



AFFÄRSRESENÄREN

ADVERTISEMENT PRICE LIST AND PUBLICATION PLAN





A well aimed investment

A new year and new issues of Affärsresenären. Since the start in 1988 more than 100 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 2009 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...

Daniel Golabiewski
Cheif Editor, Affärsresenären

Publication plan (We reserve the right to make changes)

Issue	Publication	Material Day
1	w. 5	15/1
2	w. 10	18/2
3	w. 14	19/3
4	w. 18	16/4
5	w. 22	14/5
6	w. 35	13/8
7	w. 39	10/9
8	w. 43	8/10
9	w. 47	5/11
10	w. 50	26/11

Advertisement price list

Size	Width x Height	Price (in euro)
Spred:	(434 x 298 mm)	4 700:-
Back cover:	(217 x 273 mm)	3 500:-
Inner page of cover:	(217 x 298 mm)	3 200:-
Full page with bleed:	(217 x 298 mm)	2 800:-
Full page:	(197 x 278 mm)	2 800:-
Half page: vertical	(99 x 278 mm)	1 800:-
Half page: horizontal	(197 x 139 mm)	1 800:-
1/4-page: vertical	(99 x 139 mm)	900:-
1/4-page: horizontal	(197 x 69 mm)	900:-

Additional price for requested placing: 15%. Supplementary: < 25 gram 2500:-. 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 directly to our FTP server: <ftp://laprensa.mine.nu/> (please contact us at +46-8-568 790 30 for username and password).

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 is a magazine for all those who travel on the job, for travel managers and for group, conference and event buyers.

We write about all things that cater to the business traveller – about the travel agencies and their services, how to reach your destination in the best possible way, about living in hotels and about events and other gatherings that can suit business travelling. Affärsresenären is published by La Prensa AB and is a totally independent magazine. The owning company also publishes the magazines Kick Off (a meeting and conference magazine printed in Swedish and Norwegian issues), eventmagasinet Ridå, and the lifestyle magazine Lustjakt.

Affärsresenären has an edition of 13 500 issues and can be found where business travellers are, for instance at the majority of our Swedish airports and at a few large hotels in Stockholm, Göteborg and Malmö. A survey made by the company Wallstreet Media states that 65 % of all those who visit airports each month are business travellers. Affärsresenären is to be found as an airline magazine on Direktflyg. The magazine is also distributed and posted to 6 000 business travellers who have actively asked to receive the magazine.

Advertisement Bookings

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www.tidningenkickoff.se | www.affarsresenaren.se | www.ljuvalivet.se

You can find Affärsresenären at the following airports:

- Stockholm-Arlanda
- Bromma
- Landvetter
- Göteborg City Airport
- Sturup
- Kallax
- Umeå Flygplats
- Stockholm-Skavsta
- Örebro-Bofors
- Växjö Flygplats
- Kramfors/Sollefteå
- Arvidsjaur Flygplats
- Hagfors Flygplats
- Svegs Flygplats
- Hultsfred/Vimmerby
- Kristianstad
- Lidköping/Hovby
- Lycksele Flygplats
- Pajala Flygplats
- Storumans Flygplats
- Trollhättan/Vänersborg
- Tärnafjällen Flygplats



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www.laprensa.se