



ADVERTISING RATES 2017

DIGITAL MAGAZINE AD FORMAT AND PRICING

1/1 page	15 900 SEK	B 185x265 mm H Full page bleed 210x297 mm + 3 mm trim Page 2, full page
	17 400 SEK	
1/2 page	8 400 SEK	horizontal B 185x130 mm H vertical B 90x265 mm H
1/4 page	4 500 SEK	vertical B 90x130 mm H horizontal B 185x65 mm H
1/8 page	2 600 SEK	1/8-page B 90x65 mm H

Discount

4 times 20 %

2 times 10%

VAT & advertisement tax will not be added. Prices refer to pre-made material.

SVENSKAR I VÄRLDEN



MAX MARTIN – årets svensk i världen 2015

PUBLISHING SCHEDULE	EDITION	PUB. DATES	BOOKING DATE	MATERIALS DUE	DEADLINE
	1	WEEK 08 (20-24/2)	February 3	February 10	Feb. 3
	2	WEEK 22 (29/5-2/6)	May 8	May 15	May 8
	3	WEEK 39 (25-29/9)	September 4	September 11	Sept. 4
	4	WEEK 50 (11-15/12)	November 20	November 27	Nov. 20

All ads are clickable and links to the advertiser's web page.

MATERIAL: PDF 300 dpi high resolution.

MATERIAL ADDRESS UH Marketing AB, Sågvägen 19, 184 40 Åkersberga, SWEDEN
Phone: +46(0)8 732 4850, E-mail: urban@uhmarketing.se

PUBLISHER: Svenskar i Världen/Swedes Worldwide
SPREAD: Members, Swedish clubs and societies abroad, employees at Swedish companies abroad
Business Sweden, Swedish embassies, Swedish government departments, members of congress, Swedish schools abroad, (SKUT) Swedish Church abroad and the organization SWEA.

EDITION SIZE: Mailed to 70 000 addresses

WEB BANNERS AND PRICING

BANNER	SIZE	PRICE		
Header	980x120 px	15 000 SEK/month	35.000 SEK/half year	60 000 SEK/full year
Main bottom/sidebar	250x240 px	7 700 SEK/month	20.000 SEK/half year	35 000 SEK/full year
Main top/sidebar	250x120 px	5 000 SEK/month	15.000 SEK/half year	25 000 SEK/full year

All banners are clickable and links to the advertiser's web page. Formats for web page ads: jpg, tif, png, gif, flash.

PACKAGE DEAL DIGITAL MAGAZINE + WEB PAGE

Large	4 full pages + full year header	89 000 SEK
Medium	4 half pages + full year main bottom/sidebar	45 000 SEK
Small	4 quarter pages + full year main top/sidebar	29 000 SEK

Newsletter

250 x 240 px	7 700 SEK
250 x 120 px	5 500 SEK