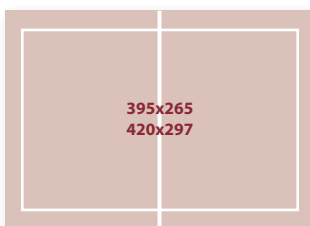


ERA Advertising rates 2012

SPREAD

Spread:
395 x 265 mm
Bleeding:
420 x 297 mm + 3 mm bleed
around



4-colour **49 000 kr**
4-colour after text **39 200 kr**

FULL PAGE

Full page:
185 x 265 mm
Bleeding:
210 x 297 mm + 3 mm bleed
around



1/1-page, 4-colour, specified
(in cover, editorial section or news section) **31 800 kr**
1/1-page, 4-colour, unspecified **28 800 kr**

BUSINESS NEWS

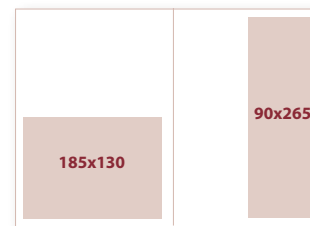
1/2-page 4-colour **10 300 kr**
1/4-page 4-colour **7 200 kr**
1/8-page 4-colour **4 100 kr**

SUPPLEMENTS

Pre-printed loose inserts, maximum format 200x287 mm.
Postage included, printing excluded.
2-page **27 800 kr**
4-page **32 500 kr**
For larger supplements, please ask for an estimate.

HALF PAGE

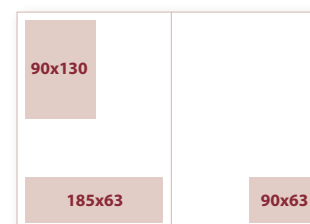
185 x 130 mm
or 90 x 265 mm



1/2-page 4-colour **17 700 kr**
1/2-page 4-colour last section **15 000 kr**

1/4-PAGE, 1/8-PAGE

1/4-page
90 x 130 mm or 185 x 63 mm
1/8-page:
90 x 63 mm



1/4-page 4-colour **10 300 kr**
1/4-page 4-colour last section **8 100 kr**
1/8-page 4-colour last section **5 900 kr**

WEBSITE

Skyscraper, 12 months 140x350 px **45 300 kr**
Banner 12 months 100x30 px **34 000 kr**
Banner 12 months 140x60 px **28 100 kr**
Banner one month **10 000 kr**

RECRUITMENT ADS

1/1-page 4-colour 185 x 260 mm **25 700 kr**
1/2-page 4-colour 185 x 125 mm **15 800 kr**
1/4-page 4-colour 90 x 125 mm **12 100 kr**
Prices also include the same ad on our website.
Website only for one month **10 800 kr**

3 insertion discount: 5 %, 5 insertion discount: 10 %, 10 insertion discount 15 %
VAT not included. Alterations and modifications of non print-ready material are billed separately.

PUBLICATION SCHEDULE 2012

ISSUE	WEEK OF PUBLICATION	CLOSING DATE
1	4	9/1
2 <i>Vind</i>	10	10/2
3 <i>Vind</i>	15	12/3
4 <i>Vind</i>	19	12/4
5 <i>Vind</i>	24	18/5
6	34	30/7
7 <i>Vind</i>	39	3/9
8 <i>Vind</i>	43	1/10
9 <i>Vind</i>	47	29/10
10 <i>Vind</i>	50	19/11

Vind = The windpower magazine *Vind* is included these issues.

INFORMATION

ADVERTISING MATERIAL: E-mail a high-resolution, print-ready pdf to annons@bisonmedia.se.
For inquiries, please call Jan Nyman +46(0)8-122 016 03.

TECHNICAL INFORMATION: 10 issues yearly. Format: A4, 210x297 mm. Printing method: Sheet-offset, perfect bound. Raster: 150 lines/inch.

ADDRESS: ERA, S-101 53 Stockholm, Sweden. Visiting address: Olof Palmes Gata 31, 6 tr. Phone +46(0)8-677 25 00. Fax +46(0)8-677 25 06.

LAYOUT: Provins AB.

PRINTER: Trydells Tryckeri AB, Industrigatan 8, Laholm, Sweden

SUBSCRIPTIONS: 1 150 SEK per year, VAT not included. Subscriptions: Pressdata, +46(0)8-799 62 410. E-mail: prenumerera@era.se.

PUBLISHER Svensk Energi – Swedenergy – AB.

CIRCULATION: TS-controlled circulation 12 400. ERA's circulation is TS-controlled by Tidningsstatistik AB. ERA is a member of the trade organization Sveriges Tidskrifter.



ADVERTISING

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