

SVENSK DAM TIDNING

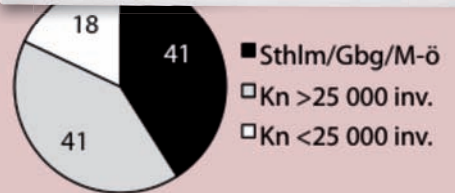


THE ROYAL WEEKLY MAGAZINE

Svensk Damtidning is not only the market leading weekly royal magazine, there's simply no equivalent within the Swedish weekly press! Articles about royals are the base and the heart of our magazine. We are the most informed and write our articles thereafter, we are the royal experts and we want our reader to see us as their well informed friend at the royal court. We endorse frivolity and glamour – Svensk Damtidning represents everything that gives life its silver lining.



KARIN LENMÖR *editor-in-chief*



READERSHIP INFORMATION

Circulation: 149 600 copies/issue
 Readership total: 371 000 readers/issue
 Spread: 84% women, 16% men
 Average age: 53 years old
 (83% 35-79 years old)
 Average household income/year:
 415 800 SEK

Orvesto 2011:1 & TS Full year 2010

ADVERTISING RATE CARD

Format	Size	Price (SEK)
Spread		
1/1 8-column	402 x 265 mm	70 000:-
1/1 8-column, bleed	420 x 282 mm	70 000:-
Full page		
1/1 4-column	190 x 265 mm	35 500:-
1/1 4-column, bleed	210 x 282 mm	35 500:-
Landscape 1/2-page		
1/2 4-column	190 x 132 mm	25 000:-
1/2 4-column, bleed	210 x 140 mm	25 000:-
Portrait 1/2-page		
1/1 2-column	95 x 265 mm	25 000:-
1/1 2-column, bleed	105 x 282 mm	25 000:-
Back cover		
1/1 4-column	190 x 245 mm	42 000:-
1/1 4-column, bleed	210 x 257 mm	42 000:-

+10 % specific placement

PUBLICATION- AND ARTWORK DATES 2012

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

Subject to change

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