



5,500 copies

Publ. date 15/11 & Mat. deadline 9/10

Service life of more than one year!

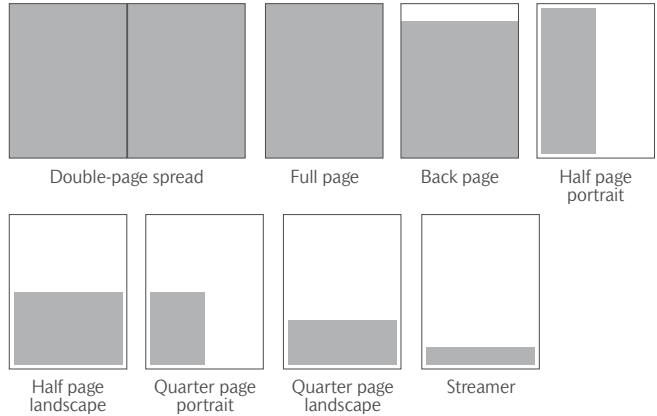
Byrånumret

REACH THE MAJOR ADVERTISERS

THANKS TO A UNIQUE PARTNERSHIP with the Association of Swedish Advertisers, Byrånumret reaches the companies that account for half of the country's investment in marketing communication and other major advertisement buyers.

Many of the advertisers testify to the same fact. With an advertisement in Byrånumret, you reach new customers and remind old customers about your company and your products/services. What's more, Byrånumret is on hand for a whole year. It's filled with traditional and unusual advertising solutions.

Advertisement format and prices



Advertising	Format type area	Format bleed	Price
Double-page spread	418 x 255 mm	460 x 297 mm	56.000:-
Full page	187 x 255 mm	230 x 297 mm	34.500:-
Back page		230 x 267 mm	43.000:-
Half page portrait	91 x 255 mm		19.900:-
Half page landscape	187 x 125 mm		19.900:-
Quarter page portrait	91 x 125 mm		11.600:-
Quarter page landscape	187 x 60 mm		11.600:-
Streamer	187 x 30 mm		9.000:-

INSERT RATES

Loose or fixed inserts	< 50 g	SEK 3.50/each
	> 50 g	please ask for a quote
Samples	please ask for a quote	
Logo next to company description: SEK 1695 including Byrånumret		
Max. format 226 x 287 mm. Min. format 90 x 90 mm.		

Advertising material

We can only accept material in the form of digital files. For technical information or to submit material, please go to www.formapg.se/material. If you have questions about material, please contact Ronnie Öberg on +46 (0)21-475 77 59 or Kristina Lindström on +46 (0)21-475 76 96.

OTHER QUESTIONS

Contact the Advertising Manager for Market, Anna-Mari Klaatvuniemi, on +46 (0)8-728 23 51 or anna-mari.klaatvuniemi@formapg.se

PREFERRED POSITION

All rates include advertising tax, but do not include VAT. Preferred position: add 10%.

ORDER INSTRUCTIONS

Advertisements can be moved or cancelled if the magazine is notified of this no later than two months before the publication date. The publisher's liability for any errors in advertisements shall not exceed the amount paid for the advertisement. The publisher shall not be liable for any consequential damage of any kind if for some reason the magazine does not publish an advertisement or the advertisement is published incorrectly.

MIXIT

FORMA MAGAZINE'S PORTFOLIO of channels gives advertisers like you self the means of achieving the maximum possible effect from your campaign. What's important to you? A consistent presence in the target group, maximising the pressure, or combining B2B with consumers to ensure that your products reach the shelves and the consumers? You can amplify and extend your message using a print, online and newsletter combination. Or you want to get in touch personally with the target group.

The opportunities are endless...



We follow up

TO GET MAXIMUM RETURNS from your investment, we recommend you follow up your marketing efforts. RAM is a cost-effective tool for obtaining answers to key questions that communicate identification, messages, design and ability to create an image and drive sales.

We'd be delighted to tell you more!

Example...

”This strategy has had an amazing impact on our sales. Sales among Swedes increased by 146% in 2010 and, today, Swedes account for over SEK 22 million in online revenues alone.”

Henrik Høgstrup at Lalandia.

Grocery stores and supermarkets, all pharmacies and consumers!

In conjunction with its launch of a new blister plaster for sale in supermarkets, Cederroth offered samples of the plaster in all issues of *Icanyheter* to create better distribution and awareness at store level. It advertised in *Hälsa* magazine to reach pharmacies, which are also key retailers, and to communicate with and increase awareness of the brand among consumers.

Find out more at www.formaeffekt.se



Weekendpaket XL för hela familjen i Lalandia® i Røddby, Danmark

Ta med familjen till Lalandia med ett lästertert vattenland inomhus! Här finns ramarna för en lyckad semester för alla - oavsett väder och vind. Njut av det tropiska klimatet i Aquadome, utöva din älskingsport, eller lek och slappna av med familjen. Kom ihåg passert och ta en shoppingtur till Tyskland. Torsdag-söndag i Comfort 4 semesterhus för 4 personer i perioderna 6/5-8/5, 20/5-27/5, 19/6-17/6, 28/10-31/10, 11/11-28/11 2010. Dessutom ingår entré till Aquadome, Monkey Tonky lekland, barnunderhållning och slutstädning. Energiförbrukning tillkommer. Läs mer på www.lalandia.dk

8 st värda ca 4.044 kr/stuga
Lägg till bud 2.000 kr

Lalandia



Weekendpaket XL för hela familjen i Lalandia® i Billund, Danmark

Ta med familjen till Lalandia® med Skandinavien största vattenland inomhus! Här finns allt för en lyckad semester - oavsett väder. Njut av tropiskt klimat i Aquadome™, lek och slappna av med familjen. LEGOLAND® ligger på gångavstånd. Torsdag-söndag i Classic 4 semesterhus för 4 personer under perioderna 8/4-9/5, 20/5-20/6, 19/6-17/10, 28/10-12/12 2010. Dessutom ingår entré till Aquadome, Monkey Tonky lekland, barnunderhållning och slutstädning. Energiförbrukning tillkommer. Läs mer på www.lalandia.dk

8 st värda 5.353 kr/stuga
Lägg till bud 2.700 kr

Lalandia



”We are seeing an 85% increase in volume compared to the "old" product and over the same period last year.”

Jens Eriksson, Category Analyst at Cederroth.

Products for advertising space

A unique advertising solution! The auctions offer advertisers numerous advantages. Lalandia has definitely discovered the benefits of this and uses the auctions as part of its marketing activities and as a creative means of financing.

This is how the auctions work:

1. Advertising space is exchanged for products.
2. The auctions' ads and newsletters give the advertiser multiple exposures.
3. A unique sales channel.
4. Generates a sense of involvement and desire to spend among readers and website visitors.

Find out more at www.formaeffekt.se

B



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Scan the code and
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in PDF format.



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In August 2012, the Stockholm and Västerås offices will be moving to new premises at Birger Jarlsgatan 61.