



Jon Åsberg
Chefredaktör



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 13years running) and Magazine of the Year 2004**.

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:	52.700 copies TS 2007
Readership	103.000 readers Orvesto consumer 2008:2
	62.000 readers Orvesto business 2008
Frequency:	Wednesdays, 38 issues/year
Average reading time	Approx 46 min, ANROP 2006
Format	205x275 mm
Bleed	

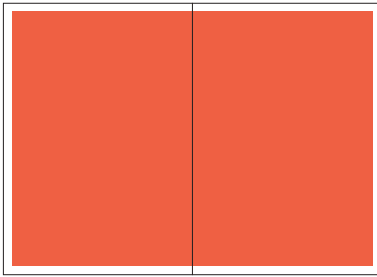
Affärsvärlden average reader

Male, 46 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 447.000 SEK annually (approx US \$ 63.000). 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 2004 by Sveriges Tidskrifter, The Swedish media trade association.

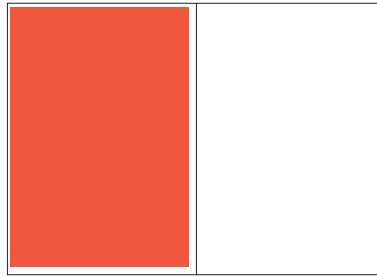


Advertising rates 2009



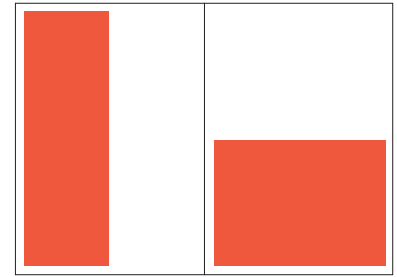
Double page spread

4-colour	71 700:-
Page 2-3	86 100:-
Type area	384x250 mm
Bleed*	410x275 mm



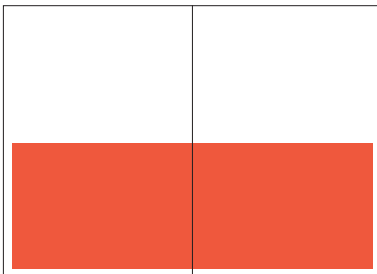
1/1 page

4-colour	39.500:-
Cover 4	48.500:-
Cover 3	45.400:-
Type area	182x250 mm
Bleed*	205x275 mm
NB! Bleed Cover 4*	205x255 mm



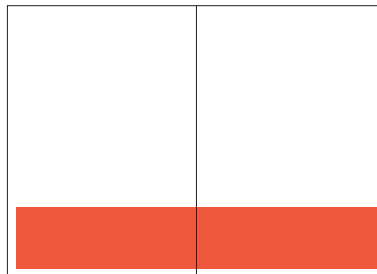
1/2 page

4-colour	27 900:-
Vertical	89x250 mm
Bleed	102x275 mm
Horizontal	182x122 mm
Bleed*	205x136 mm



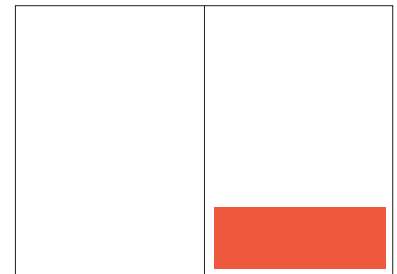
1/2 Double page spread

4-colour	55 800:-
Type area	384x122 mm
Bleed*	410x136 mm



1/4 Double page spread

4-colour	38 600:-
Type area	384x61 mm
Bleed*	410x75 mm



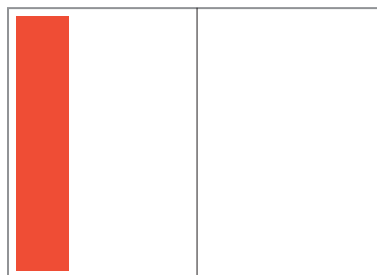
1/4 Page

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



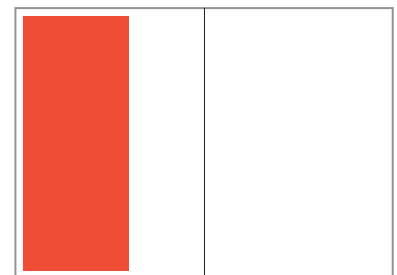
Citat page

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



1/3 page

4-colour	23 500:-
Type area	57x250 mm
Bleed*	70x275 mm



2/3 page

4-colour	33 500:-
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 2009

Month	Week	Published	Copy	Special
Jan	1-4	21 Jan	9 Jan	
	5	28 Jan	16 Jan	
Feb	6	4 Feb	23 Jan	
	7	11 Feb	30 Jan	
	8-9	18 Feb	6 Feb	
Mar	10	4 Mar	20 Feb	
	11	11 Mar	27 Feb	Real Estate
	12	18 Mar	6 Mar	
	13	23 Mar	13 Mar	Business law/Career
April	14	1 Apr	20 Mar	
	15-16	8 Apr	27 Mar	
	17	22 Apr	8 Apr	Business law
	18	29 Apr	17 Apr	Bank/Finance
May	19	6 May	24 Apr	
	20	13 May	29 Apr	
	21	20 May	8 May	
	22	27 May	15 May	Ranking
June	23	3 June	20 May	
	24	10 June	29 May	
	25-33	17 June	5 June	
Aug	34	19 Aug	7 Aug	
	35	26 Aug	14 Aug	
Sept	36	2 Sep	21 Aug	
	37	9 Sep	28 Aug	
	38	16 Sep	4 Sep	Real Estate
	39	23 Sep	11 Sep	
	40	30 Sep	18 Sep	
Oct	41	7 Oct	25 Sep	
	42	14 Oct	2 Oct	
	43	21 Oct	9 Oct	
	44	28 Oct	16 Oct	Business Law (9 Oct)
Nov	45	4 Nov	23 Oct	Årets ledare
	46	11 Nov	30 Oct	
	47	17 Nov	6 Nov	Business Law/Career
	48	25 Nov	13 Nov	
Dec	49	2 Dec	20 Nov	
	50	9 Dec	27 Nov	
	51	16 Dec	4 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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