

Information and technical specifications 2017



CONVENIENCE STORES

News

CONVENIENCE STORES

News

A unique newspaper which reaches the entire convenience store, fast food and café industry.

Convenience Stores News (former Servicehandlaren) is **the leading convenience trade newspaper** in Sweden. We reach the entire convenience, fast food and café industry and not just parts of it. The paper is distributed 6 times per year by **Convenience Stores Sweden**. The circulation is appr. 15 000 ex.

Convenience Stores News is distributed to multiple chain stores, company owners, wholesale dealers, suppliers, employees and others. The industry are appr. 12 000 units with convenience stores, fast food restaurants and cafés with a total turnover of 20 billion SEK.

The convenience industry is an excellent display window for your products and services, and a market place for strong brands. Every day 21 percent of the Swedish population visits a convenience store.

Convenience Stores News is distributed to multiple chain stores, company owners, wholesale dealers, suppliers, authorities, employees and others in the convenience industry such as:

- Convenience Stores
- Fast Food Restaurants
- Cafés and Coffee Shops
- Hamburger Stands
- Hot Dog Stands
- Petrol Stations & Forecourts
- Tobacconists
- Kiosks
- Pizzerias

EDITIONS 2017

Issue No	Published	Week	Deadline material
1	January 30th	5	January 18th
2	March 17th	11	March 6th
3	May 5th	18	April 24th
4	August 31st	35	August 21st
5	October 13th	41	October 2nd
6	November 24th	47	November 13th

FORMAT & PRICE



SPREAD

500 x 350 mm + 5 mm bleed
(470 x 325 mm)

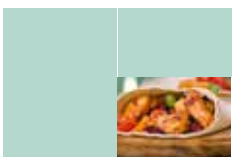
81 750 SEK



FULL PAGE

250 x 350 mm + 5 mm bleed
(225 x 325 mm*)

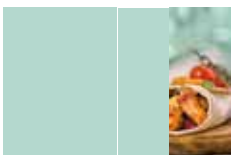
49 500 SEK



HALF PAGE HORIZONTAL

250 x 174 mm + 5 mm bleed
(225 x 160 mm)

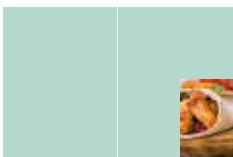
32 000 SEK



HALF PAGE VERTICAL

127 x 350 mm + 5 mm bleed
(110 x 325 mm)

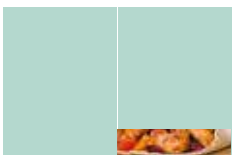
32 000 SEK



QUARTER PAGE

110 x 160 mm

18 500 SEK



BANNER

250 x 50 mm + 5 mm

5 000 SEK

* The back of the newspaper is an appreciated place for ads. Leave 30 mm at the top of the ad for printed addresses.

SUPPLEMENTS

Let Convenience Stores News be the carrier of your product presentations, leaflets, invitations etc. Contact us for more specific information and price.



TECH. INFORMATION

Newspaper Format: 250 x 350 mm

Textface: 225 x 325 mm

Columns: 52, 110, 168 and 225 mm

Printing Technique: Waterless

Paper: LWC 80 gr

Total Colour Content: Max 320 %

Fileformat: Pressoptimised PDF-version 1.4 with included fonts. Distiller Joboption for creating PDF's is available on www.mittmediaprint.se under "Teknisk Guide". Choose "ladda ner inställningsfiler" and "waterlesspaketet".

Colors: Only 4 colors (CMYK). Make sure that there are no pantone or decor colors in the document before you save the file. Black and white ads should only contain white, black and tonevalues of black.

Color Amount: Pictures in RGB. ICC-profile Adobe RGB 1998. Or pictures separated with ICC-profile MMP_Bestr_320_95_v2 alt. be kept in RGB. ICC-profile is available on www.mittmediaprint.se under "Teknisk Guide". Choose "ladda ner inställningsfiler" and then "waterlesspaketet".

Pictures: Resolution for color and black and white pictures should be 300 dpi (when size 100 %). Monochrome pictures (bitmapp) should have a resolution of 1000 dpi or more.

Fonts: All fonts (and logotypes) used in the ad should be included in the file. Truetype are not accepted.

Don't forget bleed and cut marks on the ad if necessary.

PLEASE E-MAIL YOUR ADS TO US AT

annons@conveniencestoresnews.se

JOB ADVERTISEMENT

Are you looking for your next co-worker?

Through a job advertisement in Convenience Stores News you reach the entire convenience store, fast food and café business - company owners, employees, wholesale dealers, suppliers and authorities.

Contact us for more specific information and price.

WEBSITE

www.conveniencestoresnews.se

Our website is a great and popular place for ads when you want to strengthen your message. Appr. 2500 - 3000 unique visitors per month.

FORMAT AND PRICE

240 x 240 pixels **1 950 SEK/month**

E-mail your ad to **annons@conveniencestoresnews.se**
Gif, jpeg or swf. 100 kB is the maximum size.

SUBSCRIPTION

For only 635 SEK per year you get your own copy delivered to your desk. Do you wish to have more than one subscription, please contact us for a price offer on 08-505 970 37 or prenumeration@conveniencestoresnews.se

CONTACT

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