

PLAZA

I N T E R I Ö R



→ Only Swedish inspiring homes

Welcome!

With an intimate tone and an eye for the latest trends, Plaza Interiör makes its readers feel at home while also serving as a source for inspiration. It is vital for us to show our readers real Swedish interiors they can actually get their hands on. We monitor what is new and exciting within Swedish design. For our readers the magazine is an important shopping guide with selected products and inspiring shopping tips in the interior design area. It is therefore used as a reference point for purchasing decisions.

As a collaboration partner for you as an advertiser, we are a creative team who look past traditional advertising solutions and tailor customised solutions.


Moa Samuelsson
Chefredaktör



→ Trends covered with an intimate tone of voice



→ Plenty of shopping tips

PLEASE PAY ATTENTION TO THE FOLLOWING:

PLAZA INTERIÖR IS SOLD AND DISTRIBUTED THROUGH **TIDSAM**.
PLAZA INTERIÖR HAS A READERSHIP OF 95,000 ACCORDING TO **ORVESTO**.
PLAZA INTERIÖR HAS A **TS-CIRCULATION** OF 32000 SOLD COPIES PER ISSUE.

ABOUT PLAZA INTERIÖR:

Price 59 SEK

Plaza Interiör is published 12 times per year.

The magazine is distributed through Tidsam.

Readership 95,000 per issue (Orvesto 2015)

TS-circulation 32,000 per issue (2015)

Print circulation 45,000 per issue

Although the magazine is read throughout Sweden, a majority of the readers

are found in large and medium sized cities, including the suburbs.

The typical reader is aged between 35 and 40, the majority is younger than 55 years old and over 76% of the readers are women.

SVERIGES TIDSKRIFTER **TIDSAM** **TS**

PLAZA

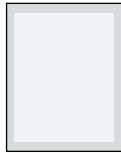
I N T E R I Ö R

PRISER OCH FORMAT



SPREAD

Format: 450x298 mm
Type area: 420x270 mm
Price: 80 000 SEK
Price 1st: 96 000 SEK
Price 2nd-7th: 84 000 SEK



FULL PAGE

Format: 225x298 mm
Type area: 205x270 mm
Price: 49 000 SEK
Price 1st-7th: 55 000 SEK



BACK COVER

Format: 225x273 mm
Price: 80 000 SEK



3RD COVER

Format: 225x298 mm
Type area: 205x270 mm
Price: 49 000 SEK



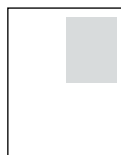
HALF PAGE

Format horizontal: 225x144 mm
Type area: 193x130 mm
Format vertical: 110x298 mm
Type area: 94x268 mm
Price: 29 500 SEK



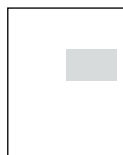
HALF PAGE "TORGET"

Format horizontal: 200x130 mm
Format vertical: 98x264 mm
Price: 29 500 SEK



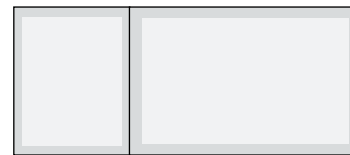
QUARTER PAGE "TORGET"

Format horizontal: 98x130 mm
Format vertical: 200x63 mm
Price: 17 500 SEK



8TH PAGE "TORGET"

Format: 98x63 mm
Price: 9 500 SEK



GATE FOLDER

Format: 4 pages
Price: 169 000 SEK



WEB ADVERTS

Format: 250x250 mm
Price: 6 000 SEK/week

* Add 5 mm cutting area for bleed format. **INSERTS** Special placement at least 1/1 page additional 10%. Price upon request.

ADVERTISE INTERACTIVELY

→ Spotify of Magazines

Plaza Publishing titles is also available in digital platforms such as Readly, app store, Nook, Ztory, Qiozk, Press Reader and others.



ADVERTISEMENT PRICE DIGITAL

Full page 19.900 SEK/page per issue (one year)
Spread 39.900 SEK/page per issue (one year)
Back cover 29.900 SEK/back a number (one year)
Package-deal 10 pages in the digital edition - 99.900 SEK/packet per issue (during 1 year)

VEM LÄSER TIDNINGEN DIGITALT?

- ◆ The reader on the move
- ◆ Plaza interiors digital edition is the 6100 ex/edition, according to TS full year 2015.
- ◆ The environmentally friendly reader
- ◆ The platform makes the reader discover new magazines



ADVERTISING BOOKING

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Digital advertising

material is sent in accordance with Plaza Publishing's material specification attached with the order confirmation.

Web material is sent to web@plazapublishing.se

Complaints

Complaints regarding inserted adverts must be made within 7 days of the publication date. Complaints regarding invoices must be made within 14 days of the invoice date. The magazine accepts no responsibility for mistakes occurring as a result of incorrect material. Additionally, there is no right to compensation for delayed material.

Rates

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

Annulment

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

Additional regulations

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

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“With an intimate tone and an eye for the latest trends”



THEMES AND PUBLISHING SCHEDULE

	THEME	GUIDE	MATERIAL DATE	IN STORES
Nr 1/17	TREND: FURNITURE & TEXTILES	Hotels, New Years Menu, Carpets, Home technology	17/11 v46	20/12 v50
Nr 2/17	LIGHTNING	Travels Textile	15/12 v50	24/1 v4
Nr 3/17	BATHROOM SPECIAL COLOUR & WALLPAPER	Tiles	16/1 v3	21/2 v8
Nr 4/17	KITCHEN SPECIAL	Bedroom House guide	10/2 v6	21/3 v12
Nr 5/17	SUSTAINABILITY SPECIAL	BATHROOM: Best purchases Outdoor furnitures & conservatories	24/3 v12	26/4 v17
Nr 6/17	MOVING OUT OUTDOOR FURNITURES, Colour	KITCHEN: Best Buys The decorated Table	21/4 v16	24/5 v21
Nr 7/17	SHOPPING GUIDE SWEDEN	BBQ Garden lightning	19/5 v20	22/6 v25
Nr 8/17	BEDROOM	Food & Culture	16/6 v24	20/7 v29
Nr 9/17	THE BEST DESIGN OF THE YEAR COLOUR & WALLPAPER	BATHROOM: Best Buys Organise	25/7 v30	24/8 v34
Nr 10/17	MOVE INSIDE: Autumns finest furnishings	KITCHEN: Best Buys House guide, Textile, Long Travel	16/8 v33	21/9 v38
Nr 11/17	BATHROOM SPECIAL ARTS & CULTURE	Glass & porcelain	15/9 v37	24/10 v43
Nr 12/17	CHRISTMAS & CHRISTMAS GIFTS KITCHEN SPECIAL	Carpets Tiles	16/10 v42	23/11 v47
Nr 1/18	TREND: FURNITURE & TEXTILES	Home technology Hotels, New Years Menu	17/11 v46	21/12 v51

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I N T E R I Ö R

Advertorials ♦ design collaborations ♦ events in stores ♦ Instagram ♦ banner around the magazine ♦ Annex

More than just a magazine

Today we meet our readers in a number of different platforms beyond the magazine. Daily through our Facebook and Instagram, and face to face on our events. For you as a partner it is possible to find concepts and ideas beyond the traditional advertising solutions. It can be anything from store event with shopping and trend lectures to us developing an advertorial where we highlight you as a company and trademark. In addition, we also offer unique design collaborations where we, together with you creates Products / collections.

**FOR QUESTIONS ABOUT EVENTS
AND CREATIVE SALES CONTACT
OUR SELLERS.**

Advertorial example



→ *Advertorial and in store campaign in cooperation with Jotun.*

PRICE ADVERTORIAL

Each format x 2 plus production: Quotation on request.

Price example spread: 80 000 x 2 = 160 000 + production price.



Instagram example

→ *Successful Instagram, @plazainterior with steadily increasing number of followers.*



PRICE INSTAGRAM

Sponsored Post: 0.50 SEK/follower at the date of your booking.

Examples of Annex

PRICE EXAMPLES ON LOOSE ANNEX

Weight 20 grams: Maximum size 205 x 278. The minimum size A6.

Distribution whole edition: 1.05 SEK/pc

Creative Sales – concepts and ideas beyond traditional