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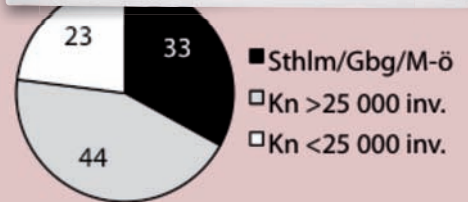


CARINA LÖFKVIST *editor-in-chief*

### READERSHIP INFORMATION

Circulation: 112 800 copies/issue  
 Readership total: 369 000 readers/issue  
 Spread: 73% women, 27% men  
 Average age: 43 years old  
 (62% 15-49 years old)  
 Average household income/year:  
 415 600 SEK

Orveto 2011:1 & T5 Full year 2010



### ADVERTISING RATE CARD

| Format                    | Size         | Price (SEK) |
|---------------------------|--------------|-------------|
| <b>Spread</b>             |              |             |
| 1/1 8-column              | 402 x 265 mm | 69 500:-    |
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+10 % specific placement

### PUBLICATION- AND ARTWORK DATES 2012

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

Subject to change

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