



**VERK
STÄDERNA**

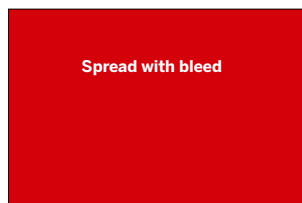
Media Info 2021

verkstaderna.se

Publishing schedule 2021

Issue	Publ. date	Material	Editorial Focus, Trade Fairs
1	Febr 24	Febr 5	Themes: CAD/CAM, Automation, Steel sheet
2	April 1	March 11	Themes: Measurement technology Trade Fairs: Hannover Messe, Hannover April 12-16, Värnamo Industriexpo May 15-16,
3	May 28	May 7	Themes: Maintenance, Environmental technology in Mechanical Engineering industry
4	Sept 14	Aug 24	Themes: Automation, Industrial robots, Before EMO Trade Fairs: Scanautomatic, Gothenburg, October 4-6, EMO, Milan, October 4-9
5	Oct 22	Oct 1	Themes: Cutting fluids, Steel sheet, Before Elmia Subcontractor Trade Fairs: Elmia Subcontractor, Jönköping, November 9-12
6	Dec 3	Nov 12	Themes: Additive technique, Summary Elmia Subcontractor

Advertising format & prices print



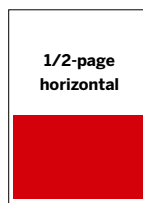
Spread with bleed

Format 430x285 + 5 mm bleed
Beside text SEK 47.100
For centre spread SEK 59.000
After text SEK 35.700



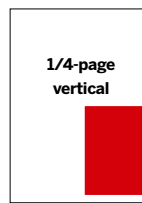
1/1-page with bleed

Format 215x285 + 5 mm bleed
Beside text SEK 27.300
After text SEK 19.800



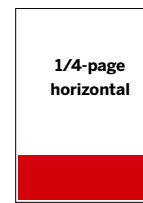
1/2-page horizontal

Format 185x123 mm
Beside text SEK 16.100
After text SEK 11.100



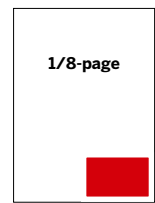
1/4-page vertical

Format 90x123 mm
Beside text SEK 10.200
After text SEK 6.700



1/4-page horizontal

Format 185x59 mm
Beside text SEK 12.100
After text SEK 8.600



1/8-page

Format 90x59 mm
Only after text SEK 4.100

Special format

Page 4, 1/1-page, 215x285 + 5 mm bleedSEK 28.300
Page 9, 1/1-page, 215x285 + 5 mm bleedSEK 29.500
2nd Cover, 1/1-page, 215x285 + 5 mm bleedSEK 32.900
3rd Cover, 1/1-page, 215x285 + 5 mm bleedSEK 30.300
4th Cover, 1/1-page, 215x257 + 5 mm bleed sides+bottomSEK 36.700

Product news

Guaranteed place in the next issue of Verkstäderna.....SEK 1.500

Industrikontakt

Our classified ad market is called Industrikontakt – the industry's own forum for classified ads in smaller formats. Here, the reader can quickly find the company he or she is looking for under various headings.

By advertising in Industrikontakt, you can reach decisionmakers in the engineering industry at a lower cost. If there is no heading to suit your business, we will create one.

Adverts in Industrikontakt are booked per calendar year.

Classifieds:SEK 2.990/year
 SEK 820 per extra line and year
Box (45x35 mm):.....SEK 8.100 /year
Extra charge for colour:.....SEK 4.000/year

Supplements

In Verkstäderna you can also advertise with your own supplements – brochures, customer magazines, invitations, etc.

For more information contact Media Manager Mats Irsam +46 73-682 53 07, mats.irstam@nordiskemedier.se

Advertorials

We offer advertorial ads in the paper. Where you as an advertiser is able to get your message spread into a concept of editorial and comprehensive image. As an advertiser, you contribute with facts, images and get interviewed by a journalist. We compile, write and design your ad in a editorial way as a complete concept, which you approve.

Price: 1/2-page SEK 15.000/advert, 1/1-page SEK 25.000/advert (Including telephone interview by text author)

PRINT MATERIAL

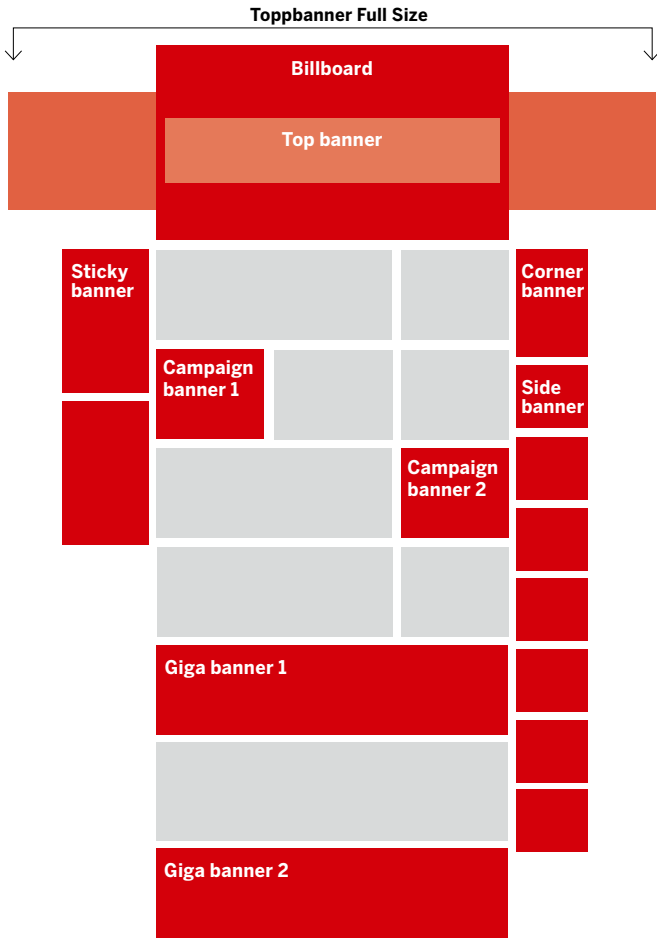
Print-optimized PDF, Resolution: 300 dpi
 Send to: annons.verkstaderna@nordiskemedier.se

SUBSCRIPTION

Pressdata +46 8-799 62 18
 verkstaderna@pressdata.se
 Verkstäderna, Box 610, S-832 23 Frösön, Sweden

Format & prices web/newsletter

Start page, prices per month



- Top banner Full Size** 1800x450 px, static, max 250 kb.....SEK 39.500
- Billboard** 980x540 px, static or animated, max 150 kb.....SEK 34.500
- Top banner** 930x180 px, static or animated, max 70 kb.....SEK 24.500
- Sticky banner** 240x400 px, static or animated, max 90 kb..... SEK 17.500
- Corner banner** 200x300 px, static or animated, max 70 kb..... SEK 11.500
- Side banner** 200x175 px, static or animated, max 40 kb SEK 3.250
- Campaign banner 1*** 300x250 px, static or animated, max 70 kb SEK 17.500
- Campaign banner 2**** 300x250 px, static or animated, max 70 kb... SEK 10.000
- Giga banner 1** 930x250 px, static or animated, max 70 kb SEK 21.500
- Giga banner 2** 930x250 px, static or animated, max 70 kb..... SEK 10.000

* When you buy ad slot no 1 you will also be visible at ad slot no 3, further down on the page
 ** When you buy ad slot no 2 you will also be visible at ad slot no 4, further down on the page

File types

Static jpg, animated gif, Html (zip-file) Script
 All banners must be responsive. Animations should keep within 20 seconds.
 Design of the ads are included in the price (one proof, then SEK 1.000 per started hour)

Sticky banner, corner banner and side banner are only showed on desktop.

Membership
SEK 10.800/year.

All ad prices are up prices. Prices for non-members is twice that. Contact us for more information.

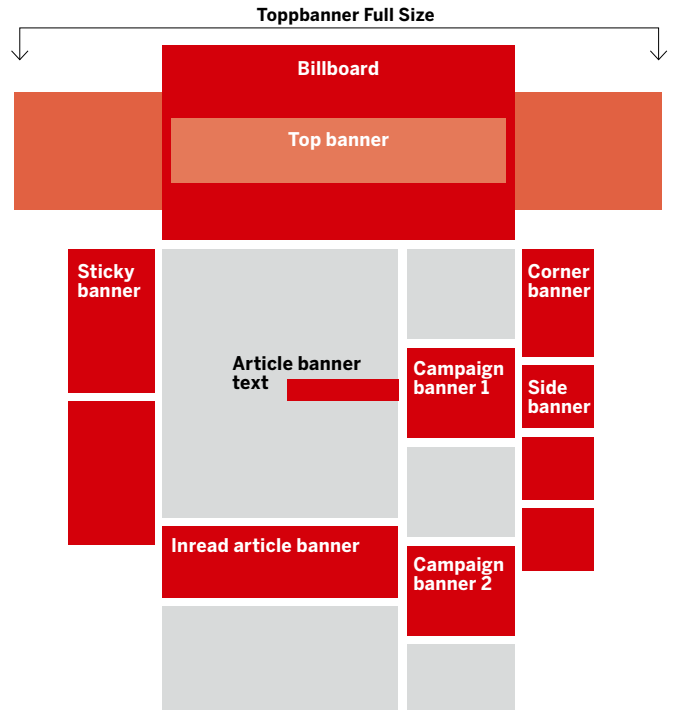
Native advertising

Native Advertising is a sponsored text on verkstadena.se that is marked as an ad. The content is designed so that the reader perceives it as a natural part of the platform. The sponsored content should, for maximum effect, be relevant to the target audience and add value to the reader.
 Price: SEK 15.000/week (Including telephone interview by text author).

DIGITAL WEB MATERIAL

Send to: annons@nordiskemedier.se

Article page, prices per month



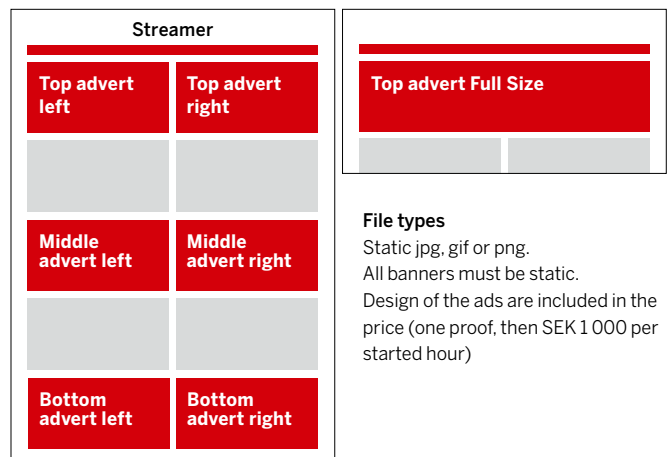
- Top banner Full Size** 1800x450 px, static, max 250 kb.....SEK 39.500
- Billboard** 980x540 px, static or animated, max 150 kb.....SEK 34.500
- Top banner** 930x180 px, static or animated, max 70 kb.....SEK 24.500
- Sticky banner** 240x400 px, static or animated, max 90 kb.....SEK 17.500
- Corner banner** 200x300 px, static or animated, max 70 kb.....SEK 11.500
- Side banner** 200x175 px, static or animated, max 40 kb SEK 3.250
- Campaign banner 1** 300x250 px, static or animated, max 75 kb SEK 13.750
- Campaign banner 2** 300x250 px, static or animated, max 75 kb SEK 10.750
- Article banner text** 300x60 px, static, max 20 kbSEK 22.500
- Inread article banner** 660x200 px, static or animated, max 100 kb ... SEK 10.000

File types

Static jpg, animated gif, Html (zip-file) Script
 All banners must be responsive. Animations should keep within 20 seconds.
 Design of the ads are included in the price (one proof, then SEK 1 000 per started hour)

Sticky banner, corner banner and side banner are only showed on desktop.

Newsletter, prices per day



- Streamer** 820x28 px, static, max 50 kb SEK 13.000*
- Top advert Full Size** 820x200 px, static, max 50 kb..... SEK 10.500
- Top advert** 400x200 px, static, max 50 kb.....SEK 5.000
- Middle advert** 400x200 px, static, max 50 kbSEK 4.000
- Bottom advert** 400x200 px, static, max 50 kb.....SEK 2.500

* Price per week

Leading Magazine of Engineering Industry – 46.500 readers!

The Magazine Verkstäderna – production technology in 112 years

Verkstäderna is the magazine that meets the engineering industry's need for a continuous reporting on developments in manufacturing: machinery, materials, methods and people.

With a total of over 108 years experience in the industry and intensive interaction with the players, Verkstäderna conveys the most useful news and gives the best examples from successful engineering companies.

Events

The personal meeting has become more important. Verkstäderna arrange together with different partners and in-house, events and meetings, where current subjects within the machine industry will be in focus and discussed. Verkstäderna will guide your company to meet the right people at the right meeting. Please contact us to take part of an event that suits you.

Trade Fairs

EuroBlech, Hannover, March 9-12

Hannover Messe, April 12-16

Värnamo Industriexpo, May 15-16

Smart Manufacturing, Malmö, May 19-20

Scanautomatic, Göteborg, October 4-6

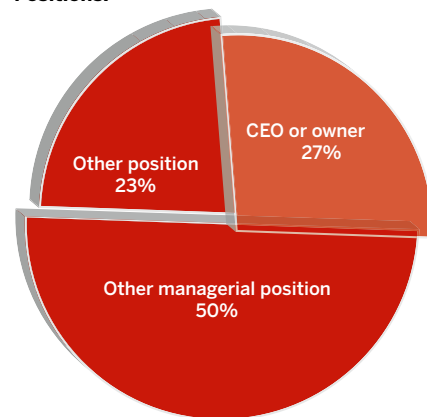
EMO; Milano, October 4-9

Elmia Subcontractor, Jönköping, November 9-12

Reader statistics

9 out of 10 who read Verkstäderna feel great confidence in the contents of the newspaper and think that it contains many innovations. It was apparent when the independent polling institute SKOP made a readable study for Verkstäderna. This verdict is obviously an incentive and a confirmation that we are working properly. Now we look forward and lift the bar further. We believe that together we can make a good product even better.

Positions:



The readers level of influence over the company's purchases:

- 79 %** Machine equipment, Mechanical engineering
- 76 %** Tools
- 63 %** Automation
- 59 %** Production logistic, management
- 53 %** Joining technology, welding, gluing, soldering
- 43 %** CAD
- 36 %** CAM

Contact us



Editor-in-Chief

Magnus Liliénström
+46 70-860 58 67
magnus.lilienstrom@nordiskemedier.se



Reporter

Emilia Granberg
+46 70-090 20 94
emilia.granberg@nordiskemedier.se



Reporter

Anna Broberg
+46 70-754 62 31
anna.broberg@nordiskemedier.se



Reporter

Martin Wänerholm
+46 70-975 99 30
martin.wanerholm@nordiskemedier.se



Media Manager

Mats Irstam
+46 73-682 53 07
mats.irstam@nordiskemedier.se



Media sales

Magnus Wrigert
+46 73-682 53 37
magnus.wrigert@nordiskemedier.se