

STOPPA SNUVAN! Bästa tipsen för ditt immunförsvar

**HÄLSA**

Nr 11  
November 2011  
Pris 43 kr  
(inkl moms)

för kropp och själ i balans

**FRISK AV GLUTEN-DETOX**

Äntligen fri från magknip  
14 alternativ till mjöl

Test!  
Bästa halkskydden i vinter

Ulrika Davidsson:  
"Jag var med i vikt-  
väktarna 13 gånger"

**3 DIETER**  
Vilken passar dig?

**Så styr generna din vikt**

Motverka dina fetmagener med rätt livsstil  
Anna: Jag gick ner 7 kilo med mat som passar min kropp

36 NDK Nov 5,90 EUR

11  
9 780000 000000

TRÄNA DIG STARK

STARK MAGE & RYGG  
Köp vår nya dvd!

HÖSTENS HETASTE BJUDMAT



**48,100 copies** TS full-year statistics 2010

**239,000 readers** Orvesto Konsument full-year statistics 2010

**Published 12 times a year**



# Hälsa

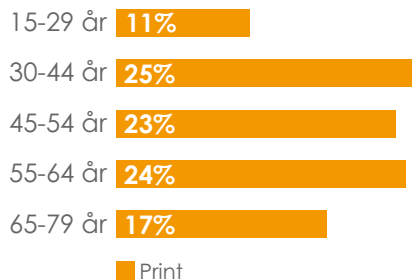
## HELPING YOU TO A BETTER LIFE

**THE MAGAZINE THAT ADDRESSES THE NEEDS OF ALL THOSE IN PURSUIT OF THE LATEST TRENDS** in self-care and well-being, especially women between the ages of 30 and 50. Hälsa's lively and credible style keeps readers informed about developments in health and well-being!

Hälsa magazine is Sweden's best-established health publication and more relevant than ever. In 2012, it will be relaunched with a slightly broader, up-tempo style yet still with depth of insight. The new-look Hälsa will be focusing more on healthy foods, natural health, exercise and everyday psychology. It will stand for vegetarian and organic choices and also be introducing fish recipes with an organic ingredient base.

Hälsa is the only magazine whose readership spans consumers, health food stores and pharmacies. Unique and highly effective!

### Hälsa's readers in different age groups



Source: Orvesto Konsument full-year statistics 2010.

### A readership composed of active consumers who spend

- Almost **SEK 370 million** on health foods and weight-loss products each year.  
*8% of the total amount.*
- Almost **SEK 690 million** on cosmetics and hair-care products each year.  
*5% of the total amount.*
- Almost **SEK 3 billion** on travel each year.  
*4% of the total amount.*
- Almost **SEK 1.8 billion** on clothes each year.  
*4% of the total amount.*
- Over **SEK 360 million** on sports equipment each year.  
*4% of the total amount.*

And much more...

*Orvesto Konsument full-year statistics 2010.*



### FROM THUMB CUT TO TOP-OF-MIND

When planning the launch of its new Eucerin-Face skincare range, which is only available from pharmacies, Beiersdorf decided to tap into the potential presented by Hälsa magazine with its unique distribution to consumers, health food stores and self-care managers at pharmacies. A thumb cut led straight to the double-page spread "Pharmacy news" in the copies circulated to pharmacy staff.

To find out more about this and other excellent examples, visit [www.formaeffekt.se](http://www.formaeffekt.se)

HÄLSA EDITORIAL CALENDAR 2012				
ISSUE 2012	MONTH	WEEK	PUBL. DATE	MATERIAL
1	December	52	28/12-11	30/11-11
2	January	3	19/01	20/12-11
3	February	8	23/02	25/01
4	March	12	22/03	22/02
5	April	16	19/04	21/03
6	May	20	16/05	17/04
7	June	25	20/06	22/05
8	July	29	19/07	20/06
9	August	34	23/08	25/07
10	September	38	20/09	22/08
11	October	42	18/10	19/09
12	November	47	22/11	24/10
1/2013	December	52	28/12	26/11

See the current topics at [www.formapg.se/temahalsa](http://www.formapg.se/temahalsa)

**ADDITIONAL BONUS FOR YOU, THE ADVERTISER**  
 Throughout the year, Hälsa magazine will be offering extra activities to bring thousands of additional readers to advertisers like yourself. Issues 4 and 10 will be published with an extra circulation of 55,000 copies! It will therefore cost slightly more to advertise in these.

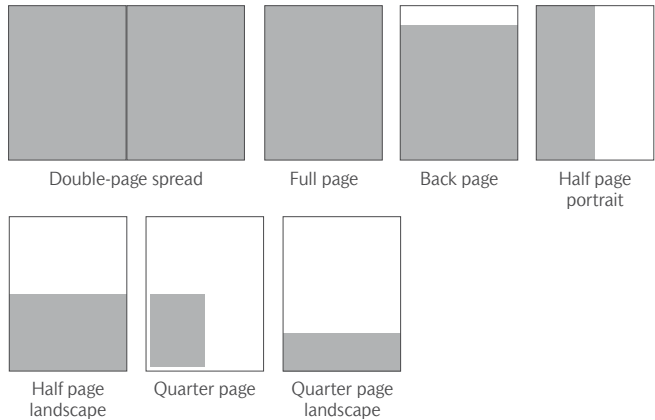
**ISSUE 1 2012 & ISSUE 1 2013 SINGLE COPY CAMPAIGN**  
 The magazine is sold for half the price, which **triples single copy circulation** + 30,000 copies.

**ISSUE 4 & 10 BUMPER ISSUE**  
 Handed out to interested customers **in health food stores** + 55,000 copies.

**ISSUE 11 TRADE FAIR VISITORS**  
 Handed out to visitors at the **Health, Wellness, Fitness expo in Stockholm** + 15,000 copies.



## Advertisement format and prices



Advertising	Format bleed	Price	Price issues 4 & 10
Double-page spread	430 x 280 mm	73.000:-	99.000:-
Full page	215 x 280 mm	39.000:-	49.000:-
Covers 2 and 3	215 x 280 mm	45.500:-	63.700:-
Back page	215 x 250 mm	50.500:-	70.700:-
Half page portrait	105 x 280 mm	27.000:-	37.800:-
Half page landscape	215 x 137 mm	27.000:-	37.800:-
Quarter page (type area)	94 x 124 mm	17.500:-	24.500:-
Quarter page landscape	215 x 75 mm	18.500:-	25.900:-

### INSERTS

Tests show that the response rate generated by an insert in a magazine is up to ten times higher than that of unaddressed direct advertising. Furthermore, for a very low cost per contact, your insert can reach a target audience with great spending power and be virtually whatever shape and size you want. There are lots of reliable options:

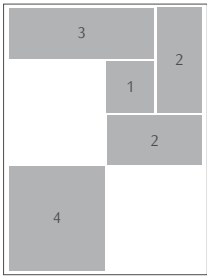
- **Fixed inserts** – stapled or glued onto adverts and as samples.
- **Loose inserts** – max. format 195 x 260 mm, min. 105 x 148 mm.
- **Selected inserts** – annual subscribers, postcodes, age.
- **Polybagging** – polybagged inserts with promotional mail for e.g. retailers.
- **Co-produced inserts** – 4-32 pages, high-res PDFs 215 x 280 mm.

### INSERT RATES

Weight in grams	Full circulation SEK/each	Zoned circulation SEK/each
< 20	1:05	1:30
21-35	1:15	1:40
36-49	1:30	1:55
> 50		please ask for a quote
Co-produced inserts		please ask for a quote
Tip-in inserts/special solutions		please ask for a quote

For details about material deadlines and technical information, please see [www.formapg.se/annons](http://www.formapg.se/annons)

If you would like further information about inserts, please contact Hans Dahlberg, Supplements Coordinator on +46 (0)70-529 42 27 or via e-mail: [hans.dahlberg@formapg.se](mailto:hans.dahlberg@formapg.se)



Format/modules

### CLASSIFIED ADVERTISING

Advertise on our classified ads pages. A simple yet effective way to reach readers. Simply add more portrait or landscape modules (max. 6 modules).

#### Price/module SEK 2800

1 module	47 x 53 mm
2 modules	97 x 53 mm
3 modules	147 x 53 mm
4 modules	97 x 108.5 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](http://www.formapg.se/material). If you have questions about material, contact Ronnie Öberg on +46 (0)21-475 77 59 or Kristina Lindström on +46 (0)21-475 76 96.

### ADVERTISING MATERIAL CLASSIFIED ADS

Print-ready PDF files should be sent to [eftertext.material@formapg.se](mailto:eftertext.material@formapg.se). Material not supplied as print-ready PDF files must be received five days before the specified material deadline. If you have questions about material, call +46 (0)8-555 779 52, (0)8-555 779 59 or send an e-mail to [eftertext.material@formapg.se](mailto:eftertext.material@formapg.se)

### OTHER QUESTIONS

Contact Tina Golub, Advertising Manager for Hälsa on +46 (0)8-728 23 56 or [tina.golub@formapg.se](mailto:tina.golub@formapg.se)

### PREFERRED POSITION

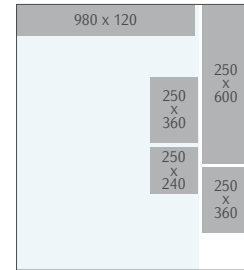
All rates include advertising tax, but do not include VAT. Preferred position: add 10%

### 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.

## Web advertising

halsa.se has comprehensive, in-depth content. It can extend your message and bring visitors into direct contact with your brand, product, services and website. Increase your exposure further with Hälsa's fortnightly newsletter. You can find current traffic figures at <http://kiaindex.net/>



Format

Format (pixels)	CPM Price	Fixed weekly price
250 x 240	100:-	4.000:-
250 x 360	120:-	5.000:-
980 x 120	150:-	5.500:-
250 x 600	150:-	5.500:-
Take Over	600:-	
Newsletter, 250 x 240		4.000:-
Newsletter, 250 x 360		5.000:-

CPM = Cost per Mille

Web prices may be adjusted in 2012. Please contact Sanna Wijkström on +46 (0)8-728 23 02 or [sanna.wijkstrom@formapg.se](mailto:sanna.wijkstrom@formapg.se) for other advertising solutions and current price information.



# 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 Högstrup 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](http://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](http://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 Skandinavias 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](http://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](http://www.formaeffekt.se)

# B



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