

# Damernas Värld

*Damernas Värld – a magazine from Sweden’s biggest and best fashion editorial staff. We add extra glamour to your life.*

*Martina Bonnier, editor-in-chief*



## Damernas Värld’s ads get readers hitting the boutiques

She is a busy woman with an observant eye who occasionally needs a break from work, friends, and family to lounge on the sofa with Damernas Värld. Just her and her favourite magazine, with reviews of current trends, next season’s hottest fashions and stylish accessories... and the ads are inspiring too. Over 90% report reading Damernas Värld to be just that – inspired.

We know that advertising leads to shopping. Two thirds of readers have visited a shop directly after spotting an ad. And almost as many have made purchases because an ad sparked their interest.

Source: Bonnier Tidskrifter QRS 2010

## About the brand

**USP:** For the confident woman who wants to have control, with a focus on fashion and beauty. Damernas Värld gives readers steamy fresh fashion and entertaining reading about current topics. We talk about what rules that apply, with a focus on functional fashion, clothes for work, leisure and party. We present outfits and accessories for all occasions, budgets and personalities. Fashion for a mini price as well as expensive designer clothes.

**CONCEPT:** Damernas Värld writes seriously and in depth, or with a twinkle in the eye, about relationships, phenomena and trends of our time, health issues, and more ... In short, the stories modern women find important and relevant.

**MISSION:** Inspire and provide tips to the fashion-conscious women.

## Quick facts

<b>Readership:</b>	261,000 (Orvesto Consumer 2010 Full year)
<b>Circulation:</b>	87,300 (TS 2010 Full year) including subscription 54%
<b>Issued:</b>	13 issues/year
<b>Average age:</b>	45
<b>Distribution:</b>	89% women, 11% men
<b>Website:</b>	www.damernasvarld.se
<b>Average household income:</b>	SEK 479,300

## Reader profile

### Age:

15 – 19 year	13,000 readers	5% of readership
20 – 29 year	37,000 readers	14% of readership
30 – 39 year	51,000 readers	20% of readership
40 – 49 year	52,000 readers	20% of readership
50 – 59 year	47,000 readers	18% of readership
60 – 69 year	38,000 readers	15% of readership
70 – 79 year	22,000 readers	8% of readership

### Regions:

Stockholm	75,000 readers	29% of readership
Göteborg	32,000 readers	12% of readership
Malmö	21,000 readers	8% of readership
Rest of Sweden	133,000 readers	51% of readership

### Household Income SEK/Year::

– SEK 197 900	27,000 readers	10% of readership
SEK 198 000 kr – 299 900	32,000 readers	12% of readership
SEK 300 000 kr – 353 900	19,000 readers	7% of readership
SEK 354 000 kr – 503 900	44,000 readers	17% of readership
SEK 504 000 kr – 779 900	71,000 readers	27% of readership
SEK 780 000 kr –	46,000 readers	18% of readership

Edition	Publication date	Week	Original deadline
1202	2012-01-13	2	2011-12-15
1203	2012-02-03	5	2012-01-09
1204	2012-02-24	8	2012-01-30
1205	2012-03-16	11	2012-02-20
1206	2012-04-13	15	2012-03-13
1207	2012-05-10	19	2012-04-12
1208	2012-06-08	23	2012-05-09
1209	2012-07-13	28	2012-06-15
1210	2012-08-24	34	2012-07-30
1211	2012-09-11	37	2012-08-15
1212	2012-10-05	40	2012-09-10
1213	2012-10-26	43	2012-10-01
1214	2012-11-16	46	2012-10-22
1301	2012-12-14	50	2012-11-16



**Full spread**

Format

450 x 290 mm.

Price

134 000,00



**Full page**

Format

225 x 290 mm.

Price

67 000,00



**1/2 page portrait**

Format

112 x 290 mm.

Price

46 900,00



**1/2 page landscape**

Format

225 x 145 mm.

Price

46 900,00

**Advertising material:**

**Type area:** 200 x 275 mm

**Trim area:** 225 x 290 mm

**Bleed area:** 235 x 300 mm

**Printing method:** Offset

**Resolution:** 300 dpi

**Material:** Digital ads

**File format:** Highres PDF, all fonts and pictures included in the file.

To guarantee insertion in the right issue, please respect the delivery dates.

**Invoicing information:**

10% additional charge for preferred position. Minimum size 1/1 page.

Advertisement tax is included in the rates.

V.A.T. will be added when applicable.

**Cancellation:**

To be accepted, cancellation of order must be in the publisher's possession not later than three weeks before material date. If not we will charge a cancellation fee, 75% of the order value.

IF cancellation is made after material date we will charge 100% of the order value.

**Traffic and delivery address:**

**Traffic:** Thommy Sällberg

Phone: +46 8 736 52 33

e-mail: thommy.sallberg@bt.bonnier.se

**Web:** <http://annons.bt.bonnier.se>

user: annons, password: bonnier

**E-mail:**

annonsmaterial@bt.bonnier.se

**Delivery by courier:**

Bonnier Annonc AB, Rådmansgatan 49

Stockholm, Sweden

# DV Mode

*DV Mode – Sweden’s only magazine for the real fashionistas! Made by Sweden’s biggest and best fashion editorial staff.*

*Martina Bonnier, editor-in-chief*



**DV Mode’s reader is affluent and youthful – no matter what her age**

She is well-educated with an above-average income. She is between 20-45 – at least at heart. She lives in one of Sweden’s three largest cities. She spends more than average on clothing, shoes, makeup, and skincare. She cares deeply about fashion and makeup, and she can afford to pursue the passion.

Source: Orvesto Consumer/Bonnier Tidskrifter

## About the brand

**USP:** DV Mode is the magazine for young women, who is particularly interested in fashion and design and who like to be in the forefront. Here they find the most recent items from the national and international clothing designers, and the hottest accessories in every price range. DV Mode is a top notch fashion magazine designed to inspire its readers and stimulate the urge to buy.

**CONCEPT:** DV Mode was launched in 2004 and publishes three editions per year: spring, summer and autumn. Each edition is on sale in stores for two months. DV Mode is sold both as single copies and subscriptions.

**MISSION:** Inspire and provide tips to the fashion-conscious women

## Quick facts

<b>Readership:</b>	63,000 (Orvesto Consumer 2010 Full year)
<b>Circulation:</b>	60,000 (Print)
<b>Issued:</b>	3 issues/year
<b>Average age:</b>	39
<b>Distribution:</b>	90% women, 10% men
<b>Website:</b>	www.damernasvarld.se
<b>Average household income:</b>	SEK 469,200

## Reader profile

### Age:

15 – 19 year	6,000 readers	9% of readership
20 – 29 year	14,000 readers	22% of readership
30 – 39 year	15,000 readers	24% of readership
40 – 49 year	12,000 readers	20% of readership
50 – 59 year	8,000 readers	13% of readership
60 – 69 year	6,000 readers	10% of readership
70 – 79 year	2,000 readers	3% of readership

### Regions:

Stockholm	23,000 readers	36% of readership
Göteborg	9,000 readers	15% of readership
Malmö	5,000 readers	8% of readership
Rest of Sweden	26,000 readers	41% of readership

### Household Income SEK/Year::

– SEK 197 900	7,000 readers	12% of readership
SEK 198 000 kr – 299 900	7,000 readers	11% of readership
SEK 300 000 kr – 353 900	4,000 readers	7% of readership
SEK 354 000 kr – 503 900	10,000 readers	16% of readership
SEK 504 000 kr – 779 900	18,000 readers	28% of readership
SEK 780 000 kr –	11,000 readers	17% of readership

Edition	Publication date	Week	Original deadline
01- DVMode	2012-03-02	9	2012-02-03
02- DVMode	2012-08-31	35	2012-08-03
03- DVMode	2012-10-26	43	2012-09-28



### Full spread

Format

450 x 290 mm.

Price

99 000,00



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Price

49 500,00



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Price

34 650,00



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user: annons, password: bonnier

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annonsmaterial@bt.bonnier.se

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Stockholm, Sweden