4-column	190 x 265 mm	55 000:-
1/1 4-column, bleed	210 x 282 mm	55 000:-
Landscape 1/2-page		
1/2 4-column	190 x 132 mm	39 000:-
1/2 4-column, bleed	210 x 140 mm	39 000:-
Portrait 1/2-page		
1/1 2-column	95 x 265 mm	39 000:-
1/1 2-column, bleed	105 x 282 mm	39 000:-
Baksida:		
1/1 4-column	210 x 282 mm	66 000:-

+20 % specific placement

PUBLICATION- AND ARTWORK DATES 2012

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

Subject to change

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