

MEDIA INFORMATION 2023

PREMIUM

MAGAZINE

THE PERFECT START
ON A PERFECT JOURNEY



LA PRENSA AB

PRINT

PREMIUM MAGAZINE

Premium Magazine focuses on lifestyle and entertainments which includes style full articles that feature and cover hot topics in travel, culture, fashion, design and plenty more... It also includes food- and beverage trends with recipes and wine listings. All combined for an attractive reading.

The Magazine is allocated on the international terminals at Arlanda airport. With our unique and sure of aim way of distribution we are able to every month reach millions of readers that beholds the sufficient time to sit down to read and get inspired. The magazine is given out complimentary and targets an engaged and educated audience with high income that regularly travels more than the average person - both privately and within the line of work.

FORMAT	SIZE	PRICE
SPREAD	410 X 286	19900 SEK
BACK COVER	205 X 286	22900 SEK
FULL PAGE	205 X 286	16950 SEK
HALF PAGE	170 X 124	9950 SEK
HALF PAGE	82 X 256	9950 SEK
1/4-PAGE	82 X 124	6450 SEK

The magazine will also be distributed to all Elite hotels in Stockholm, Göteborg och Malmö and also selected Nordic Choice Hotels in Stockholm.





SOME OF THE CONTENT IN
PREMIUM MAGAZINE

- Interviews
- Fashion
- Design
- Food & Beverage
- Travel
- Decoration

MATERIAL SPECIFIKATION

Colour: CMYK with standard-ISO
for highresolution print. Images: 300 dpi, CMYK.
PDF-export: Press Quality.
Bleeding ads + 5 mm bleed.

DISTRIBUTION PLAN

ISSUE	RELEASE DATE	MATERIEL DATE
NUMBER 1	W. 07	2023-02-06
NUMBER 2	W. 12	2023-03-14
NUMBER 3	W. 18	2023-04-25
NUMBER 4	W. 24	2023-06-06
NUMBER 5	W. 28	2023-07-07
NUMBER 6	W. 37	2023-09-05
NUMBER 7	W. 42	2023-10-12
NUMBER 8	W. 47	2023-11-17

