



## Stapled spine

Prices for glossy, format 230x300 mm. Paper, printing and distribution to the following regions is included. Paper quality Glossy. Weight/m<sup>2</sup>; 70 gr 80 gr, 90 gr, 100 gr.

Area		Greater Stockholm +		The whole Country		Weight per unit
Orvesto Year 2021		201 000 readers		314 000 readers		
Days		Mon – Thu	Fri – Sun	Mon – Thu	Fri – Sun	
Paper Weight/m <sup>2</sup>	Pages	Price		Price		
70 gr	8	116 820 SEK	154 138 SEK	144 403 SEK	193 078 SEK	20
80 gr	8	120 780 SEK	159 363 SEK	149 298 SEK	199 623 SEK	22
90 gr	8	124 740 SEK	164 588 SEK	154 193 SEK	206 168 SEK	25
100 gr	8	128 700 SEK	169 813 SEK	159 088 SEK	212 713 SEK	28
70 gr	12	154 440 SEK	203 775 SEK	190 905 SEK	255 255 SEK	29
80 gr	12	160 380 SEK	211 613 SEK	198 248 SEK	265 073 SEK	33
90 gr	12	166 320 SEK	219 450 SEK	205 590 SEK	274 890 SEK	38
100 gr	12	174 240 SEK	229 900 SEK	215 380 SEK	287 980 SEK	42
70 gr	16	166 320 SEK	219 450 SEK	205 590 SEK	274 890 SEK	39
80 gr	16	176 220 SEK	232 513 SEK	217 828 SEK	291 253 SEK	44
90 gr	16	186 120 SEK	245 575 SEK	230 065 SEK	307 615 SEK	50
100 gr	16	196 020 SEK	258 638 SEK	242 303 SEK	323 978 SEK	55
70 gr	20	194 040 SEK	256 025 SEK	239 855 SEK	320 705 SEK	49
80 gr	20	203 940 SEK	269 088 SEK	252 093 SEK	337 068 SEK	56
90 gr	20	215 820 SEK	284 763 SEK	266 778 SEK	356 703 SEK	62
100 gr	20	227 700 SEK	300 438 SEK	281 463 SEK	376 338 SEK	69
70 gr	24	211 860 SEK	279 538 SEK	261 883 SEK	350 158 SEK	58
80 gr	24	223 740 SEK	295 213 SEK	276 568 SEK	369 793 SEK	67
90 gr	24	239 580 SEK	316 113 SEK	296 148 SEK	395 973 SEK	75
100 gr	24	249 480 SEK	329 175 SEK	308 385 SEK	412 335 SEK	83

# Material Specification Glossy magazine SvD 2022

All attachments should be designed to make it clear that it is an advertisement and who is the main sender. The font's type selection, headings and layout gap build-up should differ from SvD. All pages of the attachment should have a clear ad tag as shown below (except full page ads). The cage is adapted to the size of the print.

<b>ANNONS</b>	<b>Hela denna bilaga en annons från [Annonssörens namn]</b>	<b>ANNONS</b>
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Translation from above:

<b>AD</b>	<b>This whole insert is an ad from [Name of Advertiser]</b>	<b>AD</b>
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The typeface in the ad tag should be a grotesque, Franklin, Helvetica or similar.

## Material Specification and Policy

**Material specification:** Format: 230x300 mm + 5 mm bleed 300 dpi, CMYK for ICC Profile (Fogra 39), PDF-export settings and instructions go to [www.v-tab.se/tjanster/farginstallningar-magasin/](http://www.v-tab.se/tjanster/farginstallningar-magasin/)

**Booking deadline:** 8 weeks before publication date. SvD reserves its right to move an attachment due to technical reasons.

**Material submission:** Print -ready pdf:s should be uploaded V-TAB Online where you review and approve the pages for printing, manual: [www.v-tab.se/tjanster/v-tab-online/](http://www.v-tab.se/tjanster/v-tab-online/)  
Exact delivery date, how you log in and how to label your material, you will receive when printing time is booked.

Send low resolution PDF two business days before delivery time to [salesops@schibsted.com](mailto:salesops@schibsted.com), questions about material please contact V-TAB Press department +4610-480 65 90 and talk to the Heatsetproduction.

**Policy:** All companies must be approved by SvD before distribution. Ad marking is required on the attachment at the first and last page.

**Cancellation:** 20 business days before the paper goes to print. A fee of 20.000 SEK will go out if you cancel too late.

**Incorrect distribution:** If we not fully distribute all the inserts on the agreed day we will continue to distribute on the next possible day. SvD's responsibility is limited to the maximum price of the leaflet. SvD thus does not accept any liability of any kind of incorrect, incomplete delay.

**Contact:** [salesops@schibsted.com](mailto:salesops@schibsted.com)