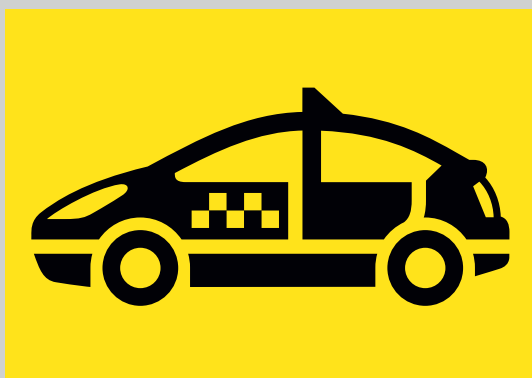




Publication schedule 2017

Issue	Release date	Material deadline
1	February, 10th	January, 26th
2	March, 17th	March, 2nd
3	April, 21st	April, 3rd
4	May, 26th	May, 11th
5	September, 1st	August, 17th
6	October, 6th	September, 21st
7	November, 3rd	October, 19th
8	December, 1st	November, 16th

Advertising rates 2017



Spread (two pages)

392 x 265 mm

Full page: 420 x 297 + 3 mm bleed

SEK 40,200 + VAT



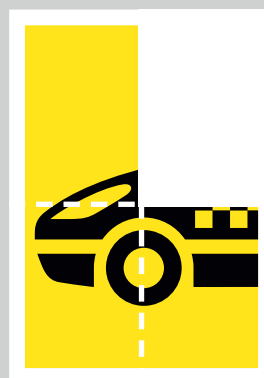
Full page

185 x 265 mm

Full page:

210 x 297 + 3 mm bleed

SEK 25,300 + VAT



Half page

90 x 265 mm *standing*

185 x 130 mm *laying*

SEK 15,100 + VAT



Quarter page

90 x 130 mm *standing*

185 x 63 mm *laying*

SEK 9,100 + VAT

Target group and circulation

Taxi idag is currently the only independent trade magazine that reaches Sweden's taxi drivers. The TS controlled print run of 5,200 copies are distributed to all taxi drivers who are members of the Swedish Taxi Association, and a number of subscribers.

Technical information

Magazine format: 210 x 297 mm (type area: 185 x 265 mm)

Bleed size: 210 x 297 mm + 3 mm trim area

Raster: 133 lines/inch

Printing method: offset

Ad formats: Prices are for finished digital material. Otherwise there will be production and reproduction costs.

The ad should be delivered as a high resolution PDF (booked format size). Insert company name/advertiser in the file name.

The images in the ad should be in CMYK, be high resolution (300 dpi) and saved in EPS or TIFF format.

Fonts must be included in the PDF file.

E-mail the material to richard@kontaktmedia.se.

For questions, call *Richard Svensk*: +46 70 890 05 67.

Advertising Manager

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