

PLAZA

I N T E R I Ö R



PLAZA INTERIÖR
ONE OF SWEDEN'S MOST
POPULAR INTERIOR DESIGN
MAGAZINES!



"We want to be a guide for our readers when they want to find the right furnishing for their homes"



Welcome

2010 will be an exciting year for Plaza Interiör. The magazine will celebrate its 15 year anniversary, during which it has become extremely popular and well liked. Even though the the number of magazine titles available has grown over the years, Plaza Interiör has managed to keep its place as one of the premier home decorating magazines in Sweden. The magazine has recently made a change in direction and has a new layout. As editor-in-chief, I will further develop the magazine so that Plaza Interiör will stand stronger and become even better.

Plaza Interiör is the only magazine that unites beautiful and tasteful home-articles with useful ideas for bathroom and kitchen. We add wonderful inspiring still life and home-decorating articles. We cover everything from wallpapers, fabrics, sofas to tiles, floors and sinks. We want to be a guide for our readers when they want to find the right furnishing for their homes, whether it be for a total renovation, or just a simple makeover. Our readers feel safe in turning to the magazine whenever they need any inspiration or advice and tips for new additions to their home.

So follow us on a journey into 2010!

Tove Oskarsson Henckel, Editor in chief



Advertise in Plaza Interiör and reach 146,000 consumers. The readers have a higher than average income and they care about how they live, and how they spend their money.

What is Plaza Interiör?

- ▶ A modern and trendy interior design magazine with plenty of purchase inspiration.
- ▶ Sweden's most lighting-conscious magazine filled with lighting solutions, shopping guides and elegant kitchens and bathrooms.
- ▶ A picture-packed magazine showing homes from Luleå in the North to Ystad in the South and interior designs that span from basic to more exclusive.

Plaza Interiör is issued 12 times a year.

Singel copies are distributed via Tidsam.

Plaza Interiör has 146,000 readers on average per issue.

Edition 34,500 copies per issue.

The printed edition is 60,000 copies per issue..

Single copies: 39.50 SEK.

Subscription price: 474 SEK/12 issues.

Chief Editor Tove Oskarsson Henckel.

The magazine is read all over Sweden, but mainly in medium to large cities.

Words that readers use to describe the magazine are: inspiring, relaxing, modern, comprehensive in content, trendsetting (QRS 2006).



Target group

The readers devote on average 41 minutes on each issue. They open Plaza Interiör on average 3.2 times per issue reading 81 % of the content.

Plaza Interiör is read by both men and women. The typical reader is between 35–40 years old and is a home owner. Roughly 70 % of the readers are women. The majority have families with young children.

The reader's family income and educational level is much higher than in Sweden in general. Their average income is 568,000 Swedish Kronor which puts them in the upper income bracket.

Plaza Interiörs readers are very interested in interior design. They spend 918 million Swedish Kronor annually on design products and spend 249 million Swedish Kronor on textiles. Plaza Interiör's readers care about their homes, how they live and what they consume. They are fashion conscious and take good care of their appearance and their homes. Our readers take pride in keeping themselves updated on the latest trends.

Plaza interiörs readers often renovate their homes and they spend 837 million Swedish Kronor on building materials annually.

Plaza Interiör is one of Sweden's most popular interior design magazines. Our readers say: "I know that I can trust it, and I always get new ideas and learn something new after reading an issue." And the readers continue: "The ads and the articles always inspire and often make me surf the Internet to learn even more. – And it's fun to discuss what you've just read with others..." Furthermore I feel that the magazine gives you a happy feeling and it makes you look forward to reading it.

Plaza Interiörs readers are in general very positive towards adverts and see them as a natural part of the magazine content.

Tema och utgivningsplan 2010

	TEMA	GUIDE	MATERIALDAG	I BUTIK
Nr 1-10	LIGHTING Flooring	Kitchen furnitures	20/11 v47	22/12 v52
Nr 2-10	BATHROOM Home technology	Bed guide	15/12 v51	26/1 v4
Nr 3-10	BEDROOM Colour/Paing	Stoves	12/1 v2	23/2 v8
Nr 4-10	KITCHEN Pool guide	Husguide	16/2 v7	23/3 v12
Nr 5-10	GARDEN FURNITURES Bathroom	Outdoor room	16/3 v11	27/4 v17
Nr 6-10	KITCHEN & REFRIGERATORS Festive table dressings	Shower guide	20/4 v16	25/5 v21
Nr 7-10	SUMMER HOUSE Colour/paint	Bath taps	18/5 v20	22/6 v25
Nr 8-10	KITCHEN & TABS Childrens room	Bathroom fittings	15/6 v24	27/7 v30
Nr 9-10	BATHROOM & SINKS Sofas & armcharis	Fans Hall/staircases	2/7 v26	24/8 v34
Nr 10-10	FURNITURE & TEXTILES Heating/fireplaces	Countertops wc interiors	16/8 v33	28/9 v39
Nr 11-10	FLOORING Lighting	House Bathroom tiles	20/9 v38	26/10 v43
Nr 12-10	BATHROOM & BATHTUBS Storage	Microwaves Wallpaper	19/10 v42	23/11 v47
Nr 1-11	LIGHTING Golv	Kitchen furnitures	29/11 v46	21/12 v51
Nr 2-11	BATHROOM Home technology	Bed guide	20/12 v51	25/1 v4

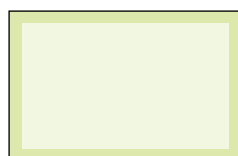
För mer information kontakta:

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Advertising 2010

PRICES AND FORMATS



SPREAD

Format: 450x298 mm*
Type area: 420x270 mm
Pris: 66 500 sek



FULL PAGE

Format: 225x298 mm*
Type area: 205x270 mm
Pris: 39 500 sek



BACK PAGE

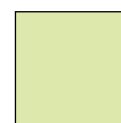
Format: 225x273 mm*
Price: 58 500 sek



HALF PAGE

Format: ligg 225x144 mm *
Type area: 193x130 mm
Type area: standing 110x298 mm*
Type area: 94x268 mm

Pris: 28 500 sek



WEB PAGE

Format: 250x250 mm
Price: 12 000 skr/week

* Add 5 mm cutting area for bleeding format.

Insert, special placement (smallest format full page) add 10 %:

ANNONSSERVICE

PLAZA PUBLISHING GROUP AB

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DELIVERY DATES

Supplements: Call our sales department.

Advertisements: Call our sales department.

SALES DEPARTMENT

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ANNONSFÖRSÄLJNING TORGET

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ADVERTISING MATERIAL

Digital. Sent according to Plaza Publishing's material specification, which is attached with the order confirmation.

WEBMATERIAL

Send till Christoffer Jonsson, christoffer@plazapublishing.se

TECHNICAL INFORMATION

Printing process	Offset
Maximum screen density	150lpi
Binding	Glue binding
Colours	Europe scale
Material	Digital
Insert paper	80g Nova Press
Cover paper	200g Galleri Art
ICC-profile	Euroscale coated v2
Printed circulation	60.000 copies
Distribution	Tidsam
Numbers of readers	Orvesto, TS-controlled issue

OTHER INFORMATION

Complaints

Complaints about inserted adverts must be made within 7 days of the publication date. Regarding invoices, the complaint should be made within 14 days of the invoice date. The magazine is not responsible for mistakes caused by deficient material. In case of adverts being delayed no right to compensation is given.

Prices

All prices include advertising tax, but do not include Swedish VAT.

Annulment

Only in writing to the company at least three months before the publication date.

Other regulations

The magazine reserves the right to refuse non-desirable adverts.

CONTACT INFORMATION

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