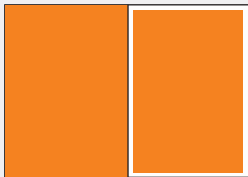


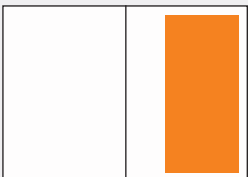
Advertising Units width x height in mm

Full page



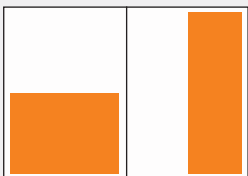
225x297 mm 193x264 mm
+ 3mm

Two-Third page



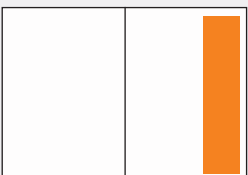
126x264 mm

Half Page



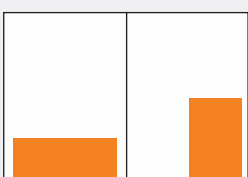
193x129 mm 93x264 mm

One-Third page



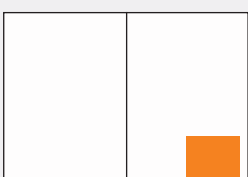
60x264 mm

One-Quarter page



193x61 mm 93x129 mm

One-Eight page



93x61 mm

Advertising rates

Valid for 2018 / 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
FTP: IP: 62.181.75.67, user: annons@lime, password: lime
CD: By mail to: Lime AB, Tejarps Gård, 233 76 Klågerup, Sweden

Publishing plan 2018

| No | Material | Publishing |
|-----|----------|------------|
| 1/2 | Nov 16 | Dec 28 |
| 3 | Jan 16 | Feb 22 |
| 4 | Feb 13 | Mars 22 |
| 5 | Mars 16 | April 26 |
| 6 | April 13 | May 24 |
| 7 | May 14 | June 21 |
| 8 | June 19 | July 26 |
| 9 | June 27 | Aug 23 |
| 10 | Aug 21 | Sep 27 |
| 11 | Sep 18 | Oct 25 |
| 12 | Oct 16 | Nov 22 |

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