

AGI.SE

2007 has been a tremendous year for the website agi.se. Visitor traffic is increasing steadily and we are continuously updating our sites. We have got our ears to the ground and are open to suggestions because we want to create the best web portal on the net. We are currently the largest website in the Swedish graphic arts market, a token of our quest to inform and engage our readers/visitors.

As the web evolves and develops at a fast pace, so does agi.se. We will continue to offer both visitors and advertisers the latest trends on the web.

AGI NEWSLETTER

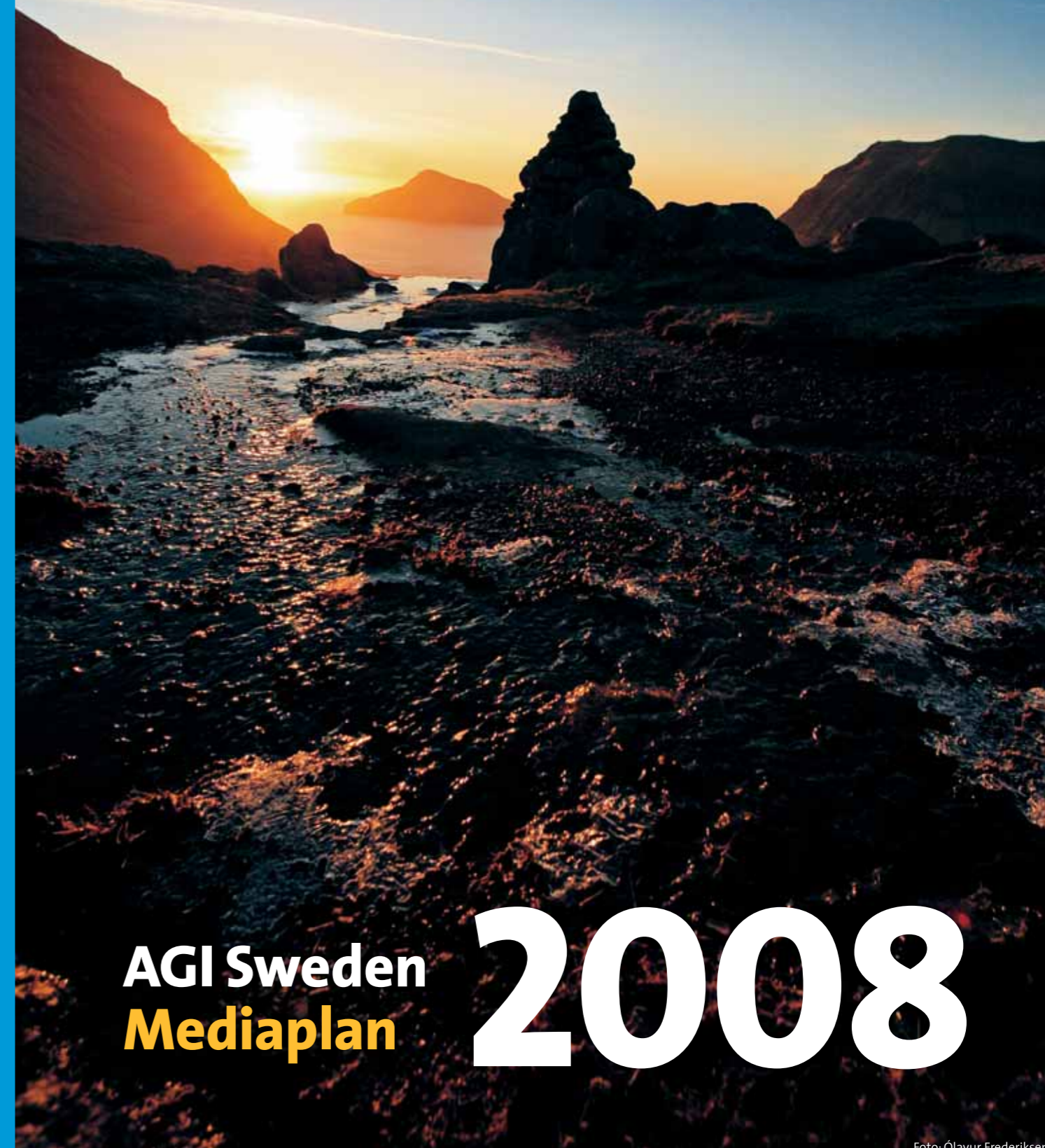
Our newsletter is sent out on Fridays, full to the brim with the latest news in the business. The newsletter reaches key personnel in the industry.

WWW.AGI.SE

Unique visitors per month (average no)	Visits per month (average no)	Type of banner	Ad format	Price per week
18 692	47 101	Superbanner (Top)	390 x 180 px	6,800 SEK
"	"	Superbanner	390 x 180 px	4,400 SEK
"	"	Large banner (Portrait format)	120 x 240 px	2,900 SEK
"	"	Small banner (Landscape format)	120 x 60 px	1,400 SEK

NEWSLETTER

Weekly newsletter	Frequency	Type of banner	Ad format	No of subscribers	Price per distribution
"	1 / week	Superbanner (Super size)	390 x 180 px	4897	4,300 SEK
"	"	Large banner (Portrait format)	120 x 240 px	"	2,600 SEK
"	"	Small banner (Landscape format)	120 x 60 px	"	1,400 SEK

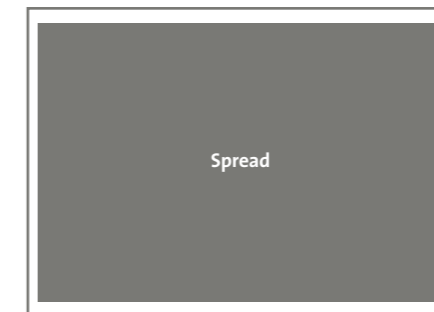


Publication schedule & prices

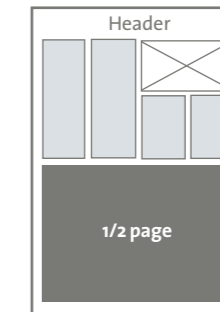
Month	Issue	Deadline booking	Deadline material	Publication date
January	422	Dec 17th	Dec 18th	Jan 11th
February	423	Jan 22nd	Jan 23rd	Feb 7th
March - Special issue	424	Feb 14th	Feb 15th	Mar 3rd
March	425	Mar 17th	Mar 19th	Apr 17th
April	426	Apr 1st	Apr 2nd	Apr 17th
May - Drupa	427	Apr 21st	Apr 25th	May 14th
May	428	May 29th	May 30th	Jun 17th
June	429	Jul 30th	Aug 1st	Aug 19th
August	430	Aug 24th	Aug 25th	Sep 9th
September	431	Sep 12th	Sep 15th	Sep 30th
October	432	Sep 30th	Oct 1st	Oct 16th
November	433	Nov 23rd	Nov 24th	Nov 11th
December	434	Nov 25th	Nov 26th	Dec 11th



Full page
1/1 page 183 x 268 mm
W. bleed 210 x 297 mm



Spread 398 x 268 mm
W. bleed 420 x 297 mm



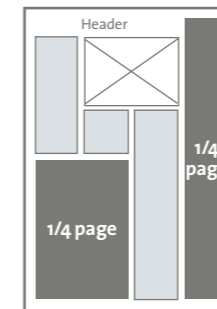
1/2 page 183 x 132 mm



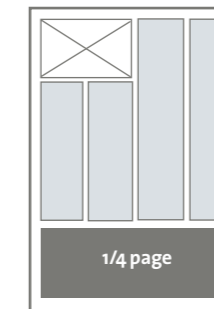
1/2 page 89 x 268 mm



1/3 page 183 x 87 mm



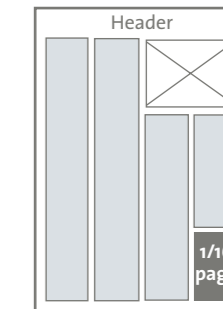
1/4 page 89 x 132 mm
1/4 page 42 x 268 mm



1/4 page 183 x 64 mm



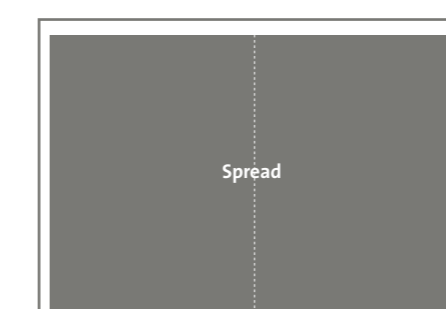
1/8 page 89 x 64 mm
1/8 page 42 x 132 mm
1/8 page 183 x 30 mm



1/16 page 42 x 64 mm



Back 210 x 297 mm



Spread 398 x 268 mm
W. bleed 420 x 297 mm



Spread, 3 pages, pp 2-3 (+1)
W. bleed 595 x 297 mm



1/1 page 183 x 268 mm
W. bleed 210 x 297 mm

PRACTICAL INFORMATION

Ad format:
Specified as width x height. Please allow for a 5 mm bleed on all sides.

Ad material:
Should always be delivered digitally. Please call for technical assistance.

Inserts

Please contact our sales department for pricing and information or see our website, www.agi.se.

Pricing:

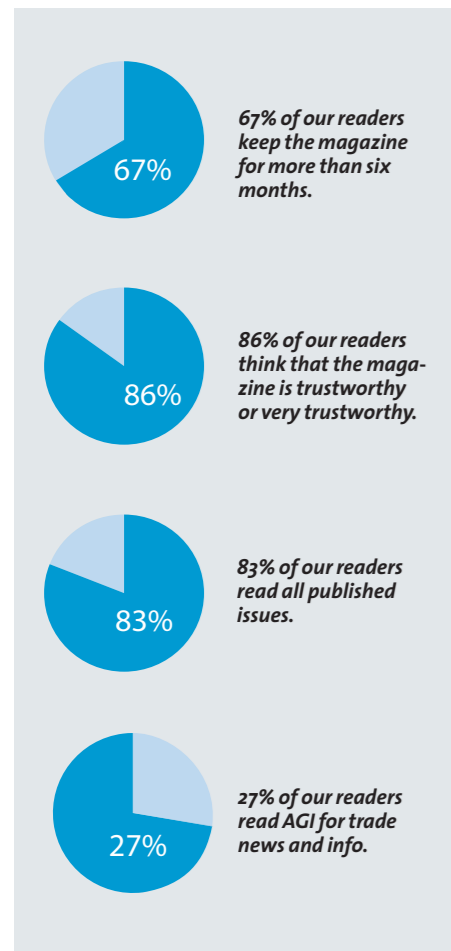
Prices stated apply under the condition that complete material is delivered. Prices are all excluded of VAT.

AD PRICES, 2008

Ad material	Full colour
Full page	SEK 26,900
Full page w. flap	SEK 31,500
1/2	SEK 16,900
1/3	SEK 11,900
1/4	SEK 9,500
1/8	SEK 5,500
1/16	SEK 3,500
Spread	SEK 38,900
Spread, pp 2-3	SEK 39,900
Spread, 3 pages (pp 2-3 +1)	SEK 51,900
Back, spread	SEK 41,500
Back	SEK 30,900

WHO DO YOU WANT TO MEET? WHAT DO YOU WANT TO COMMUNICATE AND HOW DO YOU WANT TO COMMUNICATE? WE HAVE THE ANSWER.

Johan Haskå..... +46 40-660 04 53 johan.haska@agi.se
Daniel Månsson..... +46 40-12 46 30 daniel.mansson@agi.se
Liselotte Ejdbjy +46 40-660 04 57 liselotte.ejdbjy@agi.se



THE MAGAZINE

AGI is the one magazine in Sweden which covers all areas in publishing and printing; from design and layout to printing and distribution.

We cover both business and technology for trade areas such as printers, ad agencies, finishing companies, digital photographers, print buyers and web designers.

AGI won the publishing prize Svenska Publishing-priset in 2001 in the category for best trade press magazine.

Who are our readers?

Our readers work with digital and print publishing, but a large reader group consists of print buyers.

Readers that work in areas such as finishing, education and digital photography are equally important to us.

Many of our readers are decision-makers, such as CEOs, owners or managers.

APPOINTMENTS AND VACANCIES

Considering the wide circulation of the magazine, your chances in finding the right co-worker are good. Priced according to the module sizes: 1/4, 1/2 and 1/1 page (please see next page for more info). Ad is also published on our web site, www.agi.se.

CLASSIFIEDS

For sale/wanted:

This is Sweden's largest second-hand market for machinery and equipment.

One column=41 mm, two columns=89 mm, three columns=136 mm

Price per mm (minimum 30 mm).....SEK 33.90
1/1 page 183 x 268 mm.....SEK 18,800
1/2 183 x 132 mm
1/4 89 x 268 mm.....SEK 10,560

Equipment/services:

Advertise your product under this header. Ads are booked for at least six or twelve insertions per year. No extra charge for full colour print.

One column=34 mm, two columns=72 mm, three columns=109 mm

Price per mm (min. 30 mm)SEK 18.90

Classifieds: Please contact Daniel Månsson, +46 40-12 46 30

OTHER FORMS OF ADVERTISING

Please contact our sales dept. for the following services:

- Banner/link on www.agi.se
- Ads in AGI Denmark, AGI Norway and AGI Finland.
- Participate in the Grafiska Katalogen

