



FASHION ON THE INTERNET

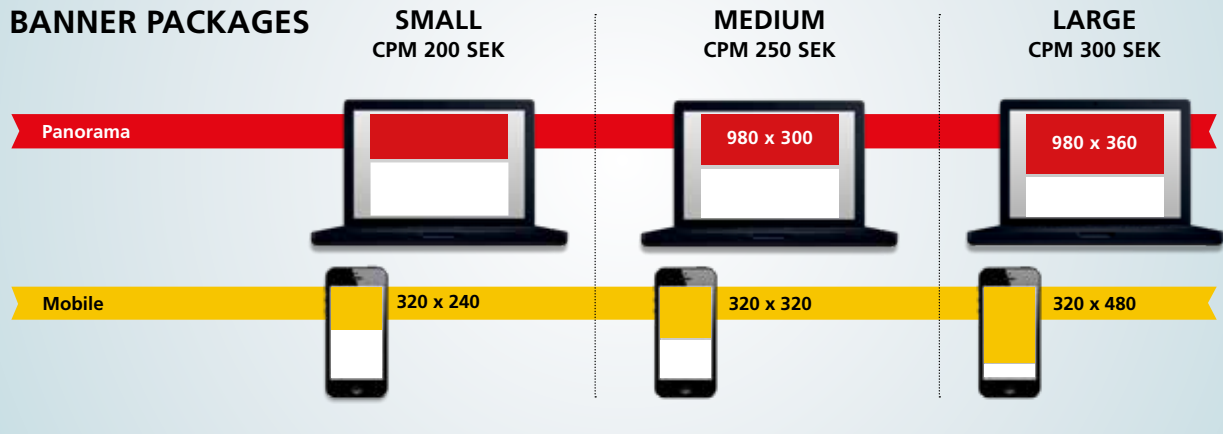
Manolo.se is the premier style guide for men in Sweden. We write about clothes, shoes, accessories and grooming on a daily basis.

Every week we reach an initiated target group that is strongly engaged in the site's content.

Visitors are style-conscious with considerable experience of the Net, and they influence their surroundings in their way of dressing.

The basic ideas behind Manolo is to offer quality content online, which permeates both the design with its large inspirational pictures, as well as the advertising format and our in-depth reports and articles. We don't believe in either fast shopping tips or fanatically following the latest trends. Manolo is all about finding the perfect shirt, suit with the best fit or leather shoes with the right finish. Garments to be worn in all situations.

BANNER PACKAGES



Stand-alone formats and prices

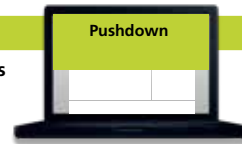
Format	Dimensions	Price
Newsletter (600 x 300, 1 SEK/each)	Panorama 980 x 240	CPM 250 SEK
	Mobile 320 x 240	CPM 250 SEK
Special formats	980 x 300	CPM 300 SEK
	320 x 320	CPM 300 SEK
Special formats	980 x 360	CPM 350 SEK
	320 x 480	CPM 350 SEK

Creative formats

Add one of our creative formats for extra impact. Contact your sales contact for more information. Please see more formats at: www.annons.storyhouseegmont.se.



Special formats
CPM 350 SEK



Special formats
CPM 500 SEK Ad
CPM 600 SEK Video

NATIVE ADVERTISING

Our editorial staff creates content as well as a few eye-catching blurbs to draw in readers. The blurbs and articles are then strategically placed within the editorial content. Depending on which public you want to reach, we can customize the content to the audience that best match your target group.

TECHNICAL SPECIFICATIONS

ADVERTISING MATERIAL

Ad material should be sent according to the technical specifications as given.

ADVERTISEMENT PRODUCTION

We can help with ad production of flash adverts. Contact your salesperson for prices. Ad material we receive for production can be sent in the following formats: EPS, TIFF, JPG. Photo material should be at least 72 dpi for best quality.

DELIVERY OF AD MATERIAL

Ad material should be sent to:

Email address: webbannons@egmont.se

Other delivery is according to agreement. Material should be delivered a minimum of three working days before the campaign start date for testing purposes. If adjustments must be made by Story House Egmont the material should be sent sooner.

For more information see material specifications at www.storyhouseegmont.se

RULES FOR CANCELLATION:

Cancellations later than 14 days before the material day (as given in the price list) will be charged a fee of 25% of the ad space value. Cancellations later than one week before material day will be charged the full amount.

CONTACTS

To book advertising:
sales department, switchboard: +46 (0)8-692 01 00
www.storyhouseegmont.se

QUESTIONS CONCERNING ADVERTISING MATERIAL:

webbannons@egmont.se
switchboard: +46 (0)8-692 01 00
Annonshantering webb