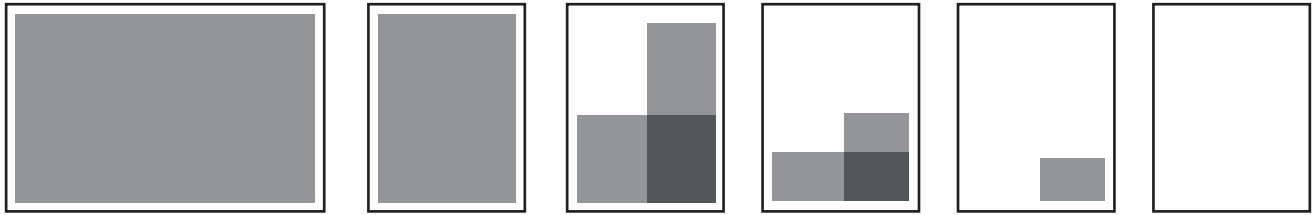


Advertising rates Tobak&Mer

Ad formats and ad rates

Valid from November 26th 2018 for release in 2019 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* | | 2 600 SEK |
| 420x297 mm* | 210x297 mm* | 102x297 mm* | | | Double module |
| 78 400 SEK | 46 400 SEK** | 27 300 SEK | 16 800 SEK | 9 000 SEK | 55 x 60 mm |
| | | | | | 4 800 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: 47 800 SEK, 1/1-page cover, last page***: 50 400 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

11 000

tobak
Mer

Address

Garnvägen 10
296 92 Yngsjö
Tel: +46 (0) 44 35 42 42

Editor in Chief & publisher

Åke Hultqvist
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ake@tobak-mer.se

Advertisement Booking Contact the editor

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

Subscription fees

SE 125:50 excl VAT
DK 116 DKK
NO 150 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 2018, 11 000 copies, of which 200 are subscribed and 10 800 free copies.

Publishing plan 2019

| | Booking date | Original deadline | Date of issue |
|--------|--------------|-------------------|---------------|
| No 1-2 | April 3 | April 12 | May 8 |
| No 3-4 | August 14 | August 23 | September 18 |

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 1901companyname. 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 |