



PRICELIST PRINT 2017

Utemagasinet – provides tips for the best experiences and advice about equipment for an active outdoor life!



A START IN THE NATURE

Utemagasinet provides tips for the best experiences and profiles, as well as smart tips on how to make outdoor life simpler and more enjoyable. The magazine's ambition is to convey knowledge, desire, entertainment and utility in every issue. In the summer Utemagasinet chiefly writes about hiking, cycling, canoeing and climbing in various forms, and in wintertime mainly about back-country skiing, cross-country skiing, telemark, the best trips and long-distance skating.

Utemagasinet has the most exhaustive product tests and activity guides for the outdoor life.

Every issue also contains one feature from areas outside Sweden's borders.

THE MAGAZINE'S READERSHIP

UTEMAGASINET HAS

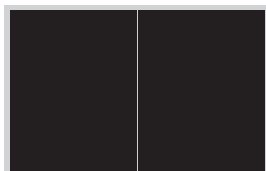
- 67,000 readers per issue
- 223,000 readers per year
- 10 issues/year
- Average age 47 years
- 60% are men

According to Sifo, Utemagasinet's readers are the most active practitioners of a range of physical outdoor activities.

The fact is that Utemagasinet has readers that occupy the top position when it comes to average annual purchase of sports equipment, so it's an unbeatable combination.

Source: Orvesto Konsument 2015

FORMAT / PRICES / PUBLICATION DATES



2/1-page 430x280 mm
+5 mm bleed
57 000 SEK
Page 2-3 **69 000 SEK**



1/1-page 3rd Cover page
225x298 mm
+5 mm bleed **38 000 SEK**
1/1-page Back cover
225x263 mm
+5 mm bleed **49 000 SEK**



1/1-page
225x298 mm
+5 mm bleed
33 000 SEK



1/2-page horizontal
193x124 mm
20 000 SEK



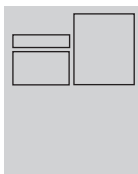
1/2-page vertical
94x265 mm
20 000 SEK



1/4-page
94x124 mm
13 000 SEK

Requested position +10%

CLASSIFIED PAGES



Size	Meisure (W x H)	Price/no.
1/16	94x27	2 500 SEK
1/8	94x59,5	3 500 SEK
1/4	94x124	7 000 SEK

PUBLICATION SCHEDULE 2017

Nummer	1	2	3/4	5	6	7/8	9	10	11	12
Publication date	2/2	2/3	30/3	11/5	8/6	6/7	24/8	29/9	31/10	14/12
Copy date	3/1	1/2	1/3	7/4	8/5	5/6	26/7	30/8	2/10	15/11

TECHNICAL SPECIFICATION

CREATIVE SOLUTIONS

You might want to do something out of the ordinary to become even more visible. In that case we have lots of creative solutions. Contact your sales representative to find out more. Information is also available at www.egmontpublishing.se

PRODUCTION OF ADVERTISEMENTS

We can assist with production of simple advertisements. Advertising material that we receive for production can be sent in the following file formats: PDF, EPS, TIFF, JPG. All picture material should be 300 dpi for the best possible quality.

Price: 245 SEK per every started period of 15 minutes. The final cost for production of advertisements will be specified on your Advertising invoice.

DELIVERY OF ADVERTISING MATERIAL

Delivery address: trafficannons@egmont.se

Name the material: format/customer/product/Magazine/year/issue

E.g. 11_customer_product_UTE1704

Address:

Egmont Publishing
Annonshantering
169 91 Solna

CANCELLATION RULES

For cancellation later than 14 days before the copy date given in the price list, a booking fee of 25% of the value of the space booked will be charged. If cancellation takes place later than one week before the copy date, we reserve the right to invoice the agreed advertising rate.

MATERIAL GUIDE



Material ready for printing
All prepared advertising material that is sent in to the magazine must be ready and checked for printing. To be supplied in PDF format.



5 mm bleed
Advertising material should be submitted as a PDF ready for printing with a 5 mm bleed.



300 dpi
All pictures in the advertisement must have a minimum resolution of 300 dpi.



CMYK
All pictures must be defined in CMYK. Spot colours (PANTONE) are to be converted to CMYK.

● ICC-profiles for print can be downloaded at www.egmontpublishing.se

● We do not accept open documents.

● Note that important information should not be placed over the spine as the magazine is glue bound. If this has to be the case, the text should be spaced out a few extra mm over the spine.

CONTACTS

To book advertising:
sales department,
switchboard: +46 (0)8-692 01 00
www.egmontpublishing.se

QUESTIONS CONCERNING ADVERTISING MATERIAL:

trafficannons@egmont.se
switchboard: +46 (0)8-692 01 00 Annonshantering

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