

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

9 st värda ca 4.044 kr/vecka

Lägg till bud 2.000 kr

Lalandia



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

Ta med familjen till Lalandia® med Skandinavienas 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/vecka

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



TEAM FORMA

MEDIA SALES



Magnus Broberg
Media Sales Executive
08-728 23 13
magnus.broberg@formapg.se



Mats Carlsson
Media Sales Executive
08-728 23 36
mats.carlsson@formapg.se



Hans Dahlberg
Supplements Coordinator
08-728 23 11
hans.dahlberg@formapg.se



Christer Edström
Media Sales Executive &
Advertising Manager
Icanyheter
08-728 23 16
christer.edstrom@formapg.se



Lotta Fredriksson
Key Account Manager
08-728 24 51
lotta.fredriksson@formapg.se



Tina Golub
Analyst/Media Sales
Executive & Advertising
Manager Hälsa
08-728 23 56
tina.golub@formapg.se



Sara Hellblom
Media Sales Executive
021-475 76 33
sara.hellblom@formapg.se
Maternity leave through
Aug. 2012



Filippa Helmersson
Media Sales Executive
08-728 23 15
filippa.helmersson@formapg.se
Maternity leave from Feb. 2012



Tomas Karlsson
Key Account Manager &
Advertising Manager Icakuriren
08-728 23 30
tomas.karlsson@formapg.se



Anna-Mari Klaatunieni
Media Sales Executive &
Advertising Manager Market
08-728 23 51
anna-mari.klaatunieni@
formapg.se



Mikael Lagerberg
Media Sales Executive
08-728 23 25
mikael.lagerberg@formapg.se



Claes Lorentzon
Media Sales Executive
08-728 23 40
claes.lorentzon@formapg.se



Kicki Rosén
Media Sales Executive &
Acting Advertising
Manager LevaPs!
021-475 77 25
kicki.rosen@formapg.se



Carl von Schoting
Media Sales Executive
08-728 23 46
carl.schoting@formapg.se



Zandra Sundman
Media Sales Classified
Advertisements
08-728 23 28
zandra.sundman@formapg.se



Ulrika Tidström
Analyst
08-728 23 74
ulrika.tidstrom@formapg.se



Janna Wallén
Media Sales Executive
08-728 23 14
janna.wallén@formapg.se



Emelie Wiklander
Media Sales Classified
Advertisements
08-728 23 29
emelie.wiklander@formapg.se



Sanna Wijkström
Internet Business Manager
08-728 23 02
sanna.wijkstrom@formapg.se



Kristina Zdilar
Media Sales Executive &
Advertising Manager
Restaurangvärlden
08-728 24 38
kristina.zdilar@formapg.se



Lars Zdilar
Media Sales Executive &
Advertising Manager Hus & Hem
08-728 23 53
lars.zdilar@formapg.se



Betti Gaare
Traffic Web
08-728 24 01
betti.gaaret@formapg.se



Kristina Lindström
Traffic Print
021-475 76 96
kristina.lindstrom@formapg.se



Ronnie Öberg
Traffic Print
021-475 77 59
ronnie.oberg@formapg.se

TRAFFIC

ADMINISTRATION



Elis Backström
Administrative Manager
021-475 76 13
elis.backstrom@formapg.se



Marika Strömberg
Administration Officer Auctions
021-475 77 41
marika.stromberg@formapg.se

MANAGEMENT



Daniel Livensjö
Director of Advertising
08-728 23 72
daniel.livensjo@formapg.se

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in PDF format.



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Stockholm: Box 6630, 113 84 Stockholm, Office
Address: Hälsingegatan 49, Stockholm

Västerås: 721 85 Västerås
Office Address: Port-Anders Gata, T3, Västerås

Tel. +46 (0)8-728 23 00
www.formapg.se/annons

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