



7,700 copies TS full-year statistics 2010
11,000 readers Orvesto Näringsliv 2011
Published 22 times a year



Market

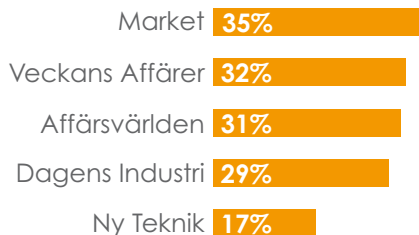
ALL THERE IS TO KNOW ABOUT THE RETAIL INDUSTRY

MARKET IS FAR MORE THAN JUST A LEADING TRADE MAGAZINE for the retail industry. Market is also a site with news and invaluable facts, sector-specific events and a host of special publications.

Market's products give you everything you need for a successful business. The trade publication "Market" is published every other Wednesday. Market watches, analyses and reveals what makes the difference between success and disaster to head offices, chains, store managers, suppliers and others who are interested in the retail trade

Market is the route to the decision-makers and wallets of the retail industry.

Percentage of readers who are part of corporate management



Source: Orvesto Näringsliv 2011.

More about its readers

- 45% have managerial positions
- 40% are responsible for sales/marketing
- 35% are part of corporate management

Orvesto Näringsliv 2011.

”Market watches, analyses and reveals what makes the difference between success and disaster to all those interested in the retail trade.”



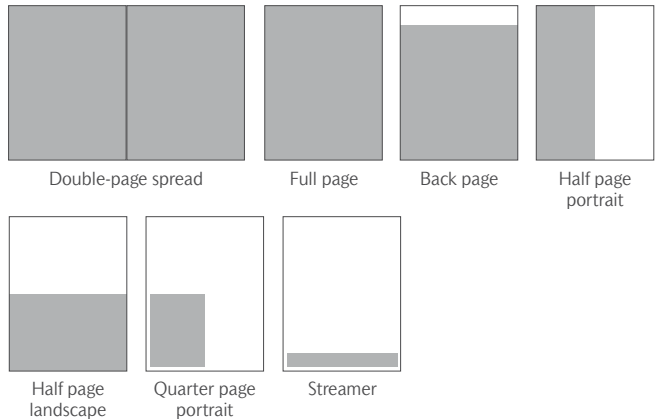
SPONTANEOUS ACTION PLAN

The Plahn is a young, hungry action/retail agency whose business concept is to continuously hit upon unconventional ways to convey a message from the sender to the recipient. This often involves purchase and sales-driven advertising as close to the point of sale as possible. To reach its own target audience, it decided to sponsor Market's seminar "The Market's Hottest Brand".

To find out more about this and other excellent examples, visit www.formaeffekt.se

MARKET EDITORIAL CALENDAR 2012				
ISSUE 2012	MONTH	WEEK	PUBL. DATE	MATERIAL
1-4	January	3	18/01	11/01
5-6	February	5	01/02	25/01
7-8		7	15/02	08/02
9-10		9	29/02	22/02
11-12	March	11	14/03	07/03
13-15		13	28/03	21/03
16-17	April	16	18/04	11/04
18-19	May	18	02/05	25/04
20-21		20	16/05	09/05
22-23		22	30/05	23/05
24-25	June	24	13/06	07/06
26-32		26	27/06	20/06
33-34	August	33	15/08	08/08
35-36		35	29/08	22/08
37-38	September	37	12/09	05/09
39-40		39	26/09	19/09
41-42	October	41	10/10	03/10
43-44		43	24/10	17/10
45-46	November	45	07/11	31/10
47-48		47	21/11	14/11
49-50	December	49	05/12	28/11
51-52		51	19/12	12/12

Advertisement format and prices



Advertising	Format type area	Format bleed	Price
Double-page spread		500 x 360 mm	54.900:-
Full page	226 x 334 mm	250 x 360 mm	33.900:-
Back page		250 x 330 mm	33.900:-
Half page portrait	98 x 334 mm	110 x 360 mm	26.900:-
Half page landscape	226 x 163 mm	250 x 177 mm	26.900:-
Quarter page	98 x 163 mm		15.900:-
Streamer 1st page	226 x 45 mm	250 x 59 mm	22.000:-
Streamer inside the magazine	226 x 45 mm	250 x 59 mm	16.500:-

INSERT RATES

Loose or fixed inserts	< 50 g	4.80 SEK/each
	> 50 g	please ask for a quote
Samples		please ask for a quote

Max. format 245 x 355 mm, min. format 148 x 210 mm.

If you would like further information about inserts, please contact the Supplements Coordinator Hans Dahlberg on +46 (0)8-728 23 11 or hans.dahlberg@formapg.se

JOB ADVERTISING

Market has a very explicit target group in the retail sector. You'll reach the right employees straightaway if you post a job vacancy ad in Market. Widen your audience by combining it with Icanyheter to reach the consumer non-durable sector too.

Rates

Situations vacant	SEK 14/column mm/magazine (2 columns = 47 mm, 4 columns = 98 mm, 6 columns = 149 mm, 9 columns = 226 mm)
Repeat discount	30% discount for the second insertion.
Joint advertising discount	25% discount when booking situations vacant advertisements in Market and Icanyheter concurrently.
Results guarantee	If you need to repeat the advertisement after two insertions, it will be inserted a third time free of charge.
Web advertising	Only in combination with situations vacant advertised in print. SEK 2000/week.



MARKETPLACE

Advertise under Marketplace to create a long-term presence with your target group.

Rates for 10 inserts

Module 1	45 x 80 mm	11.200:-
Module 2	90 x 40 mm	11.200:-
Module 3	90 x 80 mm	21.000:-

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 Klaavuniemi, on +46 (0)8-728 23 51 or anna-mari.klaavuniemi@formapg.se

PREFERRED POSITION

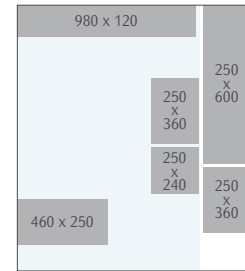
All rates include advertising tax, but do not include VAT.
Preferred position: add 10%.

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

Market.se monitors the most important happenings in the retail industry. Advertise in market.se to reach decision-makers in the retail industry and associated sectors. Market's newsletter is sent to 30,000 subscribers every day. You can find current traffic figures at <http://kiaindex.net/>



Format

Format (pixels)	Fixed weekly price
250 x 240	11.250:-
250 x 360	13.125:-
460 x 250	13.125:-
980 x 120	15.000:-
250 x 600	15.000:-
Newsletter, 250 x 240	13.000:-
Newsletter, 250 x 360	15.000:-
Newsletter, 250 x 600	25.000:-
Newsletter, 745 x 120	17.250:-

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





5,000 copies

Publ. date 5/6 & Mat. deadline 15/5

Service life of more than one year!

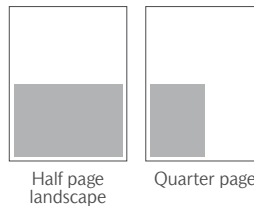
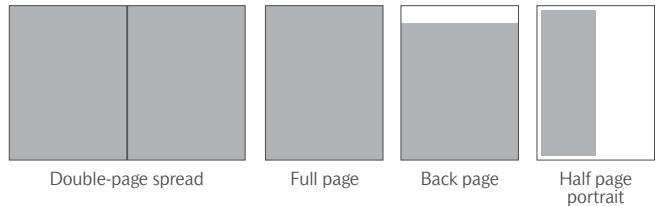
Vem är Vem

THE ROUTE TO BETTER BUSINESS

VEM ÄR VEM, WHICH IS PART OF MARKET, has been established for 40 years as the Swedish retail industry's most important source of knowledge about and contact with the key players in the industry.

Readers of Vem är Vem are decision makers from across the entire retail industry, which generated sales of SEK 528 billion in 2010. Vem är Vem is quite simply the route to better business. One of the key factors to success is to keep track of your customers and competitors. Vem är Vem gives its readers that advantage. Vem är Vem is used over and over again until the next issue is published.

Advertisement format and prices



Advertising	Format type area	Format bleed	Price
Double-page spread	409 x 251 mm	444 x 285 mm	68.250:-
Full page	187 x 251 mm	222 x 285 mm	43.125:-
Back page	187 x 240 mm	222 x 255 mm	49.375:-
Half page portrait	91 x 251 mm		24.375:-
Half page landscape	187 x 123 mm		24.375:-
Quarter page	91 x 123 mm		14.375:-

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

If poly-bagging is requested, there is an additional cost.

Max. format 218 x 275 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

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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.



5,500 copies

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

Service life of more than one year!

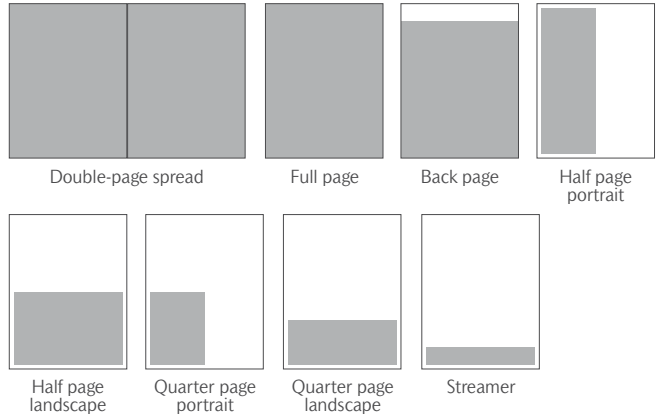
Byrånumret

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

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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.



Job advertising

EFFICIENT RECRUITMENT means selecting the right channel at the very start of the process to be sure of finding the people you need! It improves the quality and focus of the replies. Forma Magazine's B2B channels enable you to come into contact with professionals in the consumer non-durables sector, other retail trade sectors and the restaurant sector.

When advertising vacant positions in Icanyheter, Market and Restaurangvärlden, you can be sure of:

- High success rate
- High quality responses
- Efficient recruitment process

JOB ADVERTISING ICANYHETER

If you would like to book situations vacant advertisements, please contact the Advertising Manager Christer Edström on +46 (0)8-728 23 16 or christer.edstrom@formapg.se

JOB ADVERTISING MARKET

For information about prices or to book situations vacant advertisements, please contact the Advertising Manager Anna-Mari Klaavuniemi on +46 (0)8-728 23 51 or anna-mari.klaavuniemi@formapg.se

JOB ADVERTISING RESTAURANGVÄRLDEN

For information about prices or to book situations vacant advertisements, please contact the Advertising Manager Kristina Zdilar on +46 (0)8-728 24 38 or kristina.zdilar@formapg.se



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



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
download the Price List
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.