

Transition Magazine Mediafacts 2010



ADVERTISEMENT SALES

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TRANSITION MAGAZINE

Transition is, together with www.transition.se, a full concept for action sports in Sweden. The print run of 14.000 is distributed by Interpress (kiosks, news stands, groceries etc.), to subscribers, core stores and events.

Our readers are between 18-28 years of age and have a clear interest in action sports, music and street fashion.

DISTRIBUTION

With distribution via core boutiques and web shops in our genre, Transition always find new readers. The magazine is available in skate-, surf-, ski-, snowboard- and lifestyle stores from Malmö in the south to Riksgränsen in the north. Since January 2007 the magazine is also available in all youth centers and school libraries throughout Sweden.

CO-OPERATIONS

We work together with most leading action sports events. Over the years we've been supporting The Battle, Winter Jam, WeSC Skate Camps, Burton Halfpipe Invitational, Burton European Open, Boardstore Local Tour, Frontline Railjam, Piststilen, Jon Olsson Super Sessions, No Limit Skate Tour, Rip Curl Sea Fun Invitational, Millencolin Open, Sweetspot Allstars to name a few.

ADDED VALUE

Aside from regular magazine ads, we offer our advertisers other solutions.

A few popular examples:

- Competitions in the magazine and on the web that highlights your products with text and images.
- Banner ads in our weekly newsletter. We have about 7500 subscribers as of today.
- Exposure in Buyer's Guide; the product bible with all the hottest gear and gadgets of the season.

We're always open for suggestions. Contact us with your ideas.

ADVERTISEMENT FORMATS & PRICING



SPREAD | 430x280mm + 3 mm bleeds
PRICE: 39 400 SEK | First spread + 10%



FULL PAGE | 215x280mm + 3 mm bleeds
PRICE: 24 900 SEK | Back cover + 10%



OTHER FORMAT/SOLUTIONS
Contact us for formats and pricing.

PUBLICATION SCHEDULE 2010

ISSUE	DEADLINE AD MATERIAL	IN STORES	YOUR NOTES
#1	4th of January	9th of February	
#2	11th of March	20th of April	
#3	17th of May	22nd of June	
#4	16th of August	21st of September	
Buyer's Guide	13th of September	26th of October	
#5	20th of September	26th of October	
#6	1st of November	7th of December	

TERMS

Prices refer to print ready advertising material.

Any cancellation of advertising space is to be at our notice no later than 14 days before material deadline of each issue. Later cancellations will be debited in full. Terms of payment is 10 days net after publication date. The prices are stated excluding VAT and advertising taxes. Transition is liberated from advertising taxes due to our turnover.

TECHNICAL INFORMATION

Transition is printed on high quality, environment friendly paper with perfect-binding.

PAPPER COVER Galerie Art 170g

PAPPER BLOCK Novapress 80g

CMYK PROFILE SG_typ1-2v2_320

(Downloadable from www.sormlandsgrafiska.se)

DIMENSIONS 215x280 mm

PRINTING METHOD Sheet- and webfed offset.

DELIVERY INFORMATION

Server: [ftp.transition.se](ftp://ftp.transition.se)

Username: transition

Password: faceplant

E-mail tobbe@transition.se upon delivery.

DELIVERY VIA E-MAIL

You can send material directly to tobbe@transition.se if that's your cup of tea. If the file exceeds 10Mb, please use Yousendit.com.