

RATES & SPECS

MAGAZINE RATES

SCANDINAVIA

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|------------------|------------|
| 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 | GROSS DISCOUNT |
|---------------|----------------|
| 4X | 10% |
| 8X | 12.5% |
| 12X | 15% |
| WORLDWIDE BUY | 35% |

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

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