Affärstidningen för trädgårdsföretagare

Viola

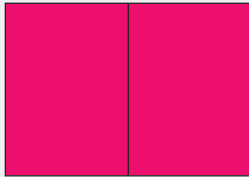Established in 1895.
Still Growing…
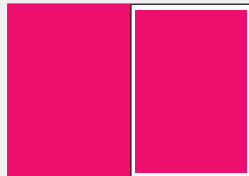
2018

Valid from 2017-10-01   www.viola.se

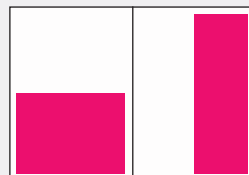## Advertising formats

width x height in mm

Spread

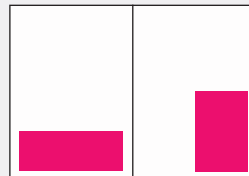420x282 mm +*3 mm*

1/1 page

210x282 mm 185x260 mm
+*3 mm*
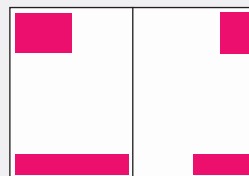
1/2 page

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

TEXT PAGES

Format	Price
Spread	23.200 kr
1/1 page	14.400 kr
1/2 page	8.800 kr
1/4 page	5.400 kr
1/8 page	3.300 kr

CLASSIFIED RATES

Format	Price
1/4 page	4.500 kr
1/8 page	2.700 kr
1/16 page	1.700 kr
43x30 mm	980 kr

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.

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
Including one double issue

Digitalt material including a proof should be 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, SE-233 76 Klågerup, Sweden
Write the company name and "Viola"

Publishing plan 2018

No	Material	Publishing	Theme
1/2	2 January	26 January	Greenhouses – Energy
3	29 January	23 February	Education – Substrate
4	5 March	29 March	Nurseries – Marketing
5	3 April	27 April	Vegetables – Potatoes
6	4 May	1 June	Fruits – Berries – Irrigation
7	4 June	29 June	Business management – Field-grown vegetables
8	30 July	24 August	Greenhouses – Nurseries
9	27 August	21 September	Ornamental Plants – Young plants (Pre Elmia Garden)
10	1 October	26 October	Plant protection – Energy
11	29 October	23 November	Vegetables – Seeds
12	26 November	21 December	Fruits – Berries