



PRESS RELEASE
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SUCCESS FOR MODERNA TIDER

In one month, Moderna Tider has increased its subscription rate by 20 percent. After its successful campaign, the magazine has raised the number of subscribers from 8,061 at the end of October to 9,627 at the beginning of December, an increase of 1,566 paying subscribers.

“We are delighted to have succeeded in reaching more subscribers,” says Editor-in-Chief Susanna Popova in her comments on the substantial increase in subscriptions. “In the December issue, our goal is to reach even more. We will continue to delve into contemporary Sweden, this time with a revealing article on what Swedish journalists are up to on the Internet.”

Besides the successful campaign, an additional 1,453 persons have accepted the offer of a December issue sent directly to their homes. Given the new subscribers and the continued low number of dropped subscriptions, the future looks continuously bright for Modern Times and its ongoing role in Sweden’s public debate of social issues.

For additional information, please call Susanna Popova, Editor-in-Chief, Moderna Tider, at +46 8-562 620 00.

Modern Times Group MTG AB is listed on the Stockholm Stock Exchange’s O list (symbol: MTG) and on the Nasdaq National Market in New York (symbol: MTGNY).

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