



The leading business website in Sweden

**MARKET FACTS:**

*Affarsvärlden* is the leading business magazine in Sweden in terms of business coverage and it is one of the most important sources of information on the economy. It is aimed at Senior Corporate Executives, Investors and Financial Analysts and Managers making financial and economic decisions.

**Affarsvarlden.se** is the leading business website for company executives, analysts, fund managers and private investors who are often decision-makers. They are located in cities and large towns with more than 50,000 inhabitants; they are highly educated and have a high income.

		<b>Affarsvarlden.se</b>
Impressions/week	(SIFO media 2009)	1,031,000
Unique Visitors/week	(KIA-index 2009)	101,000

**SITE PROFILE:**

**Affarsvarlden.se** takes a look at the economy, companies, politics and the money market and analyses them. **Affarsvarlden.se** provides the latest stock quotations, news and high quality analysis of companies and industries. The website also proposes a newsletter.

**TECHNICAL SPECIFICATIONS:**

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