

# Uppslaget

**Uppslaget is delivered twice a week, and reaches 2,4 million households. This is an excellent advertising channel when you want to convey the same message to the majority of Swedish households on a single day. Uppslaget creates excellent business opportunities for your company and your products.**

You can use Uppslaget to develop your company's brand or to drive traffic to your store using tools such as discount coupons or offers.

## About Uppslaget

- Delivered to 2,4 million households, normally on holiday free Mondays\*\* and Wednesdays\*\*. For current delivery dates see postnord.se.
- Delivered to households together with UDM.
- Average observation value for Uppslaget is 51%\*\*.

\*\* Source: Kantar Sifo



\*\* In areas where PostNord has implemented a new delivery model, the mailing is distributed over two days: Monday/Tuesday or Wednesday/Thursday.

## Advertising prices

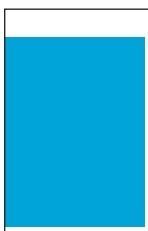
Advertising prices include advertising tax, but exclude VAT.

## Information and booking advertising

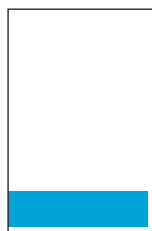
Contact your PostNord sales representative or Advertise AB.  
 Advertise AB  
 Telephone: +46 8 22 44 80  
 E-mail: carl@advertise.se  
 advertise.se

## Advertising prices

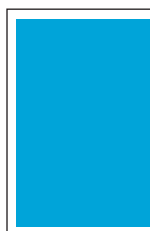
Advertising prices, exclude VAT.



Page 1:  
 179 x 257 mm  
 Price in SEK:  
 509,000.00



Banner, page 1:  
 179 x 50 mm  
 Price in SEK:  
 42,000.00



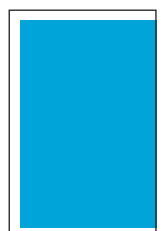
Page 2:  
 179 x 287 mm  
 Price in SEK:  
 399,000.00



Page 3:  
 179 x 287 mm  
 Price in SEK:  
 399,000.00



Spread (pages 2-3):  
 358 x 287 mm  
 Price in SEK:  
 546,000.00



Page 4:  
 179 x 287 mm  
 Price in SEK:  
 509,000.00

