

Ljud & bild

THE ULTIMATE GUIDE FOR THE A/V-ENTHUSIAST

WHICH TV SHOULD YOU BUY? WHAT DOES BLU-RAY REALLY ENTAIL, AND HOW DO YOU GET PERFECT ACOUSTICS AT HOME? WHETHER YOU'RE JUST AN ENTHUSIAST OR WORK IN THE BUSINESS, LJUD & BILD IS YOUR ULTIMATE GUIDE TO THE A/V WORLD.

Through extensive testing, analysis and comparison, Ljud & Bild provides both the professional and general user with facts, findings and evaluations required to make an informed decision. You may want to learn more before purchasing an expensive new product, or maybe you work in the business and need to keep up with the latest news. Each issue will bring you in-depth tests of TVs, hi-fi equipment and home theatre products. You can also enjoy interviews, pick up new tricks with our tutorials, and of course, get all the latest updates.



Audience: A/V enthusiasts, both professionals and amateurs

Circulation: 14 000 (TSTS 2007).

Readership: 92 000 (Orvesto Konsument 2007 annual).

& From Anders



Ljud & Bild is the magazine to read to stay updated on the world of electronics, with a clear focus on the audio-visual segment.

We bring you the latest news, products and trends from international trade shows, and test all the latest products as soon as they arrive in Sweden.

Several pages of each issue are dedicated to product news with focus exclusively on the Swedish market.

We write about new technology in a comprehensive, yet accessible manner, with the goal of helping our readers make informed decisions when they purchase new and complex equipment.

Anders Albinsson
Editor-in-chief

Ljud & bild

MEDIA PLAN 2011



LJUD & BILD IS AN EISA PANEL MEMBER

Ljud & Bild has been a panel member of EISA, the European Sound & Image Association, since 1997. EISA is the unique association of 50 special interest magazines from 19 European countries, and annually decides which of the products analyzed in their publications during the past year deserve the coveted EISA Award.

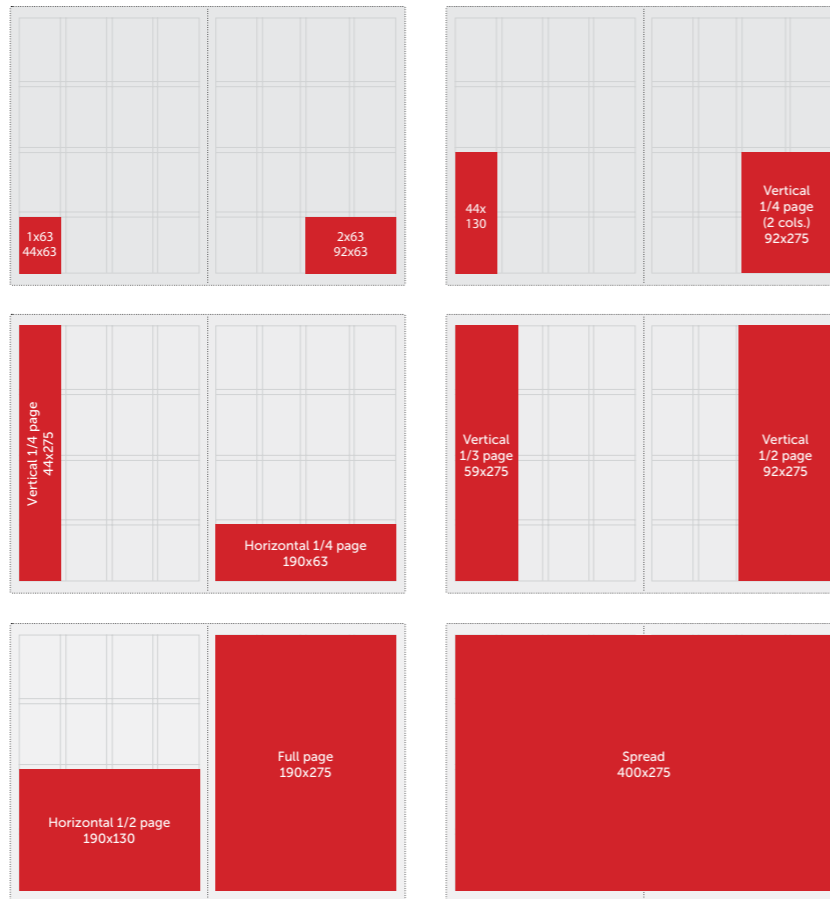
BOOKING ADS

Markus Dahl,
HL Media AB,
Telephone: 0708-44 47 16
E-mail: markus.dahl@ljudobild.se

DIGITAL AD REQUIREMENTS

We accept digital materials, preferably in PDF format, alternately EPS. Fonts and images must be embedded.
Resolution: 266 dpi
Raster: 133 lpi
Print method: Offset

AD FORMATS



MATERIALS

When submitting ad material, please mark clearly with the advertiser's name and the issue in which the ad is booked. Please send all materials to:

Tidningen Ljud & Bild
Att: Åsa Warme
Ö. Köpmangatan 2B
371 32 Karlskrona
or send digital files to:
asa.warme@ljudobild.se

You can also submit ads via FTP using the following address:
annons.ljudobild.se
User: lobpub
Password: annons

If you have other questions regarding ad material, please contact:
Åsa Warme,
Telephone: 0708-177 577,
E-mail: asa.warme@ljudobild.se

A DYNAMIC DUO TO HELP INCREASE YOUR SALES

If you wish to reach key actors in the industry quickly and efficiently, www.ljudobild.se is the perfect tool. Combined with the print edition of Ljud & Bild, www.ljudobild.se will help connect with your intended audience with unparalleled ease. For bookings or further information, please contact Markus Dahl, Telephone: 0708-44 47 16, E-mail: markus.dahl@ljudobild.se

RELEASE SCHEDULE 2011

| ISSUE | PUB. DATE | WEEK | MATERIAL DEADLINE |
|--------|-----------|------|-------------------|
| 2 | 1 feb | 5 | 30 dec |
| 3 | 1 mar | 9 | 27 jan |
| 4 | 29 mar | 13 | 24 feb |
| 5 | 3 may | 18 | 31 mar |
| 6 | 7 june | 23 | 5 may |
| 7/8 | 2 aug | 31 | 30 june |
| 9 | 30 aug | 35 | 28 july |
| 10 | 4 oct | 40 | 1 sep |
| 11 | 1 nov | 44 | 29 sep |
| 12 | 29 nov | 48 | 27 nov |
| 1/2012 | 10 jan | 2 | 1 des |

FORMATS AND PRICES

| FORMAT | NO BLEED | BLEED | PRICE |
|------------------------|-----------|------------------|--------------|
| Spread | 400 x 275 | 424 x 300 + 3 mm | 34 990:- SEK |
| Spread pages 2-3 | - | 424 x 300 + 3 mm | 39 990:-SEK |
| 1/1 | 190 x 275 | 212 x 300 + 3 mm | 21 990:-SEK |
| 2nd cover | - | 212 x 300 + 3 mm | 23 990:-SEK |
| 3rd cover | - | 212 x 300 + 3 mm | 23 990:-SEK |
| Back page | - | 212 x 300 + 3 mm | 27 990:-SEK |
| 1/2 horizontal | 190 x 130 | 212 x 141 + 3 mm | 13 900:-SEK |
| 1/2 vertical (2 cols.) | 92 x 275 | 103 x 300 + 3 mm | 13 900:-SEK |
| 1/3 | 59 x 275 | - | 8 990:-SEK |
| 1/4 vertical (1 col.) | 44 x 275 | - | 6 990:-SEK |
| 1/4 | 92 x 130 | - | 6 990:-SEK |

SPECIAL PLACING: NEWS

| | | | |
|----------------|----------|---|-------------|
| 1/4 horizontal | 190 x 65 | - | 8 990:- SEK |
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THE MARKETPLACE

| | | | |
|----------------------------|----------|--|-------------------------------|
| 1/4, per issue | 92 x 130 | | 4 500:- SEK |
| 1/4, per annum (11 issues) | 92 x 130 | | 49 500:- (Saved: 8 000:-) SEK |

INSERT ADS

Prices available upon request.

& From Markus



SWEDEN'S MOST TECHNICALLY ERUDITE READERSHIP

Advertising in Ljud & Bild will reach significantly more people than our 92 000 readers.

Our readers' vast knowledge of home electronics often sees them acting as advisors and consultants to family and friends. This makes it even more important for you to keep them well up to date.

We inform and update our readers with comprehensive tests and articles on our part, and you by providing informative ads on yours. We look forward to working with you.

Markus Dahl
Sales rep

