

arkitektur

BUILDING INTERIOR PLANNING LANDSCAPE



READER SURVEY
AND RATE CARD 2012



Arkitektur – the **subscribed** review of architecture!

- 80 % of the readers read the adverts.
- One third of the readers read the adverts to a large or very large degree.

Influence

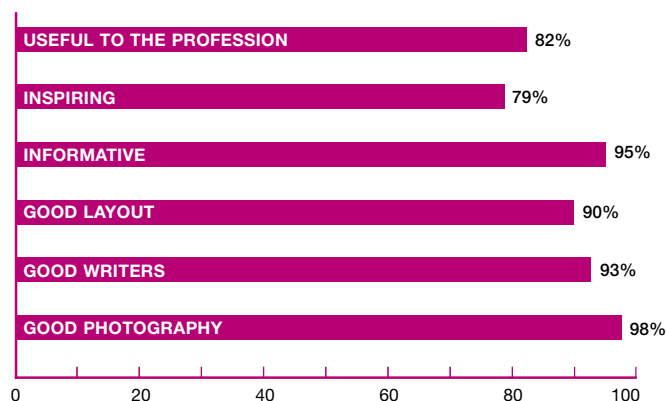
- 42 % have quite large or decisive influence.
- One third of the readers have recommended the advertised product for a project.

Readership facts

Our readers are first and foremost **professional architects** – our most important target group – but also other decision makers working in the building industry.

- 62 % of the readership consists of architects.
- 50 % of our readers are working within the field of building.
- 33 % are working with interior design, landscape architecture or urban planning.
- 6 % are students.
- 65 % of the readers are men, 35 % are women.
- 40 % are 35–55 years of age.
- 12 % are older than 65.
- 35 % are 35 years or younger.

82 % agree with the statement that the magazine is of great service to the profession. This means that Arkitektur holds **a very strong profile as advertising media towards the target group.**



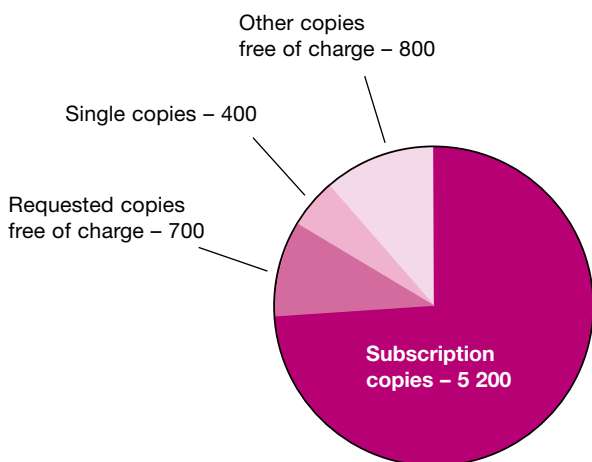
Circulation

- Every fourth copy of Arkitektur is read by three or more people.
- In addition to subscriptions to workplaces, where the magazine circulates, it is also available at universities, libraries and other public venues.

Arkitektur is the **largest subscribed review of architecture in Scandinavia** with 16 000 readers per issue. It is controlled by the Swedish bureau of circulation (TS).

The figure for TS 2010 is 7 100 copies.

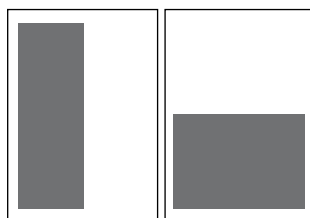
- 73 % of the circulation consists of subscription copies
- 400 are single copies
- 700 are requested copies free of charge
- 800 are other copies free of charge



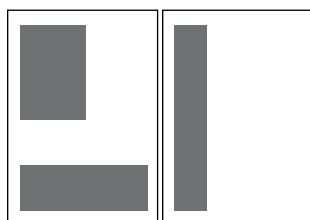
1/1 PAGE SPREAD BLEED:
440 x 297 mm
SEK 39 100



1/1 PAGE BLEED: 220 x 297 mm
Printing space: 190 x 270 mm
SEK 24 600



1/2 PAGE VERTICAL: 90 x 270 mm
1/2 PAGE HORIZONTAL: 190 x 130 mm
SEK 14 700



1/4 PAGE: 90 x 130 mm
1/4 PAGE VERTICAL: 190 x 60 mm
1/4 PAGE HORIZONTAL: 45 x 270 mm
SEK 10 500

COVER POSITIONS 4 COLOURS:

Back cover SEK 32 800
Inside cover/Inside back cover SEK 26 800

INSERTS: Max size 210 x 290 mm. On request.

Planning schedule

2012	Deadline	Publishing	Week
nr 1	10/1	3/2	5
nr 2	15/2	9/3	10
nr 3	13/3	20/4	16
nr 4	3/5	1/6	22
nr 5	30/6	24/8	34
nr 6	6/9	28/9	39
nr 7	11/10	2/11	44
nr 8	15/11	7/12	49

TECHNICAL DATA

PRINTERS: Åkessons Tryckeri AB
Box 148, SE-361 22 Emmaboda
www.akessonstryck.se
AD MATERIAL: Digital only
E: camilla@akessonstryck.se (max 50 MB)
FTP: For information please contact Camilla Petersson
+46 471 482 61, camilla@akessonstryck.se
PAGE SIZE: 220 x 297 mm
PRINTING PROCESS: Dry offset
SCREEN: Up to 175 LPI
PAPER: 130 g Maxisilk
INSERTS: Delivered to Åkessons Tryckeri
Järnvägsgatan 6, SE-361 30 Emmaboda.
Mark with "Arkitektur" and the number of the issue.

ADVERTISING

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About Arkitektur

Established! Founded in 1901.

Highly readable! A paid magazine has much more to offer than a freesheet.

A bigger target group! We reach, not only the architects but also building development policy-makers at local and regional level.

Wide coverage! Arkitektur monitors all areas of architecture: public buildings, offices, homes, houses, interiors, parks, squares and urban planning.

Unique! Arkitektur is the only Swedish trade magazine presenting recent works of national importance.

Important! The extensive project presentation makes Arkitektur an important tool in the eyes of practising architects.

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www.arkitektur.se