

Advertising in Brandposten

Edition

Published twice per year with an edition of 6 000 copies (Swedish edition) and 1 500 copies (English edition).

Discounts

10 % discount if advertisement is present in 2 consecutive editions.

Advertisement

Material should be sent digitally in one of the following formats:

- Adobe Acrobat (use "Press"-setting),
- Adobe Illustrator
- EPS-file

Included pictures should be 300 dpi, CMYK. Fonts in an EPS-file should be converted to outlines. Enclose an approved colour print.

Miscellaneous

The prices in the Swedish edition include advertisement tax (8 %). The prices are only valid for printer ready material.

Booking of advertisements



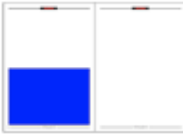



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Material delivery

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Next issues

| | Deadline for booking advertisements | Advertisement latest at SP | Estimated printing date |
|---------------|-------------------------------------|----------------------------|-------------------------|
| No 45 Swedish | Nov 8 | Nov 21 | Dec 1 |
| No 45 English | Dec 22 | Jan 16 | Feb 1 |
| No 46 Swedish | May 7 | May 21 | June 5 |
| No 46 English | June 18 | Aug 13 | Sept 3 |

| Formate | Text-face | Edition | 4-colour (Euro) |
|-------------------------------------------------------------------------------------------------|--------------|-----------------------|-------------------------|
| Spread  | 396 x 267 mm | swe+eng swe eng | 2.650 2.120 1.330 |
| 1/1-page  | 186 x 267 mm | swe+eng swe eng | 1.750 1.400 880 |
| 1/2-page  | 186 x 130 mm | swe+eng swe eng | 1.150 920 580 |
| 1/2-page  | 90 x 260 mm | swe+eng swe eng | 1.150 920 580 |
| 1/4-page  | 186 x 65 mm | swe+eng swe eng | 750 600 380 |
| 1/6-page  | 59 x 130 mm | swe+eng swe eng | 630 500 320 |