PIO
Primär immunbrist organisationen

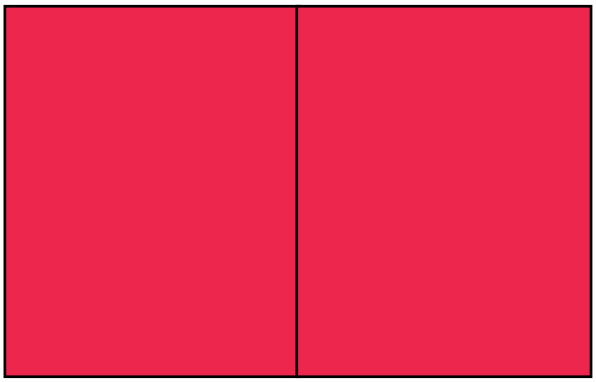
PIObladet 2025



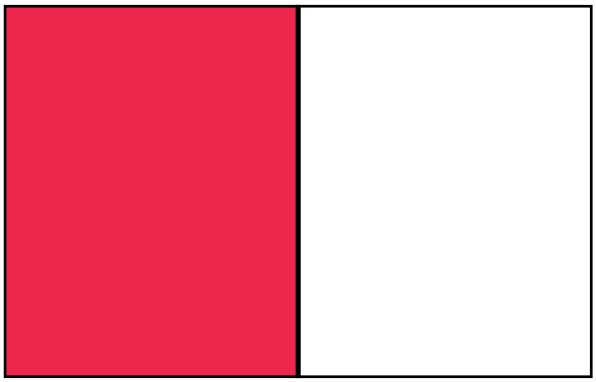
PIObladet is Primär immunbristorganisationen's magazine, targeted at the organization's members but also health care professionals and decision-makers.

PIObladet contains of activity reports, research findings, and other news. The magazine is printed in 700 copies with three issues every year, including one double issue.

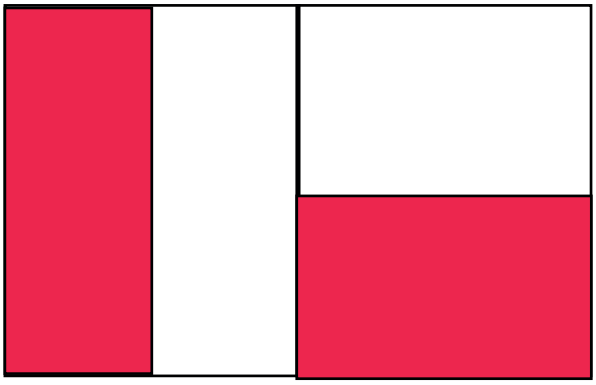
Prices for advertising



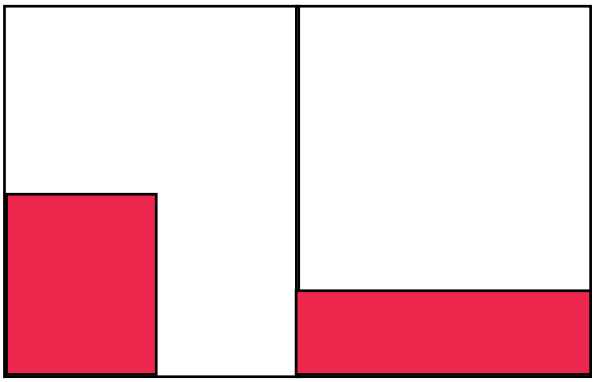
Double page spread
Measurements
Without bleed off: 380 x 260 mm
With bleed off: 420 x 297 mm + 5 mm
Price (colour) 26,000 SEK



1/1 page
Measurements
Without bleed off: 170 x 260 mm
With bleed off: 210 x 297 mm + 5 mm
Back cover: 170 x 240 mm
With bleed off: 210 x 260 mm + 5 mm
Price (colour)
Insert: 14,000 SEK
Cover 2 or 3: 15,000 SEK
Back cover: 16,000 SEK



1/2 page
Measurements
Portrait: 85 x 260 mm
Landscape: 170 x 130 mm
Price (colour) 9,500 SEK



1/4 page
Measurements
Portrait: 85 x 130 mm
Landscape: 170 x 65 mm
Price (colour) 6,500 SEK

Discount: 5 % discount on consecutive ad if ordered simultaneously.
VAT: All prices excl. of VAT, no VAT is added since PIObladet is exempt from VAT.

Publication plan

Issue	Closing date for orders	Closing date for material	Prel. publication date
1	13 January	15 January	28 March
2	10 April	15 April	28 June
3–4	10 September	15 September	28 November

File format

Advertising materials are delivered digitally by email, sprend or wetransfer.com.

The file
File format: high resolution/print optimized pdf or eps or psd.
Images and fonts included.
Images
Resolution: min. 300 dpi
Colour setting: CMYK

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