

# Hus & Hem Trädgård

A NEW GARDENING MAGAZINE for everyone who has a garden to care for. Big or small! Giving inspiration, ideas and purchasing advice about all the latest products and plants. A great way to start living a greener life!



## Advertisement format and prices



Double-page spread

Full page

Back page



Half page

Advertising	Format bleed	Price
Double-page spread	430 x 280 mm	54.000:-
Full page	215 x 280 mm	29.000:-
Back page	215 x 250 mm	35.000:-
Half page	215 x 137 mm	17.000:-

## CLASSIFIED ADS

1/8 module 90 x 61 mm SEK 2700

Max. 4 modules

## INSERTS

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

40,000 copies distribution

Published 5 times a year

HUS & HEM GARDEN EDITORIAL CALENDAR 2012				
ISSUE 2012	MONTH	WEEK	PUBL. DATE	MATERIAL
1	February	9	28/02	01/02
2	April	14	03/04	06/03
3	May	20	14/05	17/04
4	July	27	03/07	05/06
5	October	43	23/10	26/09



# 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](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)

9 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.