

Hemmets

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THE MAGAZINE THAT WANTS YOU TO BE WELL

Our reader loves good food! She just loves having friends and family over for something nice to eat. Her family and her home are important to her, as is the family's health! Our own house doctor answers readers' questions – and the alternative medicine practitioner offers options. She'll also find ideas for revitalising the home, new hairstyles and the best fashion buys!

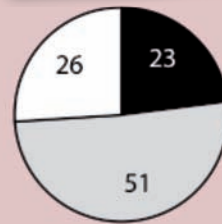


ULLA LAGERBLAD *editor-in-chief*

READERSHIP INFORMATION

Circulation: 197 600 copies/issue
 Readership total: 433 000 readers/issue
 Spread: 76% women, 24% men
 Average age: 55 years old
 (74% 45-79 years old)
 Average household income/year:
 349 000 SEK

Orvesto 2011:1 & TS Full year 2010



- Sthlm/Gbg/M-ö
- Kn >25 000 inv.
- Kn <25 000 inv.

ADVERTISING RATE CARD

Format	Size	Price (SEK)
Spread		
1/1 8-column	402 x 265 mm	79 500:-
1/1 8-column, bleed	420 x 282 mm	79 500:-
Full page		
1/1 4-column	190 x 265 mm	40 500:-
1/1 4-column, bleed	210 x 282 mm	40 500:-
Landscape 1/2-page		
1/2 4-column	190 x 132 mm	28 000:-
1/2 4-column, bleed	210 x 140 mm	28 000:-
Portrait 1/2-page		
1/1 2-column	95 x 265 mm	28 000:-
1/1 2-column, bleed	105 x 282 mm	28 000:-
Back cover		
1/1 4-column	190 x 245 mm	48 000:-
1/1 4-column, bleed	210 x 257 mm	48 000:-
Special format		
1/1 1-column	47 x 265 mm	15 500:-
1/2 2-column	95 x 132 mm	15 500:-

+10 % specific placement

PUBLICATION- AND ARTWORK DATES 2012

Issue	Week	Publ.	Artwork	Issue	Week	Publ.	Artwork	Issue	Week	Publ.	Artwork
2	1	3 jan	28 nov	20	19	8 may	2 apr	37	36	4 sep	30 jul
3	2	10 jan	5 dec	21	20	14 may	10 apr	38	37	11 sep	6 aug
4	3	17 jan	12 dec	22	21	22 may	16 apr	39	38	18 sep	13 aug
5	4	24 jan	19 dec	23	22	29 may	23 apr	40	39	25 sep	20 aug
6	5	31 jan	27 dec	24	23	5 jun	30 apr	41	40	2 oct	27 aug
7	6	7 feb	2 jan	25	24	12 jun	7 may	42	41	9 oct	3 sep
8	7	14 feb	9 jan	26	25	19 jun	14 may	43	42	16 oct	10 sep
9	8	21 feb	16 jan	27	26	26 jun	21 may	44	43	23 oct	17 sep
10	9	28 feb	23 jan	28	27	3 jul	28 may	45	44	30 oct	24 sep
11	10	6 mar	30 jan	29	28	10 jul	4 jun	46	45	6 nov	1 oct
12	11	13 mar	6 feb	30	29	17 jul	11 jun	47	46	13 nov	8 oct
13	12	20 mar	13 feb	31	30	24 jul	18 jun	48	47	20 nov	15 oct
14	13	27 mar	20 feb	32	31	31 jul	25 jun	49	48	27 nov	22 oct
15	14	3 apr	27 feb	33	32	7 aug	2 jul	50	49	4 dec	29 oct
16/17	15	12 apr	5 mar	34	33	14 aug	9 jul	51	50	11 dec	5 nov
18	17	24 apr	19 mar	35	34	21 aug	16 jul	52	51	18 dec	12 nov
19	18	30 apr	26 mar	36	35	28 aug	23 jul				

PLEASE VISIT WWW.ALLER.SE/ANNONS FOR CURRENT DATES
 MATERIAL ADDRESS: [HTTP://IN.ALLER.SE/ANNONS](http://IN.ALLER.SE/ANNONS)

Subject to change