

MEDIA INFO **2018**

**When you want to reach the
construction and earthmoving business.**

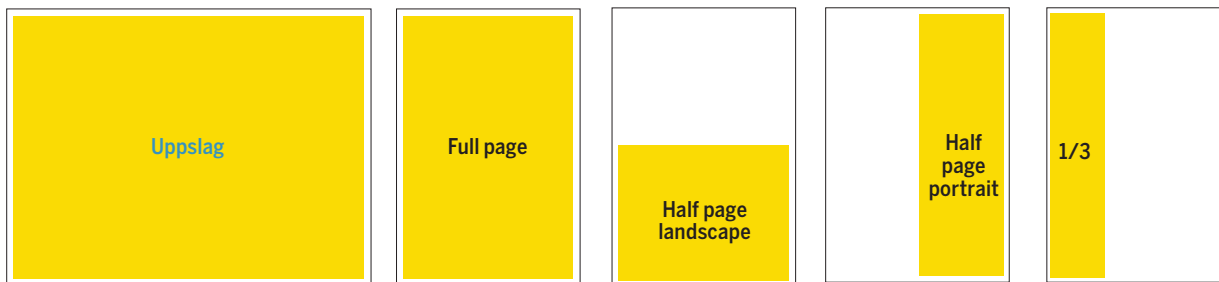
**24.000
readers!**
according to
Orvesto

by wtrans/binger
Entreprenad

is the natural choice of news channel for the construction industry.
The readers are mainly contractors working with construction machinery,
excavation, earthmoving, transport, demolition, recycling, mines and quarries.

PRINT

Advertisement specifications and prices for 2018



SEK 55,000

Bleed: 480x340 mm
+ 3 mm

SEK 30,500

Type area: 204x302 mm
Bleed: 240x340 mm
+ 3 mm

SEK 17,500

Type area: 204x148 mm
Bleed: 240x168 mm
+ 3 mm

SEK 17,500

Type area: 100x302 mm
Bleed: 118x340 mm
+ 3 mm

SEK 14,000

Type area: 65x302 mm

In the event of bleeding: 3 mm will be needed for cropping.

Premium position

Exklusiv stripe, första sidan

240x45 + 3 mm.....**SEK 9,500**

Full page, page 2.....**SEK 34,500**

Quarter page landscape

page 4.....**SEK 10,800**

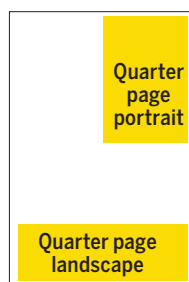
Quarter page landscape

page 5.....**SEK 10,800**

Full page, page 7.....**SEK 31,500**

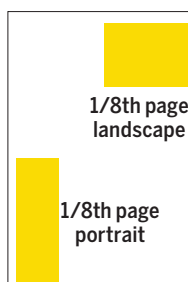
Full page, last inside...**SEK 34,000**

240x309, back cover...**SEK 38,000**



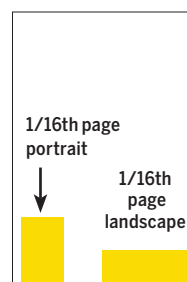
SEK 10,800

Landscape:
Type area: 204x72 mm
Utfallande: 240x94 mm
+ 3 mm
Portrait: 100x148 mm



SEK 5,700

Landscape:
Type area: 100x72 mm
Portrait:
Type area: 47x148 mm



SEK 3,600

Landscape:
Type area: 100x33 mm
Portrait:
Type area: 47x72 mm

Supplements

The magazine offers supplements. There is also the possibility to issue supplements that target specific geographic and industrial areas.

Terms of payment

Prices are excluding VAT. Advertising tax is included. Payment within 20 days. Invoicing fee will be added.

Production cost

Production costs are charges for production of advertisements, or adjustment/change of advertising material.

CANCELLATION In order to be approved, cancellation of ordered advertisements must reach Leverantöringen Entreprenad not later than 30 days before the distribution date and for supplements not later than 60 days before the distribution date.

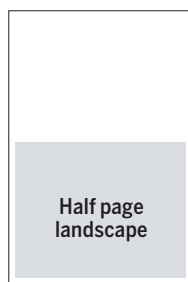
Used machinery

advertising for buy and sell used machinery



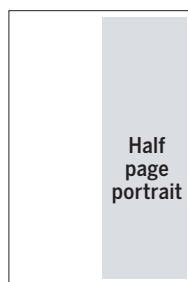
SEK 16,200

Type area: 204x302 mm



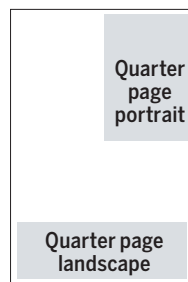
SEK 8,100

Type area: 204x148 mm



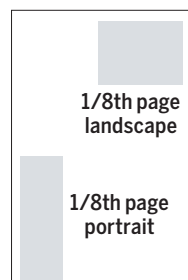
SEK 8,100

Type area: 100x302 mm



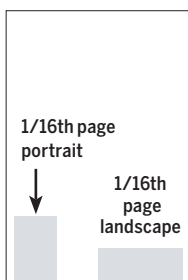
SEK 4,050

Landscape: 204x72 mm
Portrait: 100x148 mm



SEK 2,025

Landscape: 100x72 mm
Portrait: 47x148 mm



SEK 1,000

Landscape: 100x33 mm
Portrait: 47x72 mm



SEK 500

Type area: 47x33 mm

Leverantörer & Entreprenörer

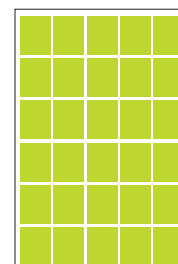
classified ads

Prices

Full year
SEK 10,400

Half year
SEK 6,400

(11 issues spring)
(9 issues autumn)



37x46 mm

Technical printing information - Print

ADVERTISING MATERIAL Printing optimized PDF (color images and colors in document must be saved in cmyk). Font and images must be enclosed/embedded. Use only Postscript or Open- Type- font. If additional work is generated, the customer will be charged SEK 950/hour

IMAGES Image resolution 300 dpi • Color saturation 300%. ICC profile can be obtained at: entreprenad.com

PRINTING AND FORMAT Print Sheet-offset 4 color (cmyk) • Format 240x340 mm • Type area 204x302 mm
Wire-stitched

ADVERTISING MATERIAL (only print) Peter Hall, Exaktamedia,
Phone: +46 (0)40-694 24 07 • annons.entreprenad@mentoronline.se

entreprenad.com

An advertisement on the Internet is perfect for:

- rapidly disseminating news
- strengthening the effect of your magazine advertisements
- increasing the number of visitors to your own website

27 000
page visits/
week

14 000
unique visitors
weekly

Prices

Top banner, 930x180px
SEK 12,000/month. Article page
or Front page+all other pages

A Corner banner, 150x300px
displayed only on desktop
SEK 6,500/month. Article page
or Front page+all other pages

B Side banner, 150x175px
displayed only on desktop
SEK 2,000/month. Article page,
or Front page+all other pages

Title banner, 200x60px
SEK 13,000/month. Static banner

Campaign banner 1, 480x480px
SEK 9,500/month. Front page
SEK 7,750/month. Article page*
SEK 3,900/month. All other pages*

Kampanjbanner 2, 480x480px
SEK 8,500/month. Front page
SEK 6,000/month. Article page*
SEK 3,000/month. All other pages*

Giga banner 1, 980x480px
SEK 12,000/month. Front page

Giga banner 2, 980x480px
SEK 8,500/month. Front page

All banners, except the Title banner,
share their spot with up to three others.
Rotation is executed after page reload.
Our site is responsive and banners
adapt to the screen they are displayed
on. All banners, except Corner and side
banners, appears on all types of screens
(mobile, ipad).

* 300x250px

membership

- Daily news from the branch and possibilities to comment the articles
 - Company profile with all your information. Searchable on the website, and Google and other search engines
 - Advertise products, machines and skills
 - Your news directly to your target audiences in the section "News from Members"
 - Place job adverts
 - Inform about events and courses.
 - Greater online visibility through a complete company profile, link to your site etc.
 - Half the price on advertising when you are a member.
- Price SEK 6,800/year**

The screenshot shows the Entreprenad website with several banner positions highlighted in yellow boxes and labeled with letters A, B, and C. Position A is a top banner (930x180px). Position B is a side banner (150x175px). Position C is a campaign banner (480x480px). The website content includes news articles, job listings, and advertisements for construction equipment and services.

DIGITAL

Newsletter

is distributed to 33,000 recipients
in the construction industry every day
Mon-Fri. An advertisement is highly
effective and affordable way to reach
out with the right message to your
customers. For maximum effect, com-
bine advertisements in the magazine,

33 000
recipient/
dispatch

The screenshot shows the Entreprenad newsletter with several banner positions highlighted in yellow boxes and labeled with letters A, B, and C. Position A is a top advert (400x200px). Position B is a mid advert (490x147px). Position C is a bottom advert (490x147px). The newsletter content includes news articles, job listings, and advertisements for construction equipment and services.

Prices

Top advert, 400x200px
SEK 3,000/day

Mid advert left, 490x147px
SEK 2,000/day

Mid advert right, 310x235px
SEK 2,000/day

Bottom advert left, 490x147px
SEK 1,500/day

Bottom advert right, 310x235px
SEK 1,500/day

NOTE! Send material for website
and newsletter to:

annons@nordiskamedier.se

Contact our advertising department



Henrik Andersson

Media salesman

Phone: +46 (0)8-522 253 28

+46 (0)70-534 25 11

henrik@entreprenad.com

Publication schedule 2018

Leveranstidningen
Entreprenad

Issue	Publication	Material day	Theme/Trade fairs
1	January 25	12 January	Work equipment and accessories
2	February 8	26 January	Demolition
3	February 22	9 February	Cleaning streets and roads
4	March 8	23 februari	Trucks and transport vehicles
5	March 22	9 March	Equipment sales statistics
6	April 12	28 March	Compact equipment
7	April 26	13 April	Gravel and rock
8	May 11	27 April	Leasing/Rental
9*	May 24	11 May	Svenska Maskinmässan – Exhibition special
10	June 7	25 May	Recycling
11	June 21	8 June	Follow-up – Svenska Maskinmässan
12	August 23	10 August	Entreprenad Live – extra upplaga
13	September 6	24 August	Demolition
14	September 20	7 September	Winter equipment
15	October 4	21 September	Gravel and rock
16	October 18	5 October	Recycling
17	November 1	19 October	Geodesy and equipment control
18	November 15	2 November	Wheel and telescope loader
19	November 29	16 November	Spare parts, wear parts and maintenance
20	December 13	23 November	Safety and theft protection

Five reasons to advertise

One important item to remember when you advertise is who the target readers are and how they perceive the magazine. If the reasons below are important to you, then we are the perfect forum for you to be visible.

90%

of the readers have influence in the purchasing decision-making process.

70%

of the readers react in some way after seeing one of our advertisements.

68%

find that advertisements are interesting.

93%

of the readers feel that the magazine is good or very good.

86%

find that the magazine is reliable, current and easy to read.

Job Advertisements

Difficult finding the right people?

Having qualified personnel is one of the key ingredients for a company. However, finding the right personnel is both a long and expensive process, where the wrong recruitment could be devastating. Placing a job advertisement for qualified personnel through us will facilitate your recruitment. With us, you pay a fixed price for job advertisement on the website, newsletter and in print.

JOB ADVERTISEMENTS GOLD

(Internet+newsletter+magazine)
Half page landscape • Type area: 204x148 mm

SEK 13,995

JOB ADVERTISEMENTS SILVER

(Internet+newsletter+magazine)
Quarter page portrait • Type area: 100x148 mm

SEK 7,995