

MAT MAGASINET



Bröd att njuta av



TRUE FOOD JOY

MatMagasinet turns to the regular consumer that appreciates the good in life. The one who makes the extra effort, as well as spends a bit more money, to add that special touch to the weekend. But it's the same woman that spends almost an hour every day to make the weekday food – we offer 100 useful and delicious recipes every month!

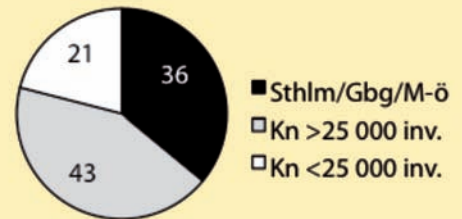


ULLA COCKE editor-in-chief

READERSHIP INFORMATION:

Circulation: 62 500 copies/issue
 Readership total: 140 000 readers/issue
 Spread: 72% women, 28% men
 Average age: 49 years old
 (63% 25-59 years old)
 Average household income/year:
 466 100 SEK

Orvsto 2011:1 & TS Full year 2010



ADVERTISING RATE CARD

Format	Size	Price (SEK)
Spread		
1/1 8-column	402 x 265 mm	41 500:-
1/1 8-column, bleed	420 x 282 mm	41 500:-
Full page		
1/1 4-column	190 x 265 mm	25 000:-
1/1 4-column, bleed	210 x 282 mm	25 000:-
Landscape 1/2-page		
1/2 4-column	190 x 132 mm	20 000:-
1/2 4-column, bleed	210 x 140 mm	20 000:-
Portrait 1/2-page		
1/1 2-column	95 x 265 mm	20 000:-
1/1 2-column, bleed	105 x 282 mm	20 000:-
Back cover		
1/1 4-column	190 x 245 mm	29 000:-
1/1 4-column, bleed	210 x 257 mm	29 000:-

PUBLICATION- AND ARTWORK DATES 2012

Issue	Publ.	Artwork
1	4 jan	25 nov
2	31 jan	19 dec
3	28 feb	18 jan
4	20 mar	13 feb
5	19 apr	12 mar
6	22 may	12 apr
7	10 jul	5 jun
8/9	7 aug	26 jun
10	25 sep	13 aug
11	30 oct	21 sep
12	27 nov	18 oct

Subject to change

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