

FIRST CLASS

M A G A Z I N E

ADVERTISING INFO 2016

WWW.FIRSTCLASSMAGAZINE.SE



*FIRST CLASS MAGAZINE WOULD LIKE TO SEND YOU
ON A JOURNEY THROUGH LIFE IN GREAT STYLE AND
CLASS – A JOURNEY YOU WELL DESERVE!*

FIRST CLASS MAGAZINE is not only one of Sweden's most exclusive life style magazines, it is also a personal guide to the best destinations, the best wristwatch brands, the most exclusive jewellery, the most expensive cars and the largest floating vessels.

The attentive editorial staff will pick out the best that life has to offer and is constantly looking for ways to brighten your existence. First Class Magazine offers that little extra – served in a beautiful and exclusive package.

Our readers are well aware of the latest trends and possess a purchasing power which enables them to set a gilt-edge to their lives. First Class Magazine is distributed in the three major cities, to residents with a household income of at least 2,5 million Swedish kronor. First Class Magazine is also distributed to major partners, i.e. hotels, spa- and wellness intitutes as well as carefully selected shops and restaurants.

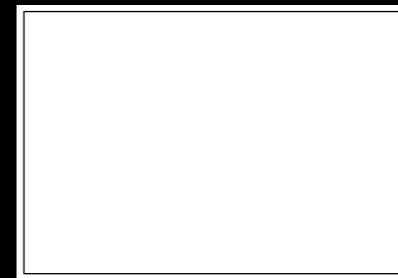
The magazine is printed and distributed in 15 000 copies per issue. The allocation of copies distributed to households in our income based registry and copies to our partners is 50/50. Estimated range is 60 000 readers.

ABOUT OUR READERS

77 % are between 35 and 54 years old.	On an average the readers of First Class Magazine own 1,3 homes per household.
43 % are women and 57 % are men.	On an average the readers of First Class Magazine own 1,9 cars per household.
72 % are living in Stockholm, Gothenburg 14 % and 8 % in Malmoe.	73 % make 3 or more weekend journeys per year.
43 % are self-employed	61 % make more than 2 long journeys per year.
51 % hold a manager's position within the private or public sector.	89 % choose to travel by on scheduled flights and privatley selected hotels.
89 % reads the whole or the major parts of each issue of the magazine.	87 % spend more than SEK 100 000 on holiday travelling per household and year.
67 % reads First Class Magazine on more than two occasions.	
91 % plan to save First Class Magazine for more than 3 months.	
93 % finds that First Class Magazine as a good or very good source of inspiration.	

(The survey was conducted from September until December 2012)

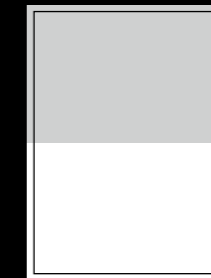
Format and prices



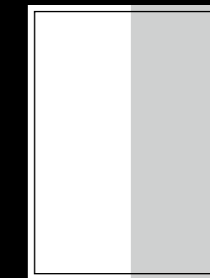
SPREAD
SEK 86 000
420 x 285 mm
+ 5 mm bleed



FULL PAGE
SEK 55 100
210 x 285 mm
+ 5 mm bleed



HALF PAGE 1
SEK 31 200
210 x 143 mm
+ 5 mm bleed



HALF PAGE 2
SEK 31 200
105 x 285 mm
+ 5 mm bleed



QUARTER PAGE
SEK 19 000
210 x 72 mm
+ 5 mm bleed

For requested placing there will be an additional 20% on the specified price.

Contact

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ISSUE	DEADLINE FOR AD-MATERIAL	DATE OF PUBLICATION
1	8 february	week 9-10
2	4 april	week 17-18
3	1 june	week 26-27
4	8 august	week 35-36
5	3 october	week 43-44
6	28 november	week 51-52

Technical information

Only digital material in print-optimized PDF. For bleed-ads the page will be increased with 5 mm. All pictures have to be a minimum of 300 dpi och in CMYK. All colours in the documents must be defined in CMYK as process colours. The text must not be closer than 4 mm from the page's crop marks. Due to the glue-binding, the spreads should not contain any important information, such as text across the back. If necessary, the writing should stop a few mm before the back. Grid density is 133 lines per inch and it is head-set offset printing.

ICC PROFILE COVER: ISO Coated v2
ICC PROFILE INSERTION: ISO Coated v2 300%

Terms and conditions:

GENERAL CONDITIONS: All prices for this magazine exclude VAT, but include advertising tax.

PAYMENT TERMS: After credit checks, 10 days credit will be allowed. Penalty interest is charged at 3% per month after the due date.

CLAIMS: The magazine's liability for damages is limited to the maximum advertising cost. No liability is taken for claims due to unpublished or improperly published advertising or for delayed responses to advertising. Comments about published advertising shall be made within three working days, and within eight days of the invoice date for comments on invoices.

ACCEPTANCE OF ADVERTISING: The magazine reserves the right to reject an advertiser.

CANCELLATION: Advertisements may be cancelled at least three weeks prior to the copy deadline. If advertisements are cancelled later 3 weeks before copy deadline First Class Magazine have the right to invoice the advertiser for the advert.

