

**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 2011\* (and 15 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.



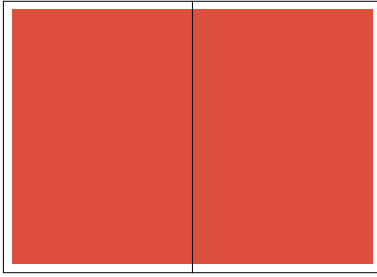
<b>Circulation:</b>	<b>17.300 copies</b> TS 2010
<b>Readership</b>	<b>100.000 readers</b> Orvesto consumer 2011 half year
	<b>49.000 readers</b> Orvesto business 2010
<b>Frequency:</b>	<b>Wednesdays,</b> <b>39 issues/year</b>
<b>Average reading time</b>	<b>Approx 45 min,</b> ANROP 2009
<b>Format</b>	<b>205x275 mm</b>
<b>Bleed</b>	

#### **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.

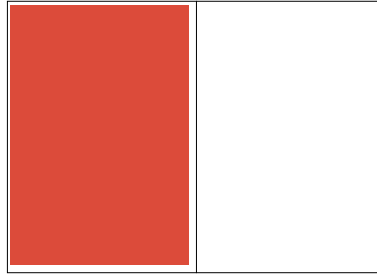
\*Halvarsson & Halvarsson and Svensk Image conducted a study in 2011 to determine the favourite business media amongst Sweden's stock analysts and corporate executives. \*\* Affärsvärlden was honoured Magazine of the Year and New Media of the Year 2009 by Sveriges Tidskrifter, The Swedish media trade association.

## Advertising rates 2012



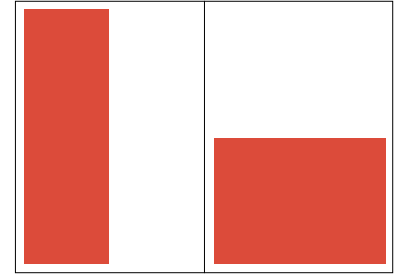
### Double page spread

4-colour	77 000:-
Page 2-3	90 200:-
Type area	384x250 mm
Bleed*	410x275 mm



### 1/1 page

4-colour	42 800:-
Cover 4	53 200:-
Cover 3	48 900:-
Type area	182x250 mm
Bleed*	205x275 mm
<b>NB!</b> Bleed Cover 4*	205x255 mm



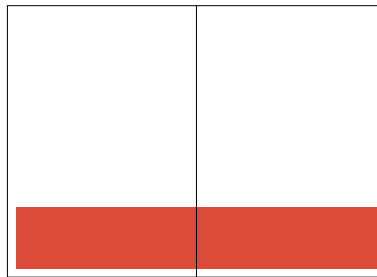
### 1/2 page

4-colour	30 200:-
Vertical	89x250 mm
Bleed	102x275 mm
Horizontal	182x122 mm
Bleed*	205x136 mm



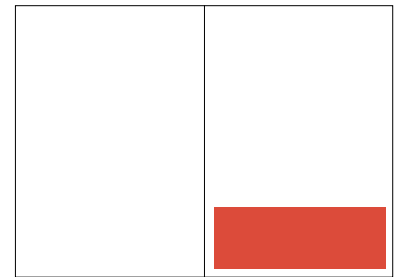
### 1/2 Double page spread

4-colour	58 500:-
Type area	384x122 mm
Bleed*	410x136 mm



### 1/4 Double page spread

4-colour	40 500:-
Type area	384x61 mm
Bleed*	410x75 mm



### 1/4 Page

4-colour	20 000:-
Type area	182x61 mm
Bleed*	205x75 mm



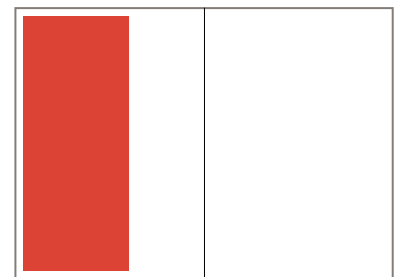
### Citat page

4--colour	20 000:-
Type area	182x61 mm
Bleed*	205x75 mm



### 1/3 page

4--colour	25 600:-
Type area	57x250 mm
Bleed*	70x275 mm



### 2/3 page

4--colour	35 000:-
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.

