

ALLT OM

# WHISKY

ALLT  
OM ÖL



GAZINE FÖR LIVSNJUTARE

Scandinavia's leading magazine covering

# WHISKY & BEER

## We take a closer look



← Our dedicated readers just can't get enough! They get their latest news and updates on our popular webb and through our Facebook.



ALLT OM WHISKY & ÖL – ALL ABOUT WHISKY & BEER

# WE TAKE A CLOSER LOOK

**ALLT OM WHISKY (ALL ABOUT WHISKY)** presents a new approach on how to enjoy whisky theoretically. Every issue is composed to give an ever-increasing crowd of Scandinavian whisky lovers an overall picture of a specific whisky region.

Within a framework of history and culture we present all the conditions in different parts of the region – peat, barleys, barrels, production methods and of course the whiskies and the personalities behind them.

Our readers are also guided by us on how to travel in the region, which distilleries they may visit, where they can spend their nights, where they can eat and what specialties they might taste from the plate and from the glass.

The first issue of the magazine was launched in 2003. Today we print 24 000 copies, which is amazing considering the limited population in the Scandinavian countries.



*Allt om Whisky & Öl* is also an important source of information for the trade. It is distributed to all major restaurants and to importers of whisky, spirits, wine and gourmet food. We admire the many wonderful artists that express their dreams, their visions and their ideas in their whisky. And we are eager to tell our readers all about these personalities and their achievements, down to the last barrel.

I'm looking forward hearing from you!  
Best regards

Åke Jacobsson  
Publisher

» All about Whisky is the journal where we best can reach our target audience, both in the magazine and on the web.«

Petter Berglund, Importer

## Allt om Whisky

*The magazine is since long time established as Scandinavias biggest magazine on whisky and beer.*

# 62 000

committed readers with a distinctive taste for the fine things in life.

# 67%

of our readers have a great interest in travel.

# 72%

are very intrested in gastronomy and cooking.



Emma Andersson, Editor in Chief,  
Allt om Whisky & Öl.

# Advertising rates for Allt om Whisky 2014



Advertising rates, dates & specifications regarding the magazine Allt om Whisky & ÖI 2014.

Ad creation services available. Inquiries: [info@tastynews.se](mailto:info@tastynews.se)

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Screen ruling: 150 lines per inch. For borderless ads, add 5 mm bleed on all sides. Cancellation: In writing, 2 weeks in advance of the scheduled release date.

## Issue guide for Allt om Whisky 2015

Issue	1	2	3	4	5	6
Deadline	26/1	13/3	15/5	28/8	25/9	13/11
Release date	17/2	31/3	9/6	15/9	20/10	1/12

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