

# Rateko

## PUBLICATION PLAN & AD TARIFF - 2017

The Consumer Electronics Trade Magazine Rateko is published by Eor AB and distributed to suppliers, distributors and retail shops within Audio Video, Clas Ohlson, Digital Butikerna, Digital inn, Electrolux Home, Elgiganten, Elkedjan, ELON, Euronics, Hi-Fi Klubben, Japan Photo, Kjell & Company, Media Markt, NetOnNet, Teknikmagasinet, Scandinavian Photo and SIBA, as well as to independent retailers. The magazine is also distributed to telecom stores within 3, Dialect, Ring Up, Tele2, Telenor and Telia, plus to Cant-certified service technicians and service shops.

The circulation of Rateko is 5 000 copies and it is published four times per annum.

The Swedish Consumer Electronics Trade Magazine has been around for 74 years and was 1943-1953 called "Radiohandlaren", 1955-2009 "Rateko" (1994-2009 the Swedish White Goods Trade Magazine - "El&Vitt" - was also published) and 2010-2013 "ElektronikBranschen" – a merging of the two Trade Magazines. From 2014 it is called "Rateko" anew.

The Trade Magazine is read by Managing Directors, Retail Outlet Managers, Purchasing Managers and the Sales Personnel that sells your products to end consumers and businesses.

Rateko contains information about the trade and the products, within Consumer Electronics and White Goods.

### AD TARIFF 2017

Ad	Price
Four full pages	40 000 SEK (10 000 SEK per ad)
Four half pages	30 000 SEK (7 500 SEK per ad)
One full page	15 000 SEK
One half page	11 250 SEK

### PUBLICATION PLAN 2017

Number	Ad deadline	Publication
# 1	15 March	24 March
# 2	7 June	16 June
# 3	13 September	22 September
# 4	22 November	1 December

### AD INFORMATION

Prices are exkluding VAT but includes statutory advertising tax. Terms of payment 30 days net. Interest on overdue payment 10% + currently valid minimum lending rate.

Full page: 210x297mm. Half page: 210x148,5mm/105x297mm

On bleed advertisements a 3 mm margin is required on each edge, which means a full page bleed advertisement is to have the dimensions 216x303 mm (the outermost 3 mm around the area of 210x297 mm will be cut away. This is necessary in order to avoid white edges around the advertisement).

Ads are to be delivered as high-resolution PDF-files with embedded fonts and images (PDF-version 1.5 – 300 dpi) or as a 300 dpi CMYK-image in JPG/JPEG format.

E-mail ads to [ola@rateko.se](mailto:ola@rateko.se).

More info on [www.rateko.se](http://www.rateko.se), where the Swedish Consumer Electronics Trade Magazine can be read in PDF-format.

### AD BOOKING / CONTACT

If you are interested in advertising in Rateko, or have any kind of question regarding the Swedish Consumer Electronics Trade Magazine, do not hesitate to get in touch via e-mail or phone.

Ad booking: contact Ola Larsson

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