

## ADVERTISEMENT RATES

EFFECTIVE, OCT 1ST 2000

### Display

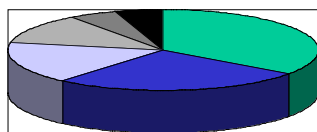
	<b>FULL COLOR</b>	<b>MONO</b>
Spread	SEK 55.000:-	SEK50.300:-
Whole Page	SEK 29.500:-	SEK25.000:-
Half Page	SEK 17.200:-	SEK14.700:-
Quarter Page	SEK 9.800:-	SEK8.800:-

### Directory

Cover spread	395x270 mm
Whole Page	185x270 mm
Half Page	185x130 mm
	90x270 mm
Quarter Page	185x60 mm
	90x130 mm

Guaranteed positions +10%

### Circulation profile



- 35 % Property investors and developers
- 26 % Property consultants and agents
- 17 % Tenants
- 12 % Financial sector
- 5 % Construction companies and architects
- 5 % Local authorities and government dept:s

### Reaching out to Europe

Estate Scandinavia (in swedish: Tidningen Fastighetsaktien) is in its fourth year as one of the leading real estate magazines in Sweden. During 1999 we expanded the organization with an international edition to become the only real estate magazine concentrating on the Nordic market, Norway, Finland, Denmark and Sweden.

The magazine is read by important investors, real estate companies, consultants and portfolio managers in Europe and Scandinavia and also by a select group in the US and in Asia.

By reading Estate Scandinavia you can keep constant track of the financial market, development of the real estate sector, the growing Internet/broad-

band industry and also new trends in market prices and new alliances.

We have close contact with organizations like EPRA (European Public Real Estate Association) and SIPA (Scandinavian International Property Association). Our cooperation with some of the largest real estate consultants and investment banks/managers bring you valuable market "know how" in Scandinavia and in Europe.

Estate Scandinavia publishes eight issues per year, each with an edition of 7.000.

We have correspondents in Denmark, Finland, Holland, England and Sweden writing on location about the market.

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