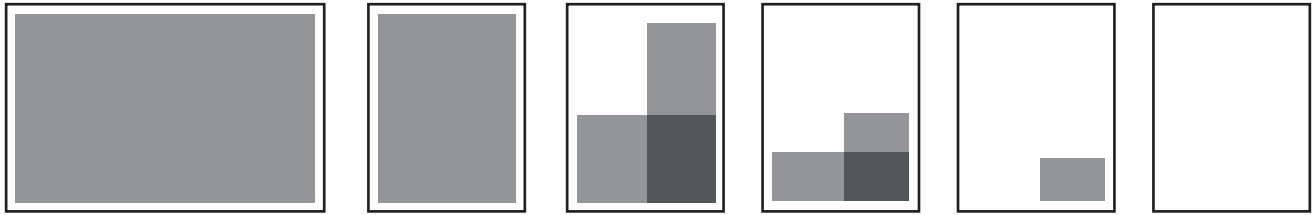


Advertising rates Tobak&Mer

Ad formats and ad rates

Valid from November 13th 2017 for release in 2018 until further notice



Spread	1/1 page	1/2-page	1/4-page	1/8-page	Module Ad
Not bleed		190x135 mm	190x65 mm	90x65 mm	Single Module
400x275 mm	190x275 mm	90x275 mm	90x135 mm		55 x 30 mm
Bleed*		210x146 mm*	210x76 mm*		2 300 SEK
420x297 mm*	210x297 mm*	102x297 mm*			Double module
76 000 SEK	45 000 SEK**	26 500 SEK	16 350 SEK	8 700 SEK	55 x 60 mm
					4 300 SEK

* Bleed: add 3 mm bleed on the pages of the advertisement that goes over the edge.

** Placement YO: 1/1-page cover, pages 2 and 3: 46 700 SEK, 1/1-page cover, last page***: 49 000 SEK

*** Last page has overall dimension 210x267 mm*

The prices above are for both ads in b/w and in color. Payment terms: 20 days net.

Tobak&Mer

What we cover. In one word, Tobacco.

People, products and companies in and related to the tobacco industry and trade - in the present, future and past. The conditions, including laws, regulations and decisions, that regulate the handling and use of tobacco.

Geographically. Sweden, Scandinavia – and looking out into the rest of the tobacco world.

&Mer a topics menu designed to strengthen and inspire the reader in its professional capacity and as a person.

Our target audience. People and companies who are in one way or another professionally involved in tobacco products or tobacco accessories. This also includes people and companies who deals with the tobacco industry through other products, goods and services. Also included are people /authorities with a particular interest in tobacco-related information.

Our owner. The owner company *Vivere necesse est KB* is totally separate and independent from the tobacco industry. Tobak&Mer can thereby act impartially and with journalistic integrity and objectivity.

Target audience

Tobacco Shops

Tobacco agencies and wholesale

Gas Stations

ICA Stores

VIVO stores

Coop/Konsum Stores

Hemköp Stores

Supermarket

Convenience stores

Authorities of various kinds

Total Circulation

11 100

tobak
Mer

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Editor in Chief & publisher

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ake@tobak-mer.se

Advertisement Booking Contact the editor

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+46 (0)70-899 06 90
ad@tobak-mer.se

Subscription fees

SE 119:82 excl VAT
DK 116 DKK
NO 148 NOK
Europe 16 Euro

Booking

Advertisement Booking in Tobak & Mer is done by contacting editor Åke Hultqvist on phone +46 44 35 42 42 or e-mail ake@tobak-mer.se.

Frequency discounts, supplement prices and odd sizes can be quoted upon request.

Cancellation

Ads can be moved for later publication or be canceled if the magazine is notified in writing within 30 days prior to publication.

Ordered advertising space can not be canceled after the ad material deadline date (see publishing plan). The magazine accepts no liability for any damage an advertiser or other party may be caused due to inaccurate ads or if an ad has not been published in the requested edition.

The magazine's liability is limited to the cost of the advertisement (at most).

Advertising material is kept up to one year after the ad has been published in the magazine.

Circulation

Circulation 2017, 11 100 copies, of which 200 are subscribed and 10 900 free copies.

Publishing plan 2018

	Booking date	Original deadline	Date of issue
No 1-2	April 4	April 13	May 9
No 3-4	August 15	August 24	September 19

Both editions are published Wednesday in the week with the launch window for tobacco.

Payment

Bank giro account 5114-4236

For payment from a foreign bank:

SWIFT/BIC: SWEDSESS

Account No: 83139504521626-3

IBAN: SE2980000831395045216263

Payment terms: 20 days net.

Technical Specifications

Press Technical Information

Cut size	210 x 297 mm
Type area	190 x 275 mm
Bleed 210x297 + 3 mm trim / bleed	
Press	Norra Skåne Offset
Printing process	Offset
Screen ruling	175 lpi
Resolution photos	300 dpi
Photos and illustrations	CMYK, no spot colors may be allowed.
Registration marks	Yes
Color scale for 4-color	European scale

Material

Filename	Doping of ads: Year, Month, advertisers – such as 1801companyname. Do not use å, ä, ö or other odd characters.
File formats	EPS, PDF or xAds
Sending	CD or e-mail (up to 10 Mb) + printing via mail or fax. Compress files using Zip/WinZip
Send to	Torbjörn Lindén Magnus Stenbocksgatan 8 B S-222 24 Lund, Sweden ad@tobak-mer.se