

# Advertising pricelist and publication plan

## Tidningen Utemiljö

### Pricelist and material information 2023

#### Material

Advertisement material is delivered digitally or by email. We accept most file formats, but print optimized pdf, created with CMYK for full color separation, is preferred. The resolution must be 300 dpi and correct size. All images, logos and fonts must be included in the file.

Ad prices depend on the material being fully finished and in the correct format. If Tidningen Utemiljö has to finalize originals, the extra work is charged according to the current pricelist.

#### Discount

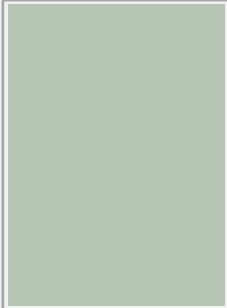
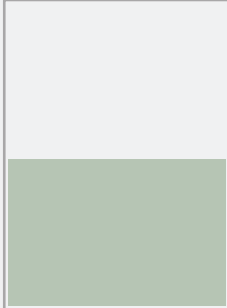

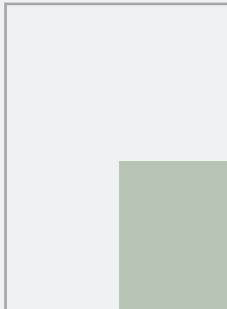
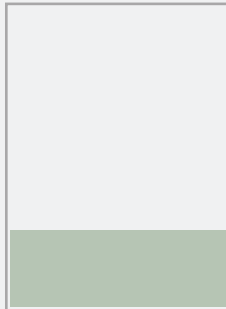
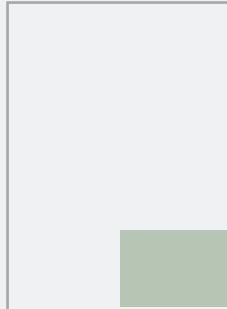
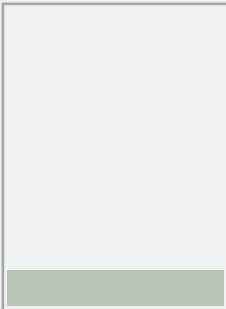
Quantity discount is given as follows. Twice: 5 % discount, four times: 10 % discount, six times: 15 % discount, eight times: 20 % discount.

#### Submit all material to:

urban@uhmarketing.se

#### Terms of payment

Net due within 30 days of billing. Prices are excl. VAT.

 <p><b>1/1-page</b> 185 x 265 mm <b>12 900 SEK</b></p> <p><b>1/1-page</b> Bleeding 210 x 297 mm + 3 mm around <b>12 900 SEK</b></p>	<p><b>4th cover</b> 185 x 255 <b>16 000 SEK</b></p> <p><b>3rd cover</b> 185 x 255 <b>14 000 SEK</b></p> <p><b>2nd cover</b> 185 x 255 <b>15 000 SEK</b></p>	  <p><b>1/2-page</b> 185 x 130 mm <b>7 900 SEK</b></p> <p><b>alt.</b> <b>1/2-page</b> 90 x 265 mm</p>
  <p><b>1/4-page</b> 90 x 130 mm <b>4 700 SEK</b></p> <p><b>alt.</b> <b>1/4-page</b> 185 x 65 mm</p>	  <p><b>1/8-page</b> 90 x 65 mm <b>2 950 SEK</b></p> <p><b>alt.</b> <b>1/8-page</b> 185 x 30 mm</p>	

### Publication plan 2023

Nr	Theme	Publ.day	Deadline
1	Water in outdoor environments	7/2	17/1
2	Plants and trees	14/3	21/2
3	Parks, extended issue	25/4	4/4
4	Landscape architecture	13/6	23/5
5	Elmia Park	12/9	22/8
6	Sustainability	10/10	19/9
7	Winter	7/11	17/10
8	Residential areas	12/12	21/11

### Newsletter – publication plan and material info

High resolution ad material need to be delivered digitally or by email as JPEG or pdf files.

**Publication dates for 2023 are:** January 17th, February 21st, April 4th, May 23rd, August 22nd, September 19th, October 17th and November 21st.

**Banner, newsletter**  
1000 x 245 px  
**5 000 SEK**

**Contact Urban Hedborg** to discuss your upcoming advertising!

Phone: (+46) 08-732 48 50 Email: urban@uhmarketing.se  
Address: UH Marketing AB, Sågv. 19, 184 40 Åkersberga  
[www.uhmarketing.se](http://www.uhmarketing.se)

Tidningen Utemiljö: phone: (+46) 031-388 0388  
Email: info@tidningenutemiljo.se [www.tidningenutemiljo.se](http://www.tidningenutemiljo.se)  
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