

# RATES & SPECS

## MAGAZINE RATES

SCANDINAVIA

Back Cover	SEK 80,000
Front Spread	SEK 93,500
Inside Back Page	SEK 50,000
Spread	SEK 68,000
Full Page	SEK 40,000
Half Page	SEK 21,700
Quarter Page	SEK 15,900

## DISCOUNTS

### AD BUY RATE

4X	10%
8X	12.5%
12X	15%
WORLDWIDE BUY	35%

### GROSS DISCOUNT

## DEADLINES

ISSUE DATE	STREET DATE	AD CLOSING DEADLINE	ART CLOSING DEADLINE	TRADE SHOW EXPOSURE
FEBRUARY	28/01/09	25/12/08	02/01/09	-
MARCH	26/02/09	23/01/09	30/01/09	-
**STUDENT GUIDE	0/0/0	0/0/0	0/0/0	-
APRIL	26/03/09	20/02/09	27/02/09	-
MAY	23/04/09	20/03/09	27/03/09	-
**FESTIVAL GUIDE	0/0/0	0/0/0	0/0/0	-
JUNE	28/05/09	23/04/09	30/04/09	-
JULY	25/06/09	22/05/09	29/05/09	-
AUGUST*	23/07/09	19/06/09	26/06/09	-
SEPTEMBER	27/08/09	24/07/09	31/07/09	-
**STUDENT GUIDE	0/0/0	0/0/0	0/0/0	-
OCTOBER	25/09/09	21/08/09	28/08/09	-
NOVEMBER	23/10/09	18/09/09	25/09/09	-
DECEMBER†	27/11/09	23/10/09	30/10/09	-
**WINTER GUIDE	0/0/0	0/0/0	0/0/0	-
JANUARY	28/12/09	20/11/09	27/11/09	-

\* Photo Issue † Fiction Issue \*\* Mini Mags

## SENDING ADS BY FTP

1. Stuff or zip the files or folders you need to send to Vice.
2. Login to our ftp upload page:  
ftp://ADS@Viceland.se  
(SERVER: viceland1.globalinn.se)  
User ..... ADS  
Password ..... advic
3. After the files has been uploaded, let us know by sending an email containing name of file to ads@viceland.se.

## DIMENSIONS

### DOUBLE PAGE SPREAD

TRIM AREA ..... 426mm (w) x 276mm (h)  
BLEED SIZE ..... 432mm (w) x 282mm (h)  
LIVE AREA ..... 394mm (w) x 257mm (h)

### SINGLE PAGE

TRIM AREA ..... 213mm (w) x 276mm (h)  
BLEED SIZE ..... 219mm (w) x 282mm (h)  
LIVE AREA ..... 203mm (w) x 257mm (h)

1/2 PAGE HORIZONTAL 197mm w x 124mm h  
1/2 PAGE VERTICAL . . . . . 95mm w x 260mm h

1/4 PAGE SQUARE . . . . . 95mm w x 124mm h  
1/4 PAGE HORIZONTAL . . . . . 197mm w x 59mm h  
1/4 PAGES VERTICAL . . . . . 48mm w x 260mm h

## IMAGES

Visuals must be CMYK (never RGB, nor duotone, nor multichannel). All art must be at least 300 dpi. If you have alot of line art (1-bit images) it's recommended that you deliver art at 600 dpi to prevent pixelation.

REMEMBER: Always keep important info like photo credits etc. away from the bleed or they might get chopped. If you send PDFs, please make sure to include the fonts (including screen and print fonts) or outline all the text.

## HOW AND WHERE TO SEND ADS

We prefer ads to be emailed to us but you can also send them by FTP or on a CD.

Email ads to: [ads@viceland.se](mailto:ads@viceland.se)

ATTN. PRODUCTION DEPT.  
VICE  
Rosenlundsgatan 36  
SE-118 53 Stockholm  
SWEDEN