

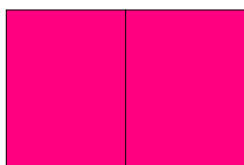
# ALLT OM BRÖLLOP

ALLTOMBROLLOP.COM

Magazine + Website + Wedding Shows

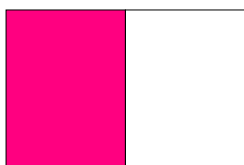


## Advertising Rates 2012 THE MAGAZINE



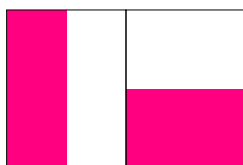
DOUBLE SPREAD  
(width x height)

Price*	55 900 kr
Bleed	450 x 297 mm



FULLPAGE  
Back cover (width x height)

Price*	39 900 kr
Utfallande	225 x 275 mm



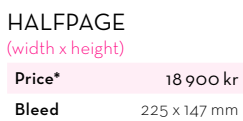
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standing (width x height)

Price*	18 900 kr
Bleed	111 x 297 mm



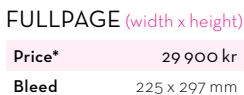
FULLPAGE  
Inside covers (width x height)

Price*	36 800 kr
Bleed	225 x 297 mm



HALFPAGE  
(width x height)

Price*	18 900 kr
Bleed	225 x 147 mm



FULLPAGE (width x height)

Price*	29 900 kr
Bleed	225 x 297 mm

\*All prices excl. VAT

## 2012 EDITORIAL CALENDAR

ALLT OM BRÖLLOP

ISSUE	DEADLINE	RELEASE DATE
Nr 1/2012	2011-12-06	2012-01-31
Nr 2/2012	2012-03-20	2012-05-08
Nr 3/2012	2012-06-19	2012-09-11
Nr4/2012	2012-10-16	2012-11-27

ALLT OM BRÖLLOP SPECIAL

ISSUE	DEADLINE	RELEASE DATE
Nr 1/2012	2011-12-13	2012-02-14
Nr 2/2012	2012-03-13	2012-04-17
Nr 3/2012	2012-06-05	2012-08-14
Nr4/2012	2012-09-18	2012-10-23

## TECHNICAL AD SPECIFICATIONS

**Production process:** Web offset. Cover: sheet offset.

**Raster density:** 133 lines per inch, 54 lines per cm.

**Colors:** CMYK.

**Bleed:** + 5 mm all around.

**Prices:** Including advertising tax. Excluding VAT.

**Readership:** 30 000 readers. (Orvesto 2010:2)

**Publications:** Four + four issues per Year.

**Inserts:** Glue-On, Samples on Quotation. Other Supplements and formats, please contact Allt Om Bröllop for more information.

**Acceptable file formats:** PDF, X-ads- or Postscript-EPS.

Send us identical color proofs.

**Settings:** ICC-profile and job option, contact traffic.

**More information:** [www.alltombrollop.com](http://www.alltombrollop.com)

## CONTACTS

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[www.alltombrollop.com](http://www.alltombrollop.com)

**MATERIAL ADDRESS:**

**FTP server:** ftp.ipg-sweden.com

**Username:** aob **Password:** annons

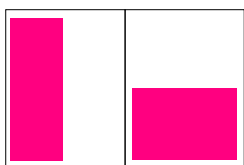
**Mail:** [annons@alltombrollop.com](mailto:annons@alltombrollop.com)

**TRAFFIC:**

**Phone:** +46-8-555 911 63.

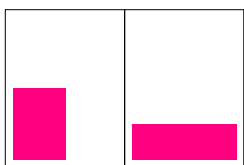
**Mail:** [traffic@alltombrollop.com](mailto:traffic@alltombrollop.com)

## Advertising Rates 2012 CLASSIFIED



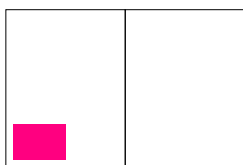
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standing (width x height)

Price*	18 900 kr
Format	97 x 267 mm



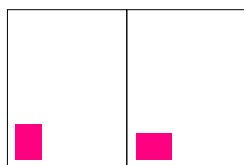
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standing (width x height)

Price*	11 900 kr
Format	97 x 132 mm



1/8 PAGE  
(width x height)

Price*	6 900 kr
Format	97 x 65 mm



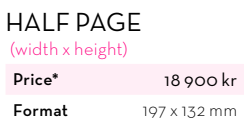
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standing (width x height)

Price*	3 600 kr
Format	47 x 65 mm



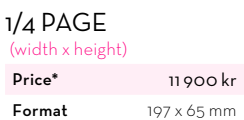
1/32 PAGE  
(width x height)

Price*	1 900 kr
Format	47 x 31 mm



HALF PAGE  
(width x height)

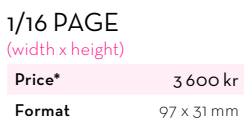
Price*	18 900 kr
Format	197 x 132 mm



1/4 PAGE  
(width x height)

Price*	11 900 kr
Format	197 x 65 mm

Only  
Type-Area-  
format in the  
Market  
section!



1/16 PAGE  
(width x height)

Price*	3 600 kr
Format	97 x 31 mm

\*All prices excl. VAT

INDEPENDENT  
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Allt om Bröllop är en del av IPG som ger ut: Allt om Bröllop - Special, Disajn, Konstvärlden, Konstguiden, Escape 360° och Romantic Escape.

