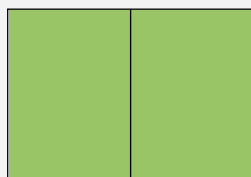


Established in 1895.  
Still growing...

## Advertising formats

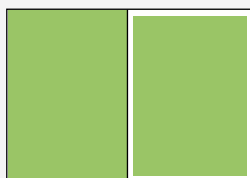
width x height in mm

### Spread



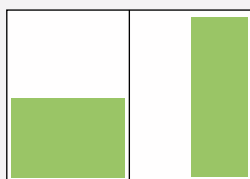
420x282 mm +3 mm

### 1/1 page



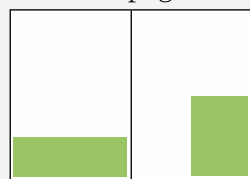
210x282 mm 185x260 mm  
+3 mm

### 1/2 page



185x125 mm 90x260 mm

### 1/4 page



185x60 mm 90x125 mm

### 1/8 page 1/16 page



90x60 mm 43x60 mm  
185x30 mm 90x30 mm

## Advertising rates

Valid from 2014-10-05

### Text pages

Format 4-color

Spread	23.200 SEK
1/1 page	14.500 SEK
1/2 page	8.700 SEK
1/4 page	5.200 SEK
1/8 page	3.200 SEK

### Additional changes:

1.000 SEK for inside front and inside rear cover

2.500 SEK for rear cover

(Note! Format 210 x 255 +3 mm)

### Terms of payments:

Payment due 10 days after publication date. VAT will be added. *In order for our international clients not to have to pay Swedish VAT, VAT registration number has to be specified on the sales confirmation.* Prices listed are valid on the condition that Lime AB is provided with ready-to-use digital material.

### Classified rates

Format 4-color

1/4 page	4.400 SEK
1/8 page	2.600 SEK
1/16 page	1.600 SEK
43x30 mm	960 SEK

Classified advertisers must book four editions or more.

## Technical Facts

Format:	Magazine, 210 x 282 mm
Printed size:	185 x 260 mm
Screen:	175 lines/tum
Circulation:	2.500 ex/nr
Publishing:	11 issues/year

### Digital material including a proof should be 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, SE-233 76 Klågerup, Sweden

Write the company name and "Viola"

## Publishing plan 2015

No	Material	Publishing	Theme
1/2	14 Jan.	6 Feb.	Greenhouses & Energy
3	11 Feb.	6 March	Education & Potatoes
4	9 March	2 April	Nurseries & Marketing
5	2 April	30 April	Fruits & Berries & Greenhouses
6	11 May	5 June	Packaging & Logistics
7	17 June	10 July	Business management & Field-grown vegetables
8	29 July	21 Aug.	Greenhouses & Nurseries
9	26 Aug.	18 Sep.	Retail & Young plants
10	30 Sep.	23 Oct.	Ornamental Plants
11	28 Oct.	20 Nov.	Vegetables & Seeds
12	25 Nov.	18 Dec.	Fruits & Berries

By order of Tejarps Förlag AB

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