

MEDIA KIT



2011

AGI is an independent trade magazine covering the entire printing industry.



PUBLISHING DATES

Issue	Focus	Booking	Mtrl deadline	Publ. date
189	Large Format	Jan 26	Jan 31	Feb 21
190	DM/DR	Feb 15	Feb 18	Mar 11
191	Transpromo, Distribution & Postage	Mar 7	Mar 9	Mar 29
192	Value Added Print	Mar 31	Apr 4	Apr 27
193	Fespa Digital	May 6	May 11	June 1
194	Creative Spring & Paper	June 10	June 15	July 8
195	Digital print/variable data/Offset	Aug 11	Aug 15	Sep 5
196	Printing Strategy 2011/IFRA	Sep 1	Sep 5	Sep 26
197	Finishing	Sep 19	Sep 22	Oct 14
198	SIGN & Large Format	Oct 10	Oct 14	Nov 2
199	Creative Autumn & Paper	Nov 1	Nov 7	Nov 25
200	Efficiencies & Costs/Offset	Nov 23	Nov 29	Dec 20

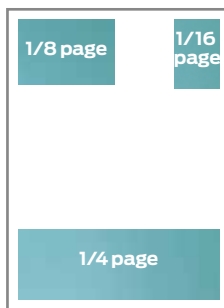
AD FORMATS IN THE MAGAZINE



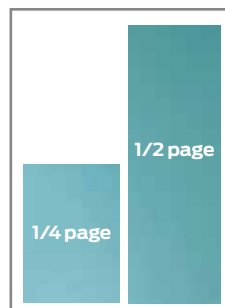
1/1 page, 183 x 268 mm
With bleed, 210 x 297 mm
+ 5 mm



1/2 page, 183 x 132 mm
1/3 page, 183 x 87 mm



1/4 page, 183 x 64 mm
1/8 page, 89 x 64 mm
1/16 page, 42 x 64 mm



1/4 page, 89 x 132 mm
1/2 page, 89 x 268 mm

PRICES

Format	Price (NOK excl VAT)
Full page	17,500
Full page with flap	22,500
1/2 page	12,000
1/3 page	10,100
1/4 page	8,300
1/8 page	5,400
1/16 page	3,300
Spread	29,600
Back with front cover flap	37,000
Back	21,300

AGI Magazine

AGI is the magazine for anyone who produces, publishes and distributes information, on paper as well as digitally.

Who reads AGI?

Our readers are professionals from across the graphic arts production chain. AGI's loyal readers also include big print buyers and ad agencies.

"Our readers think that AGI Norsk Grafisk Tidsskrift provides the best information leading up to an investment decision."

Source: TNS Gallup



"82 percent of the industry spends the most time reading AGI Norsk Grafisk Tidsskrift."

Source: TNS Gallup

Ask for AGI's reader survey!

Practical information

Ad formats:

Formats are specified as width x height. Please include 5 mm bleed on all sides of ads with bleed.

Ad material: Ads are to be delivered digitally. Please call +46 40 660 04 57 for technical information.

Prices: Prices apply to print-ready ad material. VAT is excluded.

Ad material should be e-mailed to caisa.ekenas@agi.se

Classifieds

SECOND-HAND EQUIPMENT

Use our classifieds section to trade used equipment. It's the fastest and most efficient way to find a buyer.

One column=41 mm
Two columns=89 mm
Three columns=136 mm

Call Cato on
+47 901 77 917 for prices!

EQUIPMENT/SERVICES

Be visible in a cost-effective way year round by advertising in our equipment/services section. Sign up for six or twelve months.

One column=34 mm
Two columns=72 mm
Three columns=109 mm

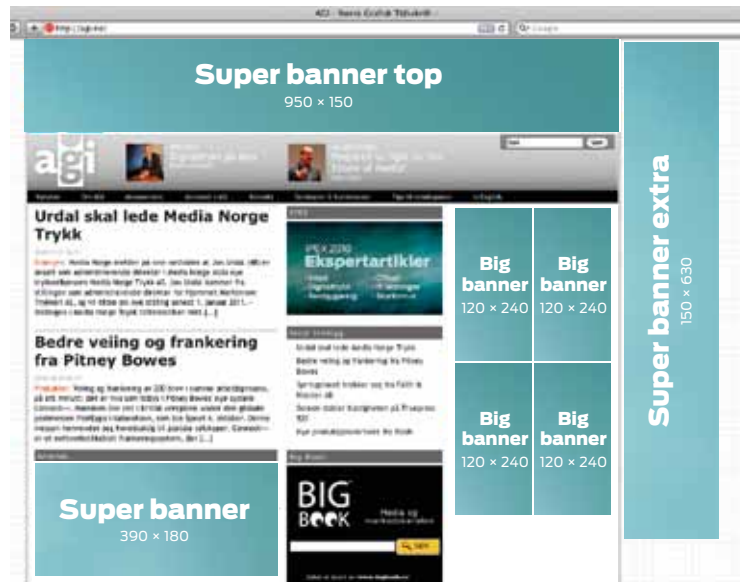
Line entries 450 NOK/quarter
Logo 1,100 NOK/quarter

Please contact Cato on
+47 901 77 917 for these services:

- Banner/link at agi.no
- Advertising in AGI – in Denmark, Sweden and Finland
- Inserts, supplements, flaps and other forms of marketing through AGI.



WEB SITE AD FORMATS



At **agi.no** there are daily printing and publishing industry news updates. We also publish leader articles, commentary and other interesting stuff.

The internet and internet usage is undergoing constant change. AGI follows the trends, also online.

PRICES – www.agi.no

Unique visitors/ month (average)	Visits/month (average)	Banner	Format (pixels)	Price/week (NOK excl VAT)
2,700	9,800	Super banner top	950 x 150	6,800
"	"	Super banner	390 x 180	4,400
"	"	Super banner extra	150 x 630	6,800
"	"	Big banner	120 x 240	2,900

PRICES – newsletter

AGI newsletter

Our newsletter is sent out very Friday, providing everyone in the printing industry with the latest industry news.

AGI– the week's news	Frequency	Banner	Format (pixels)	No of recipients	Price/publication (NOK excl VAT)
"	Weekly	Super banner	390 x 180	3,000	4,300
"	"	Big banner	120 x 240	"	2,600
"	"	Small banner	120 x 60	"	1,400

Contact us:



CATO INGEBRETSEN
Salgssjef
+47 901 77 917
cato@agi.no



MARIT HELENE GULLIEN
Editor
+47 922 20 12 14
marit.gullien@agi.no



CAISA EKENÅS
Traffic
+46 40 660 04 57
caisa.ekenas@agi.se

AGI is printed on:

