

Affärsvärlden is Sweden's largest and most respected business magazine and one of the most important sources of economic analyses in Sweden. The primary target group of the magazine is top corporate executives, investors and analysts in financial markets and managers making financial and economic decisions. Affärsvärlden means "Business World" in Swedish and that is what we cover.

Affärsvärlden continues to strengthen its position on the Swedish market, having won numerous awards such as Best Business Magazine year 2008* (and 13 years running) and Magazine of the Year 2009**.

These days it is difficult to attract the full attention of top decision-makers but Affärsvärlden offers you the key by landing on their desks every Wednesday. Few magazines are studied in such detail and read for such a long period of time. When we write about companies, stock market and management issues the decision-makers are taking notes. They trust Affärsvärlden and they are very fond of the magazine.



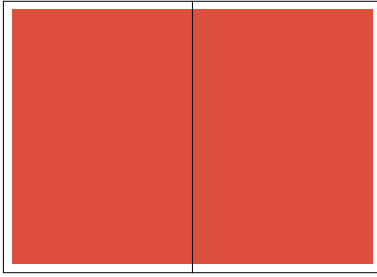
Circulation:	17.900 copies TS 2009
Readership	99.000 readers Orvesto consumer 2009 full year
	54.000 readers Orvesto business 2009
Frequency:	Wednesdays, 38 issues/year
Average reading time	Approx 45 min, ANROP 2009
Format	205x275 mm
Bleed	

Affärsvärlden average reader

Male, 45 years of age, employed by a private company in a larger city. He holds a high managerial position, drives a company car and earns on average more than 502.700 SEK annually (approx US \$ 73.000). He owns his own house or apartment, is married and has a family.

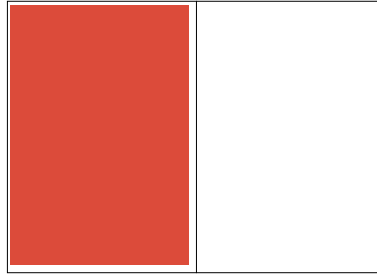
*Halvarsson & Halvarsson and Svensk Image conducted a study in 2008 to determine the favourite business media amongst Sweden's stock analysts and corporate executives. ** Affärsvärlden was honoured Magazine of the Year and New Media of the Year 2009 by Sveriges Tidskrifter, The Swedish media trade association.

Advertising rates 2010



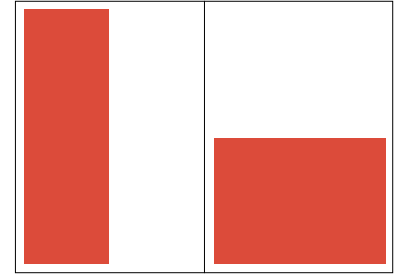
Double page spread

4-colour	62 500:-
Page 2-3	75 200:-
Type area	384x250 mm
Bleed*	410x275 mm



1/1 page

4-colour	34 400:-
Cover 4	42 200:-
Cover 3	39 500:-
Type area	182x250 mm
Bleed*	205x275 mm
NB! Bleed Cover 4*	205x255 mm



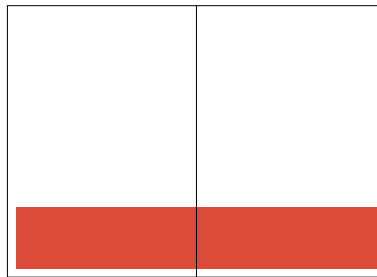
1/2 page

4-colour	24 300:-
Vertical	89x250 mm
Bleed	102x275 mm
Horizontal	182x122 mm
Bleed*	205x136 mm



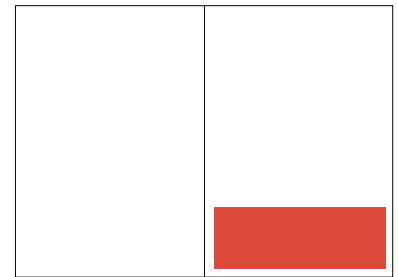
1/2 Double page spread

4-colour	48 800:-
Type area	384x122 mm
Bleed*	410x136 mm



1/4 Double page spread

4-colour	33 800:-
Type area	384x61 mm
Bleed*	410x75 mm



1/4 Page

4-colour	16 800:-
Type area	182x61 mm
Bleed*	205x75 mm



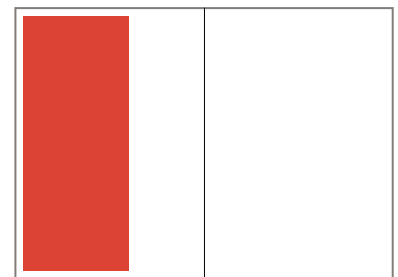
Citat page

4-colour	19 300:-
Type area	182x61 mm
Bleed*	205x75 mm



1/3 page

4-colour	20 600:-
Type area	57x250 mm
Bleed*	70x275 mm



2/3 page

4-colour	29 200:-
Type area	120x250 mm
Bleed*	133x275 mm

Inserts

FORMAT

Loose insert	Max format 200x270 mm. Minimum format 105x148 mm.
Bound insert	Max format 205x275 mm. 23 mm cutting space on the top and 10 mm on the bottom. Minimum format 105x148 mm. 23 mm cutting space on the top and 10 mm on the bottom.

* +3 mm on all sides

Special position + 15% surcharge

For more information/quotation, please contact your sales representative.

Publishing schedule 2010

Month	Week	Published	Copy	Special
Jan	1-3	20 Jan	8 Jan	
	4	27 Jan	16 Jan	
Feb	5	3 Feb	22 Jan	
	6	10 Feb	29 Jan	
	7	17 Feb	5 Feb	
	8	24 Feb	12 Feb	
Mar	9	3 Mar	19 Feb	Business law/Career
	10	10 Mar	26 Feb	Real Estate
	11	17 Mar	5 Mar	
	12	24 Mar	12 Mar	Business law
	13-14	31 Mar	19 Mar	
April	15	14 Apr	2 Apr	
	16	21 Apr	9 Apr	
	17	28 Apr	16 Apr	
May	18	5 May	23 Apr	
	19	12 May	30 Apr	
	20	19 May	7 May	
	21	26 May	14 May	
June	22	2 June	21 May	
	23	9 June	28 May	
	24-32	16 June	4 June	
Aug	33-34	25 Aug	13 Aug	
Sept	35	1 Sep	20 Aug	
	36	8 Sep	27 Aug	Bank of the year
	37	15 Sep	3 Sep	Real Estate
	38	22 Sep	10 Sep	
	39	29 Sep	17 Sep	
Oct	40	6 Oct	24 Sep	
	41	13 Oct	1 Oct	
	42	20 Oct	8 Oct	
	43	27 Oct	15 Oct	Business Law
Nov	44	3 Nov	22 Oct	
	45	10 Nov	29 Oct	
	46	17 Nov	5 Nov	Business Law/Career
	47	24 Nov	12 Nov	
Dec	48	1 Dec	19 Nov	
	49	8 Dec	26 Nov	
	50	15 Dec	3 Dec	

Information

Printing process

Web offset, heatset
Cover: 150g Silverblade coated
Inside: 65g wood-fibre coated

Cancellation

Not later than three weeks before publication date, in writing

Digital material

Please deliver on our web site:
www.annons.talentum.se.
If you have any questions - please do not hesitate to contact us on tel +46-8-796 64 90.

CD and zip delivery

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