



Time Out Stockholm Guide (Third Edition) On Sale January 2008

Beautiful and brightly coloured, with breathtaking landscapes to match, Stockholm is fast becoming a major city break destination, offering the visitor a cosmopolitan mix of cutting-edge architecture, relaxing parks, white nights, cool designer shopping, and lively restaurants, cafés, bars and nightclubs.

Following the tremendous success of the first two editions, Time Out will publish the third edition of the **Time Out Stockholm Guide** in January 2008. It will tell visitors where to stay, what to see, where to eat, drink, shop and how to enjoy the city's unparalleled cultural and entertainment scene. The Guide will principally feature the city, but for those venturing further afield, there will be a comprehensive Trips Out of Town section, from which to choose your own island or coastal getaway.

Editorial Content

The **Time Out Stockholm Guide** is written by a team of local experts, giving a unique insider's perspective on everything from crayfish parties to ultra-chic bars and *gravlax* to Gamla Stan. Sections include **In Context, Where To Stay, Sightseeing, Eating & Drinking, Shops & Services, Arts & Entertainment, Trips Out of Town** and **Directory**. As ever, the Guide will be packed with full colour photographs and up-to-date maps.

Format & Distribution

The Time Out Stockholm Guide contains 320 pages, perfect bound and fully indexed, in a highly portable paperback book format. Facilities are excellent for advertisements throughout the Guide - including placement against highly relevant editorial sections. An **Advertisers' Index** will highlight all advertisers by category and page reference.

The Guide will be on sale from January 2008 for up to two years, with sales expected to approach 20,000 for a total readership approaching 100,000. It will be marketed through other Time Out media and distributed to the English-speaking market worldwide, through bookshop travel sections, by publishers Ebury Press (a division of Random House).

Advertisement Rates

Inside Front Cover
Inside Back Cover
Full Page
1/2 page (horizontal/vertical)
1/4 page (regular)
Agency Commission*
*Approved agencies only

Black & White

SEK 22.500
SEK 12.600
SEK 7.200

Colour

SEK 46.800
SEK 40.500
SEK 27.000
SEK 18.900
SEK 10.800
10%

Artwork Sizes

1 Page (type area)
1 Page (trim)
1 Page (bleed)
1/2 page (horizontal)
1/2 page (vertical)
1/4 page (regular)

Depth x Width

174mm x 108mm
198mm x 129mm
203mm x 133mm
85mm x 108mm
174mm x 52mm
85mm x 52mm

Booking deadline

Copy deadline

30th September 2007

14th October 2007

Contacts

Advertising sales and enquiries are handled by:

Arenholm Communications
Box 45032
10430 Stockholm

T. +46 8 545 658 00
E. info@arenholm.com
www.arenholm.com

Digital Specifications

Artwork can be uploaded directly on to the following URL: www.timeoutads.com

Applications: QuarkXPress, Adobe (Acrobat, Illustrator, PhotoShop)

Disks: CD & Zip
• All fonts must be embedded

• Do not compress files

• Colour images saved @ 300dpi in CMYK

• Colour proofs accepted: Matchprint, Digital Cromalin, Iris Realist



The copyright remains with the photographer and Time Out Guides.

Who reads the Time Out City Guides?

• 58% are between 15 and 44 years old • 45% are male and 49% female (6% are not stated) • 84% of the readers are from the UK & USA. • 78% are ABC1 classification (Professionals, senior management, middle management, skilled executives) • 12 days is the average trip length for Time Out City Guide readers • 73% book their trip independently, 22% use a travel agent. • 59% travel as part of a group or with a partner.



TERMS & CONDITIONS SUMMARY

- 1.** Orders for Advertisements are accepted on and subject to Time Out's Standard Terms and Conditions For The Insertion Of Advertisements ('Standard Terms'), full details of which are available on the Time Out website at www.timeout.com.
- 2.** All advertisements must be prepaid unless a previously approved account has been agreed. Failure to comply with the agreed terms may (in addition to Time Out's own remedies) result in third party intervention and additional charges being incurred. Credit accounts are payable strictly thirty days from the date of invoice.
- 3.** Time Out shall be entitled to charge late payment fees and late placement fees details of which are set in the Standard Terms, in the event that payment is not made by the due time and/or advertisements are not submitted by the Copy Date, and, where applicable, agreed copy deadline.
- 4.** Acceptance of all advertisements is conditional upon the Advertiser's warranty that advertisements do not contravene any law or regulation and does not infringe any third party rights.
- 5.** Time Out reserves the right to refuse, amend or otherwise deal with all advertisements submitted to it at its absolute discretion and without explanation. All advertisements must comply with the British Code of Advertising Practice.
- 6.** Time Out maintains a totally impartial editorial policy. Advertisers are never guaranteed an editorial mention in exchange for taking the advertisement. Advertisers may receive a bad review or no review at all.
- 7.** The person placing the order for the insertion of the Advertisement with Time Out warrants and confirms that they are contracting with Time Out as principal notwithstanding that they may be acting directly or indirectly as an advertising agent or media body or in some other representative capacity.

Who reads the *Time Out City Guides*?

• 58% are between 15 and 44 years old • 45% are male and 49% female (6% are not stated) • 84% of the readers are from the UK & USA. • 78% are ABC1 classification (Professionals, senior management, middle management, skilled executives) • 12 days is the average trip length for Time Out City Guide readers • 73% book their trip independently, 22% use a travel agent. • 59% travel as part of a group or with a partner.