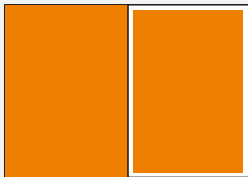


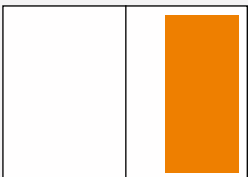
## Advertising Units width x height in mm

### Full page



225x297 mm 193x264 mm  
+ 3mm

### Two-Third page



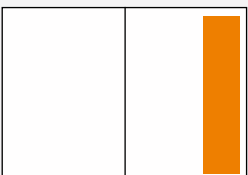
126x264 mm

### Half Page



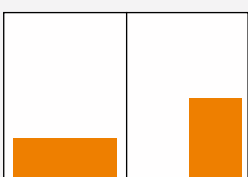
193x129 mm 93x264 mm

### One-Third page



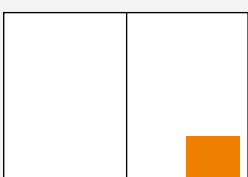
60x264 mm

### One-Quarter page



193x61 mm 93x129 mm

### One-Eight page



93x61 mm

## Advertising rates

Valid for 2015 / All prices in SEK

Format	B/W	4-color
Full page	15.900	19.400
Two-third page	11.100	13.600
Half page	9.100	11.500
One-third page	6.500	8.700
One-quarter page	4.800	6.700
One-eighth page	2.700	3.650
Spread		Contact us for pices

Text ad: 21 SEK/mm (column with 43 mm)

Additional: 1.000 for inside front and inside back  
4.100 for back cover (Format 225 x 270 + 3 mm)

Prices listed are valid under the condition of providing Lime AB with ready-to-use digital material

**Terms of payment:** 30 days net after day of publishing. In order for our international clients not to have to pay swedish VAT, VAT registration number has to be specified on the sales confirmation.

## Technical Facts

Format: A4 magazine, 225 x 297 mm  
Printed size: 193 x 264 mm  
Circulation: 32.000 copies/issue  
Publishing: 11 issues/year

### Digital material including a printout is sent to:

E-mail: [annons@lime.nu](mailto:annons@lime.nu)  
FTP: IP: 62.181.75.67, user: [annons@lime](mailto:annons@lime), password: lime  
CD: By mail to: Lime AB, Tejarps Gård, 233 76 Klågerup, Sweden

## Publishing plan 2015

No	Material	Publishing
1/2	Nov 19	Jan 5
3	Dec 29	Feb 10
4	Jan 28	Mars 10
5	Mars 3	April 14
6	Mars 27	May 12
7	April 24	June 9
8	June 3	July 14
9	June 18	Aug 18
10	Aug 13	Sep 22
11	Sep 10	Oct 20
12	Oct 15	Nov 24

By order of Allers Förlag  
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