

MEDIA KIT



2010

AGI is Scandinavia's leading printing industry trade magazine

PUBLISHING DATES

No	Focus	Bookings	Mtrl deadline	Publ. date
450	Signage	Dec 16 2009	Dec 18 2009	Jan 20
451	Digital print	Jan 23	Jan 25	Feb 10
452	Transpromo & distribution	Feb 13	Feb 15	March 3
453	Creative	March 3	March 5	March 23
454	Offset & label printing	March 20	March 22	April 12
455	IPEX	April 13	April 15	May 3
456	FESPA	May 4	May 6	May 27
457	Strategies 2010	May 29	May 31	June 16
458	Sign, FESPA report	July 31	Aug 2	Aug 19
459	Workflow, W2P & IFRA	Aug 24	Aug 26	Sept 13
460	Direct marketing	Sept 14	Sept 16	Oct 4
461	Typography & fonts	Oct 4	Oct 6	Oct 25
462	Creative	Oct 26	Oct 28	Nov 15
463	Finishing	Nov 16	Nov 18	Dec 6

PRICES

Format	Price (SEK, VAT excl)
Full page	26,900
Full page w. flap	31,500
1/2 page	16,900
1/3 page	11,500
1/4 page	9,500
1/8 page	5,500
1/16 page	3,500
Spread	38,900
Spread, pp 2-3	39,900
Back, 3 pages, pp 2-3 (+1)	51,900
Back	30,900

Practical information

Ad format:

Formats are specified in width x height. Please make sure that your material has a 5 mm bleed on all sides.

Material:

All material is to be delivered digitally. Contact us for more information.

Prices:

All prices apply for print-ready material. VAT is excluded.

Classifieds

Use our classifieds section to trade used equipment. It's the fastest and most efficient way to find a buyer.

One column=41 mm
Two columns=89 mm
Three columns=136 mm

Price per mm

(min. 30 mm)...SEK 33.90

Full page 183x268 mm ...
.....SEK 18.800

1/2 page 183x132 mm, 89
x268 mm.... SEK 10.560

EQUIPMENT/SERVICES

A cost effective way to communicate. Market your products or services under equipment/services. Sign up for six or twelve months.

One column=34 mm
Two columns=72 mm
Three columns=109 mm

Price per mm

(min. 30 mm)...SEK 18.90

More marketing

Please contact our sales staff for these services:

- Banner/link on agi.se
- Advertising in Denmark, Norway and AGI Finland
- Entry in GrafGuide
- Inserts & supplements

Contact:



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Sales, 040-660 04 53
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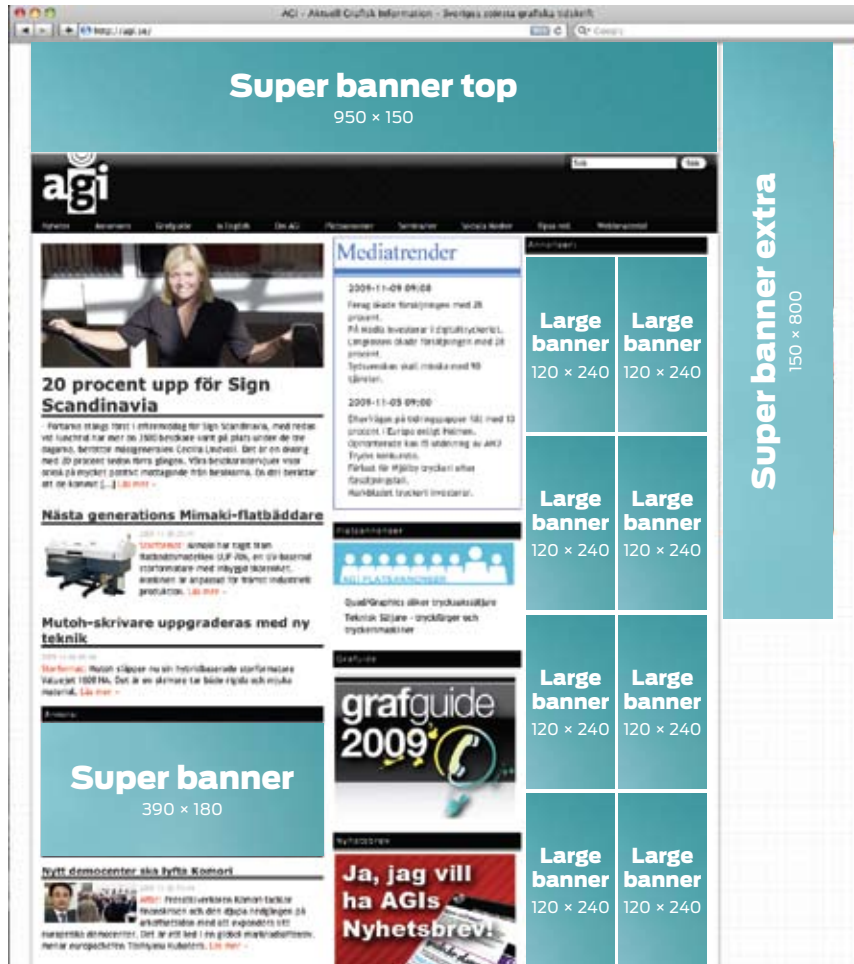
KIM BRYNTE
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REBECCA AGRONIUS
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AGI online

AGI.se is the leading website for daily trade news and articles. In average, our website had 24,000 monthly visits last year.



agi.se

AGI.se is the largest website for the printing and publishing industry.

The internet is undergoing constant change and new trends spread fast. Our website is no different and we let our advertisers and readers participate. In 2009, our website was completely revamped.



AGI Newsletter

Our weekly newsletter is published to a large number of key players in the printing and publishing industry.

PRICES - website

Visitors/month (avg)	Visits/month (avg)	Banner	Format (pixels)	Price/week (SEK, VAT excl.)
12,978	24,000	Super banner top	950 x 150	6,800
"	"	Super banner	390 x 180	4,400
"	"	Super banner extra	150 x 800	6,800
"	"	Large banner	120 x 240	2,900

PRICES - newsletter

AgI - latest news	Freq.	Banner	Format (pixels)	No of recipients	Price/publ. (SEK, VAT excl.)
"	Weekly	Super banner	390 x 180	5,400	4,300
"	"	Large banner	120 x 240	"	2,600
"	"	Small banner	120 x 60	"	1,400



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