

MåBra

Har ni rätt balans mellan passion & vänskap? **Stort relationstest!**

NR 8 AUGUSTI 2011
PRIS 100 SEK
KÖP 45
K 7,90

MåBra
SPECIALTIDNINGEN FÖR KROPP & SJÄL

Lätta 6 kilo
med harmonimetoden

- Sötsuget försvinner
- Förbränningen ökar
- Stress och oro minskar

Lugn & stark med yoga-gång

Så slipper du ballongmage
✓ Maten ✓ Medien ✓ Knepen

från grillen

potatis

Hormonkontroll
0 till 100

Första mens **Mens-stopp**

SWEDEN'S BIGGEST SPECIAL MAGAZINE FOR BODY AND SOUL

MåBra wants to inspire, to surprise and to be like a vitamin-injection in your everyday life! We write about health & self-care, fun exercise, scrumptious and healthy food, relations and personal development. We also offer everyday luxuries in the shape of beauty, fashion, interior design and travels. With every issue there's a 16-page supplement with tasty and easily made recipes.

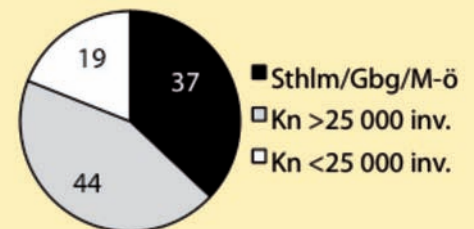


LISELOTTE STÅLBORG *editor-in-chief*

READERSHIP INFORMATION:

Circulation: 85 700 copies/issue
Readership total: 342 000 readers/issue
Spread: 81% women, 19% men
Average age: 49 years old
(73% 35-69 years old)
Average household income/year:
455 700 SEK

Orvesto 2011:1 & TS Full year 2010



ADVERTISING RATES

| Format | Size | Price (SEK) |
|---------------------------|--------------|-------------|
| Spread | | |
| 1/1 8-column | 402 x 265 mm | 99 500:- |
| 1/1 8-column, bleed | 420 x 282 mm | 99 500:- |
| Full page | | |
| 1/1 4-column | 190 x 265 mm | 53 000:- |
| 1/1 4-column, bleed | 210 x 282 mm | 53 000:- |
| Landscape 1/2-page | | |
| 1/2 4-column | 190 x 132 mm | 37 000:- |
| 1/2 4-column, bleed | 210 x 140 mm | 37 000:- |
| Portrait 1/2-page | | |
| 1/1 2-column | 95 x 265 mm | 37 000:- |
| 1/1 2-column, bleed | 105 x 282 mm | 37 000:- |
| Back cover | | |
| 1/1 4-column | 190 x 245 mm | 63 000:- |
| 1/1 4-column, bleed | 210 x 257 mm | 63 000:- |

+20 % specific placement

PUBLICATION AND-ARTWORK DATES 2012

| Issue | Publ. | Artwork |
|-------|--------|---------|
| 1 | 20 dec | 13 nov |
| 2 | 19 jan | 12 dec |
| 3 | 21 feb | 13 jan |
| 4 | 20 mar | 13 feb |
| 5 | 12 apr | 8 mar |
| 6 | 16 may | 10 apr |
| 7 | 19 jun | 10 may |
| 8 | 19 jul | 11 jun |
| 9 | 16 aug | 10 jul |
| 10 | 20 sep | 10 aug |
| 11 | 18 oct | 10 sep |
| 12 | 20 nov | 10 oct |

Subject to change

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