

PULVANA[®]

MODE
INREDNING
& DESIGN

MAGAZINE

MEDIA KIT
2018

Welcome to successful Plaza Magazine!



IN EVERY PLAZA

ONTREND!

Every issue of Plaza Magazine delivers the hottest names and the most interesting events. We give you the latest style, fashion, beauty, interior design, art and culture news and updates. Each issue also includes an inspirational travel guide in which the world's most exciting people reveal their personal tips.

WOW!

Plaza Magazine never fails to surprise and amaze its readers. From spectacular celebrity shoots to stylish homes and stunning still life, Plaza delivers top class photojournalism.

FASHION!

We deliver the most beautiful photo stories of leading international fashion. Inspirational, challenging, beautiful and ground-breaking, Plaza works with Sweden's top photographers.

IN-DEPTH FOCUS!

Featuring pioneering articles and portraits of fascinating individuals, Plaza introduces you to exciting fashion creators, the most interesting designers and the most challenging artists – all portrayed by Sweden's leading writers and photographers. Plaza takes you to a place no-one else can reach.

In an era when most print magazines are struggling to stay afloat, Plaza Magazine is growing in popularity. For the last two years, the number of readers for each issue has been steadily increasing. A year-on-year breakdown shows a 16 percent increase for 2013 and 22 percent again in 2014.

The role of the magazine has never mattered as much as it does now. In this inconstant media universe, it is only the magazines that have a clearly defined ideal, that know their audience and ensure consistent quality and a unified message in each and every issue, that survive. For Plaza Magazine, it is all about delivering the latest updates from the international style and culture scene to our trend and fashion conscious readers.

“Plaza reaches a curious, well-travelled and affluent group of people.”

When looking at our figures, it is clear we are achieving our goals.

The 70,000 readers that make up Plaza Magazine's demographic are aged between 26 and 46. Inquisitive and well-travelled with strong purchasing power, they all share an interest for the range of topics we cover in Plaza. Yet with hectic lifestyles, they struggle to find the time to indulge in them. This is where we step in. Plaza Magazine serves as a guide to the modern consumer, providing information and inspiration on the latest movements and key products. Readers are briefed on trends and designers and kept up to date on

the furniture, gadgets and clothes to look out for.

With you on board as an advertiser, we create an environment that breathes quality and awareness; one that is at the forefront of fashion and design news, while still keeping its feet firmly on the ground.

Welcome to Plaza 2018!

KONRAD OLSSON

chefredaktör

konrad@plazamagazine.com



No 01. The luxury issue

PARTY, INDULGENCE, 2017 TRENDS.

ON SALE 13 DECEMBER

COPY DEADLINE 10 NOVEMBER

No 02. The spring fashion issue

SPRING FASHION(2).

ON SALE 8 MARCH

COPY DEADLINE 24 FEBRUARY

No 03. Trends and accessory issue

SUMMER FASHION AND THE LATEST DESIGN NEWS.

ON SALE 24 MAY

COPY DEADLINE 24 APRIL

EXTRA MAGAZINE: PLAZA WATCH, THE WORLD'S LEADING WATCH MAGAZINE.

ISSUE BY ISSUE



No 04. The fall fashion issue

AUTUMN FASHION(1), SHOES AND FRAGRANCES.

ON SALE 28 SEPTEMBER

COPY DEADLINE 20 AUGUST

No 01. The luxury issue

PARTY, INDULGENCE, 2018 TRENDS.

ON SALE 22 NOVEMBER

COPY DEADLINE 1 NOVEMBER

EXTRA MAGAZINE: PLAZA WATCH, THE WORLD'S LEADING WATCH MAGAZINE.



FORMATS AND PRICES

CREATIVE SALES

In 2011 we launched creative sales, a new business initiative within plaza publishing group. Creative sales develops ideas and concepts that are beyond traditional advertising solutions. Our advertising formats are requested and appreciated by both advertisers and readers alike. We offer an exclusive concept where the advertiser can reach their target audience directly in the target group's premises. Together with Our staff and sales team, we can adapt what we offer to the requirements of the individual client, and offer promotional solutions for Print, web, editorials, competitions and events.

PARTNER PROMOTIONS/ADVERTORIALS

Partner promotion/advertorials is an advertising solution in print, based on the tonality and graphical style of the respective magazine. The advertisements are designed by our creative team, in conjunction with The client and editors. Take advantage of our creativity and exibility to best communicate in plaza publishing's 19 titles, available in 48 countries.

PRICE

An advertorial tonality, in which the magazine's logo is used together with the advertiser's. The advertisement follows plaza publishing group's guidelines for this Format, and is always labeled as such.
Price: upon request

Promotion advertisement in which the ad is produced outside of plaza creative (e.g. By advertisers or an advertising agency). An advertisement which fits in with the tonality of an advertorial and labeled as such so as Not to confuse the reader.
Price: upon request

Combination advertising packages:
Sweden + international

FULL PAGE SPREAD

(BLEED*) 450 X 298 MM.
PRICE: 7 800 EUR

FIRST SPREAD PRICE: 10 980 EUR
SECOND SPREAD PRICE: 9 650 EUR
THIRD TO SIXTH PRICE: 9 150 EUR

FULL PAGE

(BLEED*) 225 X 298 MM.
(TYPE AREA) 185 X 265 MM
PRICE: 4 900 EUR

INSIDE BACK COVER PRICE: 5 300 EUR
BACK COVER PRICE: 10 900 EUR
FIRST SEVEN PAGES PRICE: 5 300 EUR

HALF PAGE HORIZONTAL

(BLEED*) 225 X 146 MM
(TYPE AREA) 185 X 130 MM
PRICE: 2 800 EUR

HALF PAGE VERTICAL

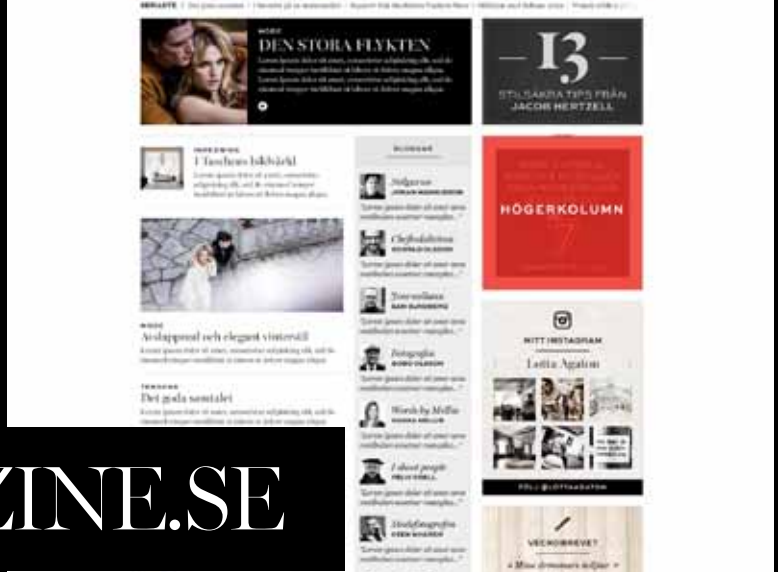
(BLEED*) 110 X 298 MM
(TYPE AREA) 90 X 265 MM
2 800 EUR

QUARTER PAGE VERTICAL

(TYPE AREA) 90X130 MM 1 600 EUR

OTHER SPECIAL PLACEMENTS +10%.
ALL RATES EXCL. V.A.T.

(*ADD 3 MM CUTTING AREA
FOR BLEED FORMAT)



PLAZAMAGAZINE.SE

PRICES & FORMATS

TAKE OVER: 1600 X 1024 PX. **PRICE:** 15 000,-/WEEK

LEFT COLUMN: 380 X 150 PX. **PRICE:** 6 000,-

RIGHT COLUMN: 250 X 240 PX. **PRICE:** 8 000,-

MIDDLE: 380 X 150 PX. **PRICE:** 4 000,-

FULL WIDTH: 940 X 268 PX. **PRICE:** 9 000,-

FORMAT: FLASH /GIF

ORDERS

SALES: ROSETTE HIRSCH
PHONE: 08-50 11 89 87
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E-MAIL: ROSETTE@PLAZAMAGAZINE.COM

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RECEPTION: +46-8-50 11 88 00
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TECHNICAL SPECIFICATIONS

PRINTING PROCESS: WEB-FED OFFSET
MAXIMUM SCREEN DENSITY: 150 LPI
BINDING: ADHESIVE BINDING
MATERIAL: DIGITAL
PAPER: 100G NOVA PRESS
COVER: 250G GALLERI ART
COLOURS: EUROPA SCALE (CMYK)

ORDER INFORMATION

COPY DEADLINE, INSERTS: 3 WEEKS BEFORE PUBLICATION DATE.

CANCELLATION: IN WRITING ONLY TO THE COMPANY AT LEAST TWO MONTHS BEFORE THE COPY DEADLINE.

ORDERS AND TECH

DISTRIBUTION

SWEDISH EDITION. 8 ISSUES/YEAR, SOLD IN SWEDEN (TIDSAM) NORWAY, DENMARK AND FINLAND.

PLAZA PAN EUROPE/UK. 6 ISSUES/YEAR, SOLD IN AUSTRIA, BELGIUM, BULGARIA, CZECH REPUBLIC, ESTONIA, FINLAND, FRANCE, GERMANY, GREECE, HUNGARY, ITALY, LATVIA, LUXEMBOURG, MALTA, MONACO, NETHERLANDS, NORWAY, POLAND, SPAIN, SWEDEN, SWITZERLAND, TURKEY AND UK. PLAZA USA. 6 ISSUES/YEAR, SOLD IN ABU DHABI, AUSTRALIA, BAHRAIN, CANADA, DUBAI, EGYPT, HONG KONG, JAPAN, KOREA, LEBANON, MEXICO, NEW ZEALAND, SOUTH AFRICA, THAILAND AND USA. PLAZA GERMANY. 2 ISSUES/YEAR, SOLD IN GERMANY, LUXEMBOURG, SWITZERLAND AND AUSTRIA. PLAZA MIDDLE EAST/ARABIC. 4 ISSUES/YEAR, SOLD IN ALL U.A.E. BAHRAIN, EGYPT, JORDAN, LEBANON, OMAN, QATAR, KUWAIT, LONDON CITY, PARIS, NICE/CANNES AND MONACO. PLAZA MIDDLE EAST/ENGLISH. 4 ISSUES/YEAR, SOLD IN ALL U.A.E. BAHRAIN, EGYPT, JORDAN, LEBANON, OMAN, QATAR, KUWAIT, LONDON CITY, PARIS, NICE/CANNES AND MONACO.

CIRCULATION SWEDISH EDITION: 36 000 PRINTED COPIES. 17.200 SOLD COPIES/ISSUE (TS 2011)

LEGALLY RESPONSIBLE PUBLISHER: KONRAD OLSSON **EDITOR IN CHIEF:** KONRAD OLSSON **PUBLISHER:** CHRISTOPHER ÖSTLUND

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PLAZA PUBLISHING GROUP