

# Hemträdgården

Hemträdgården ges ut av Riksförbundet Svensk Trädgård – Sveriges största trädgårdsorganisation

## 2014

## Advertice in Hemträdgården (Pricelist)

(From 6 November 2013)



Hemträdgården reaches:

- ✿ More than 30.000 members in Swedish Horticultural Society all over the country
- ✿ Around 160 local garden societies
- ✿ Around 60 of pressagencies and Presstops and salesplaces in Sweden
- ✿ Around 350 public places such as nursing centers, hospitals, dentist receptions, hairdresses and others.
- ✿ Around 60 libraries
- ✿ Trading companies

The magazine is also successfully sold in Norway and also on Åland.

## Publication Schedule

The theme for 2014  
is playful garden

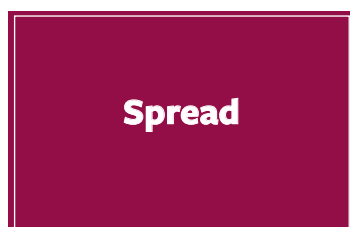
Nr	Out of print	Deadline	Orig. by the printer
1	21/2	16/1	23/1
2	17/4	13/3	20/3
3	5/6	30/4	8/5
4	15/8	12/6	19/6
5	3/10	28/8	4/9
6	28/11	23/10	30/10

Prices and format, see next page.

# Hemträdgården

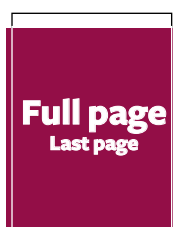
## 2014

### Pricelist and size, 4-colours



395 x 280 mm  
Full bleed 420 x 297 mm  
cutting margin in all directions.  
**24.000 SEK**

Cutting margin 5 mm.



185 x 250 mm  
Full bleed  
210 x 260 mm  
cutting margin  
in all directions  
except in the  
upper margin.  
**17.000 SEK**



185 x 280 mm  
Full bleed  
210 x 297 mm  
cutting margin  
in all directions.  
**14.000 SEK**



185 x 280 mm  
Full bleed  
210 x 297 mm  
cutting margin  
in all directions.  
**15.500 SEK**



1/2-page  
185 x 135 mm or 90 x 280 mm  
**8.000 SEK**



1/4-page  
90 x 135 mm  
**4.500 SEK**

1/8-page  
90 x 65 mm  
**2.500 SEK**

### Annex

Annexes according  
to quote.

### Ads by the line – The Garden Market

The charge to participate in 6 issues will be 1.200 SEK.

To get a link to your own homepage from the Swedish Horticultural Society, 1.000 SEK will be added.

**New for this year** is an ad by the line with a picture. It will cost 3.000 SEK to participate in 6 issues.

Sales tax and advertising tax is not added. The magazine is exempted from taxes.

### Technical information

An ad should be delivered as a digital full original. The whole magazine is printed in a four-colour process. All colour definitions must be in CMYK (Europescale). Screen frequency is 150 lines/inch. The magazine will be printed in sheet fed offset.

We take these formats:

- PDF. Please observe that the PDF file must be done with the correct settings for print. It ought also be made in a Postscript file or Destiller. PDF format directly from In Design (with correct settings) will be fine.
- For delivering an ad in another format, please contact the receiver of ads, +46703-23 0331.

Members of  
Swedish Publications

**SVERIGES  
TIDSKRIFTER**



TS-controlled edition  
2011:30 500

### Booking of ads

Hélène Ulvander  
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Tel: +468-767 96 11,  
Fax: +468-767 51 58  
media@mixisthlm.se

### Receiving of ads

Lasse Mellquist Layout  
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### Publisher

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### Editor and responsible Publisher

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