

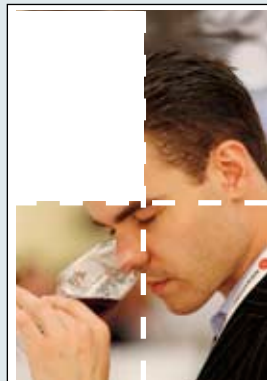
apéritif



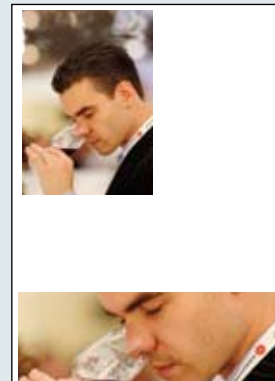
2-page spread
380 x 265 mm
b/w SEK 28.100
4-colour SEK 39.700



Full page
185 x 265 mm
b/w SEK 15.900
4-colour SEK 22.200



1/2-page
185 x 130 mm
b/w SEK 9.600
4-colour SEK 13.300



1/4-page
90 x 130 mm
185 x 63 mm
b/w SEK 5.350
4-colour SEK 7.600

Additional fee for one extra colour

2-page spread SEK 5.890, Full page, 1/2-page and 1/4 -page SEK 2.900 per colour.

Technical information

Size (bleed: + 3 mm) A4, 210 x 297 mm
Printing method: offset
Printing space: 185 x 265 mm
Advertising copy: digital, 133 lines

Delivery address

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Digital advertising material

The advertisement must be delivered in the form of an eps file or high-resolution PDF file (300 dpi). For a bleed advertisement, please leave a 3mm trimming edge all round. The advert can be transmitted by FTP or e-mail or posted on CD. Compression in Stuffit or WinZip appreciated, to ensure no damage occurs in transmission or transit. Files exceeding 7 MB may not be e-mailed.

Circulation

Apéritif is Sweden's only trade magazine focusing on wine, spirits, cocktails and beer. It is aimed at readers who work professionally with alcoholic beverages, such as restaurateurs, hotel owners, sommeliers, bartenders and purchasers. Apéritif is also distributed to all members of Sweden's largest wine association, Munkkänkarna, and to the members of the Swedish Bartenders Guild. Apéritif is published eight times annually and the circulation is 14.100 copies (TS 2008).

Advertising

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Publishing Plan 2010

Issue	1	2	3	4	5	6	7	8
Publ. date	29/1	12/3	30/4	28/5	27/8	1/10	29/10	10/12
Month	Feb	March	April	May	Aug	Sep	Oct	Nov
Deadline	13/1	24/2	15/4	12/5	12/8	16/9	14/10	25/11

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