

PIAZZA

Kvinnan

2012



BALENCIAGA

INTERESTS BOTH
YOUR EYE AND
INTELLECT

A WOMAN WITH
GREAT POWER AND
SOPHISTICATED TASTE

**THE MOST
INTERNATIONAL
FASHION MAGAZINE
IN SWEDEN**

AN INSPIRATION
BOOST TO YOURSELF

FASHION, BEAUTY,
SHOPPING AND CAREER



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THE MOST INTERNATIONAL FASHION MAGAZINE IN SWEDEN

WELCOME TO A NEW INSPIRING year with Plaza Kvinna! Looking back we can ascertain that there was a lot going on in 2011. In October Plaza Kvinna celebrated its 200 issue. This special jubilee was celebrated with the thickest and most glossy issue in Plaza Kvinna's history – loaded with more fashion than ever! The party went on and reached its climax in December. Once again we got a chance to toast in champagne and celebrate our amazing journey in 2011.

We know that 2012 will be another exciting year for Plaza Kvinna. We are accelerating from day one, making greater investments that will be noticeable in the magazine as well as on our web. We are also entering into new exciting collaborations, offering more supplements and inspiring events than ever before.

Plaza Kvinna is your pure fashion and beauty magazine! Fashion and beauty permeate everything from food, culture, music and décor to travel. Plaza Kvinna bring the world's catwalks home to you. We provide you with quick trend reports as well as personal portraits. We guide you through the latest beauty products and salon treatments and boost you with inspiring career portraits. In each issue you will meet a Swedish woman, styled in a new way, who reveals something she has never shared with the world before. Plaza Kvinna do not only strive to be your updated style icon but your personal shopping friend – in both the fitting room and at the beauty counter.

In whole Plaza Kvinna is a pure glossy experience – it's your extravagance and personal treat that you want to indulge yourself with each month. An issue of Plaza Kvinna is always gorgeous enough to be displayed at your coffee table – at the same time so interesting that you can't wait to open the magazine. Plaza Kvinna is a fashion magazine that interests both your eye and intellect.

You as a reader, collaborator and advertiser are extremely important to us. Together we create a comprehensive whole. We at Plaza Kvinna want to thank you for choosing us. It makes us enormously proud and pleased.

Jennie Birgmark
Editor in Chief/Creative



Malin Lundberg
Editor in Chief/Editorial





TARGET DESCRIPTION

THE PLAZA KVINNA READER

WHO IS SHE: Our key target reader has a great purchasing power. She's self-conscious and right in the middle of her career. She's at the age of 20-45 and most likely she lives in a big city. She buys Plaza Kvinna to get exclusive trend reports and fashion that inspires her. She also buys the magazine to indulge herself with relaxing luxury and to have something to read while traveling.

WHAT DOES SHE REQUIRE FROM A MAGAZINE: Our key target reader wants to dress correctly, get tips and guidance with regards to beauty products. She requires high-quality articles and wants to read about the most famous and eminent designers of the world as well as more in-depth articles – plainly to be more up to date than others.

WHAT IS SHE LIKE: Our key target reader is curious and ambitious, both as an individual and in her career. She loves to read about strong women that inspire her. She wants to know how to dress correctly at work and get updated travel tips as well as guidance to the best restaurants around the world. She is just as examining as she is an enjoyer of life and she loves to learn about new beauty, spa and fashion trends, get tips about the latest salon treatments, beauty creams and make up news. The typical Plaza Kvinna reader has an exclusive taste and loves luxury but first and foremost – she loves bargaining.

WHAT CATCHES HER INTEREST: Fashion, beauty, décor, career, culture, travel and everything else that makes her everyday life enjoyable.

WHAT HAPPENS WITH PLAZA KVINNA DURING 2012

- Plaza Kvinna is making greater investments than before and will publish several special supplements such as big hair and beauty issues.
- Plaza Kvinna continues to invest in more fashion, especially in our big fashion issues published twice a year. Plaza Kvinna always strives to give the readers more!
- Plaza Kvinna has recruited several persons with special competences within the fields of Creative Sales, Web & Communication. They'll make sure that Plaza Kvinna is front edge, come up with new creative solutions in regards to advertorials, supplements, new types of collaborations and further developed events.
- Plaza Kvinna will invest more in the web, social media and digital solutions.
- A vast campaign will be commenced to get new subscribers. In connection to this several V.I.P. offers will be developed, such as exclusive shopping events.
- A monthly newsletter will be sent out to readers, advertisers and collaborators who'll get updated with our latest news.
- By developing Plaza Kvinna as a product and reaching out to a wider audience we strive to become Sweden's No.1 fashion magazine – not by hollowing our quality or fashion level but the contrary.

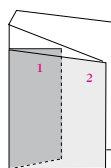


PRICE & FORMAT



SPREAD

FORMAT: 450 x 298 mm*
TYPE AREA: 420 x 270 mm
PRICE: 72.000,-
 1:a spread 89.000,-
 2-7 spread 78.000,-



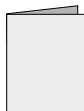
GATEFOLDER

FORMAT 1: 214 x 298 mm
FORMAT 2: 222 x 298 mm
PRIS: 149.000,-



FULL PAGE

FORMAT: 225 x 298 mm
TYPE AREA: 205 x 270 mm
PRICE: 43.000,-
 1:a-7:e full page 49.000,-



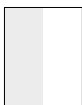
3RD COVER

FORMAT: 225 x 298 mm*
TYPE AREA: 205 x 270 mm*
PRICE: 49.000,-



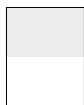
BACK

FORMAT: 225 x 273 mm
TYPE AREA: 205 x 270 mm
PRICE: 65.000,-



HALF PAGE VERTICAL

FORMAT: 107 x 298 mm
TYPE AREA: 100 x 270 mm
PRICE: 26.000,-



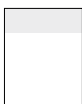
HALF PAGE HORIZONTAL

FORMAT: 225 x 144 mm
TYPE AREA: 205 x 130 mm
PRICE: 26.000,-



QUARTER PAGE VERTICAL

TYPE AREA: 100 x 130 mm
PRICE: 15.000,-



KVARTSIDA LIGGANDE

TYPE AREA: 205 x 62 mm
PRICE: 15.000,-



ÅTTONDELSSIDA

TYPE AREA: 100 x 62 mm
PRICE: 10.000,-

*Add 3 mm cutting area for bleed format

* Special placement +10%

* Quote for special format



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. Our aim is to find the most innovative and exciting solutions on the market today. Our ambition is together with our clients, to bring forward new concepts and ideas which have never been seen before.

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 fit the requirements of the individual client, and offer promotional solutions for print, web, editorials, competitions and events.

WE DRIVE FORWARD sales and PR, offering a perfect tool to build loyalty amongst the target audience - the opportunity to meet face-to-face with members of the target group at events they have chosen to attend. We welcome simultaneous promotions in a number of our titles both on the Swedish market and internationally.

PARTNER PROMOTION/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 flexibility to best communicate in Plaza Publishing's 19 titles, available in 48 countries.

"Our mission is to offer the most innovative and exciting solutions on the market."

PRICES

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.

PRIS: For creative marketing solutions, please contact us for quotes.



TECHNICAL DATA

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TECHNICAL DATA

NUMBER OF ISSUES: 12 per year **PRINTED CIRCULATION:** 60 000 ex **TS-EDITION:** 41 100 ex
PRINTING PROCESS: Offset **MAXIMUM SCREENDENSITY:** 150 lpi **BINDING:** Adhesive binding
COLOURS: Europe scale **ADVERTISING MATERIAL:** Digital. Sent in accordance with Plaza Publishing's material specification, which is attached with the order confirmation. **INSERT PAPER:** 80g Nova Press.
COVER: 250 g Galeri Art **DISTRIBUTED BY:** Tidsam **READER STATISTICS BY:** Orvesto

DEBIT INFORMATION

Insert, special placement smallest format full page add 10%. Swedish VAT added to all prices.
ANNULMENT: Only in writing to the company at least three months prior to the publication date.

OTHER REGULATIONS

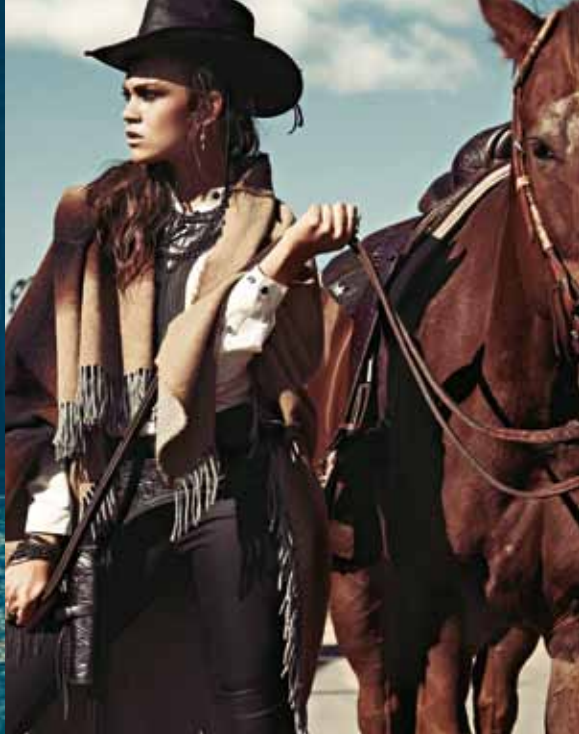
The magazine reserves the right to refuse non-desirable adverts.

COMPLAINTS

Complaints about inserted adverts must be made within 7 days of the publication date. Regarding any invoices a complaint should be made within 14 days of the invoice date. The magazine is not responsible for mistakes caused by deficient material. In case of adverts being delayed no right to compensation is given. Without an enclosed printing sample no right to compensation is given.

ADVERTISEMENT SERVICE

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For more info please visit www.plazapg.se



PUBLICATION PLAN 2012

NO 1. CELEBRATION 2012 [MATERIAL DEADLINE 2011 11 08 PUBLICATION DATE 2011 12 13]

Party Fashion and Make up | How to Plan the Ultimate Party | Spa |

NO 2. HEALTH AND SPA ISSUE [MATERIAL DEADLINE 2011 12 15 PUBLICATION DATE 2012 01 24]

Spa, Health and Training | Jeans | Back to Business | Sneak Peak Fashion and Beauty 2012 | Fashion Week Report | Décor | Bag It, Bin It |

NO 3. SPRING FASHION ISSUE [MATERIAL DEADLINE 2012 01 12 PUBLICATION DATE 2012 02 21]

More Fashion! | Designer Dictates Spring 2012 | Big Guide to the Must Haves – Spring 2012 | Spring Beauty Trends |

NO 4. HAIR AND SUNGLASSES [MATERIAL DEADLINE 2012 02 10 PUBLICATION DATE 2012 03 20]

Big Hair Issue | Sunglasses | Weekend Travels |

NO 5. BEAUTY ISSUE [MATERIAL DEADLINE 2012 03 16 PUBLICATION DATE 2012 04 24]

Get in Beach Shape | More Beauty! | Bikini Guide | Pre-Summer Trends | Health | Scents of the Summer |

NO 6. SUMMER FASHION ISSUE [MATERIAL DEADLINE 2012 04 13 PUBLICATION DATE 2012 05 22]

Sun and Bath | Summer Fashion & Dresses | Summer Trip | Spf | New Summer Food |

NO 7. HOLIDAY ISSUE [MATERIAL DEADLINE 2012 05 11 PUBLICATION DATE 2012 06 19]

Beach Fashion | Watches and Jewelry | Quick Fix | Holiday Wardrobe | My Gotland | Beauty – Golden Skin |

NO 8. CAREER AND TREND [MATERIAL DEADLINE 2012 06 08 PUBLICATION DATE 2012 07 17]

Sneak Peak Fall Trends 2012 | Fashion Week Report – New York, London, Milano, Paris | The New Business Look | Career | Jeans |

NO 9. FALL FASHION ISSUE [MATERIAL DEADLINE 2012 06 29 PUBLICATION DATE 2012 08 21]

More Fashion! | The Must Haves – Fall 2012 | New Beauty Trends | Designers Dictates Fall 2012 | Interior Design of the Season |

NO 10. ACCESSORY ISSUE [MATERIAL DEADLINE 2012 08 17 PUBLICATION DATE 2012 09 25]

More Accessories – Shoes, Bags, Jewelries and Watches | Best Buy Fall 2012 | Hair |

NO 11. BEAUTY ISSUE [MATERIAL DEADLINE 2012 09 14 PUBLICATION DATE 2012 10 23]

Beauty | Anti Age Special | Fashion – Outerwear |

NO 12. CHRISTMAS AND LUXURY [MATERIAL DEADLINE 2012 10 12 PUBLICATION DATE 2012 11 20]

Christmas Gift Guide | Your Luxury | Party Fashion | Food | Scents | Watches and Jewelry |

NO 1. CELEBRATION 2013 [MATERIAL DEADLINE 2012 11 07 PUBLICATION DATE 2012 12 11]

Party Fashion – Dresses | Fresh Start – Detox | Party Make Up |