

Rate Card & Mechanical requirements

(Valid from 2009)

Expressen/GT/KvP are published seven days a week and sold all over Sweden. The circulation is 271 000 on weekdays and 364 000 on Sundays. The number of readers is 1,0 million on weekdays and 1,1 million on Sundays. This means that more than one of five between the age 15–79 reads Expressen/GT/KvP every day. Expressen/GT/KvP readers represent a miniature Sweden. They are of all ages, live all over Sweden, and have all kinds of professions and interests.



Black & White
4-colour

18 47x360 mm ■ 23.600- ■ 37.600-	28 98x360 mm ■ 47.200- ■ 75.200-	38 149x360 mm ■ 70.800- ■ 112.800-		58 251x372 mm ■ 97.100- ■ 155.300-
A 1/1-page of Expressen consists of 5 columns and 8 modules.				
16 47x268 mm ■ 17.700- ■ 28.200-	26 98x268 mm ■ 35.400- ■ 56.400-	36 149x268 mm ■ 53.100- ■ 84.600-	46 200x268 mm ■ 70.800- ■ 112.800-	
15 47x223 mm ■ 14.750- ■ 23.500-	25 98x223 mm ■ 29.500- ■ 47.000-	35 149x223 mm ■ 44.250- ■ 70.500-	45 200x223 mm ■ 59.000- ■ 94.000-	55 251x223 mm ■ 73.500- ■ 117.500-
14 47x178 mm ■ 11.800- ■ 18.800-	24 98x178 mm ■ 23.600- ■ 37.600-	34 149x178 mm ■ 35.400- ■ 56.400-	44 200x178 mm ■ 47.200- ■ 75.200-	54 251x178 mm ■ 59.000- ■ 94.000-
13 47x133 mm ■ 8.850- ■ 14.100-	23 98x133 mm ■ 17.700- ■ 28.200-	33 149x133 mm ■ 26.550- ■ 42.300-	43 200x133 mm ■ 35.400- ■ 56.400-	53 251x133 mm ■ 44.250- ■ 70.500-
12 47x88 mm ■ 5.900- ■ 9.400-	22 98x88 mm ■ 11.800- ■ 18.800-	32 149x88 mm ■ 17.700- ■ 28.200-	42 200x88 mm ■ 23.600- ■ 37.600-	52 251x88 mm ■ 29.500- ■ 47.000-
11 47x43 mm ■ 2.950- ■ 4.700-	21 98x43 mm ■ 5.900- ■ 9.400-	31 149x43 mm ■ 8.850- ■ 14.100-	41 200x43 mm ■ 11.800- ■ 18.800-	51 251x43 mm ■ 14.750- ■ 23.500-

WHAT MODULE CORRESPOND TO THE SIZE AND HOW DO I CALCULATE THE PRICE?

BASE MODULE

No. 11 is the base module: 47 mm x 43 mm.

EXAMPLE

- Module 38:
3 columns x 8 modules
= 24 modules.
- Multiply the number of modules with the basic price (no. 11), 2 950 SEK alt. 4 700 SEK.
- Module 38 =
70 800 SEK (bl/w)
112 800 SEK (4-colour).

PREFERRED PAGE

(e.g. early right hand)
1/1-page = 10% surcharge,
other sizes
= 30% surcharge.

All rates exclude VAT.

Not preferred

Sundays +3%

Fixed format / Special positions

TV-STRIP

■ □
Black & White
■ ■ ■ ■
4-colour

51251 x 43 mm
Weekdays

Sundays

■ □ 20.800,-

■ □ 22.000,-

■ ■ ■ ■ 28.100,-

■ ■ ■ ■ 31.350,-

MODULS, LAST PAGE, BACKCOVER

1347 x 133 mm
Weekdays

■ □ 9.720,-

■ ■ ■ ■ 15.540,-

Sundays

■ □ 10.560,-

■ ■ ■ ■ 16.860,-

2347 x 133 mm
Weekdays

■ □ 19.440,-

■ ■ ■ ■ 31.080,-

Sundays

■ □ 21.120,-

■ ■ ■ ■ 33.720,-

3347 x 133 mm
Weekdays

■ □ 29.160,-

■ ■ ■ ■ 46.620,-

Sundays

■ □ 31.680,-

■ ■ ■ ■ 50.580,-

4347 x 133 mm
Weekdays

■ □ 38.880,-

■ ■ ■ ■ 62.160,-

Sundays

■ □ 42.240,-

■ ■ ■ ■ 67.440,-

5347 x 133 mm
Weekdays

■ □ 48.600,-

■ ■ ■ ■ 77.700,-

Sundays

■ □ 52.800,-

■ ■ ■ ■ 84.300,-

12b47 x 65 mm
Weekdays

■ □ 4.860,-

■ ■ ■ ■ 7.770,-

Sundays

■ □ 5.280,-

■ ■ ■ ■ 8.430,-

22b98 x 65 mm
Weekdays

■ □ 9.720,-

■ ■ ■ ■ 15.540,-

Sundays

■ □ 10.560,-

■ ■ ■ ■ 16.860,-

32b149 x 65 mm
Weekdays

■ □ 14.580,-

■ ■ ■ ■ 23.310,-

Sundays

■ □ 15.840,-

■ ■ ■ ■ 25.290,-

42b200 x 65 mm
Weekdays

■ □ 19.440,-

■ ■ ■ ■ 31.080,-

Sundays

■ □ 21.120,-

■ ■ ■ ■ 33.720,-

52b251 x 65 mm
Weekdays

■ □ 24.300,-

■ ■ ■ ■ 38.850,-

Sundays

■ □ 26.400,-

■ ■ ■ ■ 42.150,-

ORDER & COPY DEADLINE

Order 12.00 a.m. three working days prior to insertion date.
Complete art work 12.00 hrs two working days prior to
insertion date.

MECHANICAL REQUIREMENTS

SCREEN

85 lines/inch (34/cm)

COLOUR SEQUENCE

Yellow, Cyan, Magenta, Black.

ADDRESSES FOR DIGITAL RECEPTION

För information phone +46 8 738 25 40

E-mail: annonsmottagning@expressen.se

FTP (File Transfer Protocol) Contact us for details.

PAYMENT DETAILS

Bank: Nordea

Account no: 252210-0

IBAN: SE90 9500 0099 6034 0252 2100

Swiftcode: NDEASESS

Account dept: +46 40 602 01 70, fax +46 40 29 08 72

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