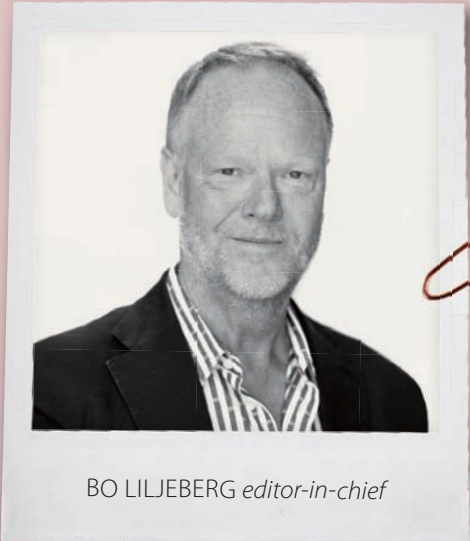




BEST AND MOST ABOUT THE BIGGEST STARS

If you like celebrities, then you like Hänt Bild. We'll take you on a ride to all the corners of the world. Where there's a star worthy of its name, that's where we'll be. We follow them and we tell you all about both their everyday life and their parties. We also work consistently to buy images exclusively – images you'll only find in Hänt Bild. The readers are also updated on trends, fashion and of course who's dating who right now.



BO LJLJEBERG *editor-in-chief*

READERSHIP INFORMATION
Circulation: 54 400 copies/issue
Readership total: 222 000 readers/issue
Spread: 78% women, 22% men
Average age: 34 years old
(71% 15-39 years old)
Average household income/year: 416 500 SEK
Orvesto 2011:1 & TS Full year 2010



ADVERTISING RATE CARD

Format	Size	Price (SEK)
Spread		
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1/1 8-column, bleed	460 x 297 mm	49 500:-
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Landscape 1/2-page		
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Back cover		
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+10 % specific placement

PUBLICATION- AND ARTWORK DATES 2012

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

Subject to change

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