



PUBLICATION DATES

Issue	Focus	Ad material	Publ. date
478	Wide format	Jan 9	Jan 26
479	Education	Feb 6	Feb 23
480	Creative	Feb 29	March 19
481	Pre Drupa	April 2	April 24
482	Grafguide 2012	May 3	May 21
483	Drupa Report + Strategy	May 29	June 15
484	Wide format, Sign	Aug 9	Aug 28
485	Pre Ifra	Sept 11	Sept 28
486	Creative, Paper	Oct 4	Oct 23
487	Digital print + Inkjet	Nov 5	Nov 22
488	Finishing, Pre Print 2013	Nov 26	Dec 13

Your target group in a strong editorial context – only in Grafiskt Forum/AGI.

AD FORMATS IN THE MAGAZINE



1/1 page, 183 × 268 mm
With bleed, 210 × 297 mm
+ 5 mm

1/2 page, 183 × 132 mm
1/3 page, 183 × 87 mm

1/4 page, 183 × 64 mm
1/8 page, 89 × 64 mm
1/16 page, 42 × 64 mm

1/4 page, 89 × 132 mm
1/2 page, 89 × 268 mm

PRICES

Format	Price (SEK, excl VAT)
Full page	27,500
Full page with flap	32,100
1/2 page	17,200
1/3 page	11,700
1/4 page	9,700
1/8 page	5,600
1/16 page	3,600
Spread	39,500
Spread p. 2–3	40,500
Cover 3 pages p.2–3 (+1)	52,900
Back	31,500

About the magazine

AGI is the magazine for anyone who produces, publishes and distributes information. It includes articles and news for everyone in the printing industry.

About the readers

Our readers work in the graphic arts industry, both as producers and buyers. The majority are decision makers that invest in equipment and paper for several millions of Swedish krona annually. See the chart to the right for more info.

Practical information

Ad formats: Specified as width x height. Please include 5 mm bleed on all sides of ads with bleed.

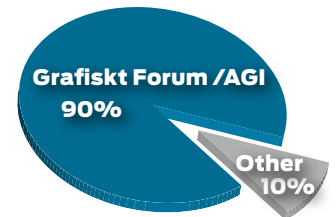
Ad material: Ads are to be delivered digitally. Please call us for technical information.

Prices: Prices apply to print-ready ad material. VAT is excluded.

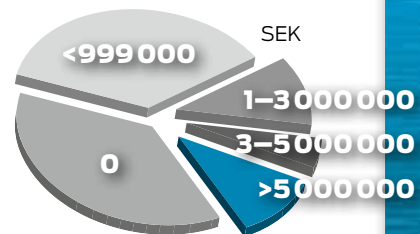
Reader survey

A few findings from the latest reader survey (July 2010).

Which of the following industry magazines do you read?



How much will you invest in the coming twelve months (in Swedish krona)?



Please email us to receive the full survey: info@agi.se.

Please email your ad to caisa.ekenas@agi.se

Classifieds

Branschtorget

Use our classifieds section to trade used equipment. It's the fastest and most efficient way to find a buyer.

Prices, Branschtorget:

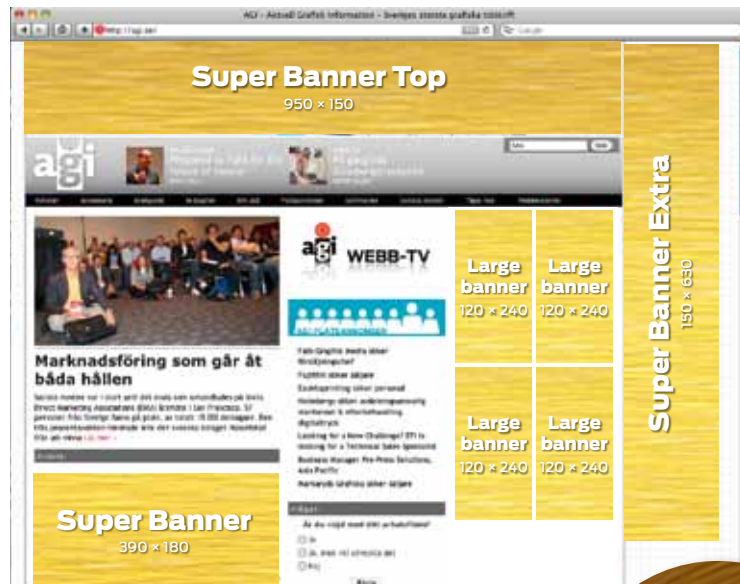
Format	Price (SEK)
1/1 page	18,800
1/2 page	10,560
1/4 page	6,900
1/8 page	4,900
1/16 page	2,900
1/24 page	1,600

Other advertising

Please contact our sales reps for these services:

- Banner/link on agi.se
- Advertising in Denmark, Norway and AGI Finland
- Entry in GrafGuide
- Inserts and glued supplements

WEBSITE AD FORMATS



On **graphicnet.se** and **agi.se** you always find daily printing industry news updates. We also publish editorial material from the magazine online. Last year our website had on average 25,000 visitors per month.

The internet is undergoing constant change and new trends spread fast. Our website is no different and our advertisers and readers benefit from the latest in online publishing.

Cover all of Scandinavia!
Please contact the ad department for more information

PRICES - graphicnet.se & agi.se

Unique visitors /month (avg)	Visits/month (avg)	Ad type	Format (pixels)	Price/week (SEK, excl. VAT)
12,978	24,000	Super Banner Top	950 x 150	6,800
"	"	Super Banner	390 x 180	4,400
"	"	Super Banner Extra	150 x 630	6,800
"	"	Large banner	120 x 240	2,900
"	"	Small banner	120 x 120	1,600

Newsletter

Every Thursday a large number of key players in the industry receive our newsletter, packed with the latest industry news.

PRICES - newsletter

Agil - latest news	Frequency	Ad type	Format (pixels)	No of recipients	Price/publ. (SEK, excl. VAT)
"	1/week	Super banner	390 x 180	12,200	4,300
"	"	Large banner	120 x 240	"	2,600
"	"	Small banner	120 x 60	"	1,400

Get in touch!

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SVERIGES TIDSKRIFT

