



AFFÄRS RESENÄREN

W W W . A F F A R S R E S E N Ä R E N . S E

ADVERTISEMENT PRICE LIST
AND PUBLICATION PLAN 2010



A well aimed investment

A new year and new issues of Affärsresenären. Since the start in 1988 more than 111 issues of the largest business traveller magazine in Sweden have left the printing presses.

Affärsresenären is meant to inspire our readers and to give them incentive. As an impartial actor on the market we must also examine, engage and touch the Swedish travelling industry and its collaborators.

We oversee what happens on the entire transport market: railways, air travel, ships and cars. We keep tabs on travelling agencies for business travellers and on booking companies. We test and review everything from IT- and communications equipment to hotels, conference facilities, restaurants, literature and music.

We examine both the private sector and the public sphere (the Swedish state alone buys travelling services worth 1,4 billion Swedish kronor (SEK) every year. A large part of the business traveller's day is filled with meetings. Therefore it is natural for us to oversee everything that involves Meetings, Incentives, Conferences and Events – MICE.

In 2010 we will do our utmost to make Affärsresenären Sweden's best branch magazine. With a larger edition, an increased distribution plan and a magazine that has been both freshened up and worked through more thoroughly, we hope you will choose Affärsresenären as one of the channels to your customers: business travellers, travel managers and conference, group and event buyers. Doesn't it all sound exciting...

Joakim Erlandson
Cheif Editor, Affärsresenären

Publication plan (We reserve the right to make changes)

Issue	Publication	Material Day
01	v. 02	6/1
02	v. 08	19/2
03	v. 12	15/3
04	v. 16	16/4
05	v. 21	17/5
06	v. 24	11/6
07	v. 32	2/8
08	v. 37	1/9
09	v. 41	1/10
10	v. 45	2/11
11	v. 50	1/12

Advertisement price list

Size	Width x Height	Price (in euro)
Spred:	(434 x 298 mm)	5500:-
Back cover:	(217 x 273 mm)	4500:-
Inner page of cover:	(217 x 298 mm)	3800:-
Full page with bleed:	(217 x 298 mm)	3600:-
Full page:	(197 x 278 mm)	3600:-
Half page: vertical	(99 x 278 mm)	2300:-
Half page: horizontal	(197 x 139 mm)	2300:-
1/4-page: vertical	(99 x 139 mm)	1250:-
1/4-page: horizontal	(197 x 69 mm)	1250:-

Additional price for requested placing: 15%. Supplementary: < 25 gram 3500:-. For any other size please ask for an offer!

Instructions for material delivery

Advertisement material should be delivered as a high resolution printable PDF made out in the same size as your booked advertisement (bleeds, please add + 3 mm; spreads, please add + 10 mm gutter safety). Bitmaps/scanned graphic files included in the document must be suitable for 4-colour offset printing (CMYK), must not be compressed and must be correctly cropped and mounted in 100% natural size. The resolution should be ranging from 266 dpi to 300 dpi. Advertisements are to be delivered by e-mail to: pics@laprensa.se or contact us for server information at +46-(0)8-568 790 30.

For all material that is not yet in a printable state, or for ads that have not been received by the advertisement department before the last day of delivery, an extra cost will be charged. Please name the advertisement file with company name, edition and size (e.g. "ABB, no. 3/09, 217 mm x 285 mm.pdf") N.B., advertisements produced by La Prensa AB must not be used in any other media or publication.

Further info

• **Ordered advertisement space must not be cancelled later than three weeks before the publication date.**

• **Payment must be made within 10 days after publication. All prices stated are exclusive of Swedish taxes.**

• **The magazine's responsibility for any mistakes made goes no further than the cost of the advertisement.**



MICE ✓ Hotels & Restaurants ✓ Transport companies ✓ Business traveller agencies ✓

The world and Affärsresenären

Affärsresenären reaches about 873 000 travellers each month. The magazine is available in newsstands at Arlanda Domestic Airport, Bromma, Landvetter and Malmö Airport. You will also find Affärsresenären in the seatpockets at Skyways, City Airline, NextJet, Direktflyg and in the first class wagons of SJ (The Swedish State Railways). A survey made by LfV Group and Airport shows that over 70% of the travellers visiting the airports each month are business travellers. Affärsresenären is also to be found in newsstands along the Swedish Road restaurants of Dinners and in the hotel rooms of Rica Hotels. The magazine is sent to the members of SBTA (Swedish Business Travel Association) via Posten/Bring- Citymail. Affärsresenären has an edition of 25 000 copies.

Facts about the target group (Arlanda Domestic Airport, Bromma, Landvetter and Malmö Airport. Source: LfV)

- 65% are men and 35% women
- The majority is between 30–49 years of age
- 70% are business travellers
- 59% has a leading position at top- or middle level
- 29% travels more than 10 times/year
- 60% has an income between 45 000–80 000 Euros/year
- The travellers spend an average of 90 minutes at the airport

Advertisement Bookings

Martin Dahlander Tel: +46-(0)8-568 790 30 or +46-(0)709-213 903 (martin@laprensa.se)

Therese Gustafsson Tel: +46-(0)8-568 757 08 or +46-(0)707-17 68 10 (therese.gustafsson@laprensa.se)

Miguel Inestal Tel: +46-(0)8-568 757 05 (miguel.inestal@laprensa.se)

David Wallin Tel: +46-(0)7068-00 42 61 (david.wallin@laprensa.se)

The magazine is published by:

La Prensa AB (Org.nr: 556 403-4741), Box 145, SE-125 23 ÄLVISJÖ Sweden

Tel. +46-(0)8-568 790 30, Fax. +46(0)8-568 790 31, E-mail: info@laprensa.se

www.kick-off.se | www.affarsresenaren.se | www.rida.se

You can find Affärsresenären at

Airport newsstands:
• Arlanda Domestic
• Bromma
• Landvetter
• Malmö Airport

In seatpockets at:

• Skyways
• City Airline
• NextJet
• Direktflyg

Train:

• SJ First Class

Hotels

• Rica Hotels

Road Restaurants

• Dinners

Posten/Bring-Citymail

• SBTA:s members



la prensa ab
www.laprensa.se