



**VERK
STÄDERNA**

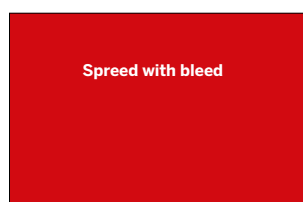
**Media Info
2018**

verkstaderna.se

Publishing schedule 2018

Issue	Publ. date	Material	Editorial focus, Trade Fairs
1	Febr 22	Febr 1	Focus: CAD/CAM, Automation, Joining technique. Trade Fair: Underhållsmässan
2	April 11	March 21	Focus/Trade Fair: Elmia Verktygsmaskin, Plåt, Automation och Svets & Fog. Joining technique
3	May 18	April 26	Focus: Steel sheet, Waterjet, Aluminum
4	June 15	May 23	Focus: Maintenance and Joining technique Monitoring: Elmia Verktygsmaskin, Plåt, Automation och Svets & Fog. Joining technique
5	Aug 30	Aug 9	Focus: Industrial robots, Joining technique
6	Sept 25	Sept 4	Focus: Metal working fluids, Additive technique Trade Fairs: Euroblech, Scanautomatic
7	Oct 26	Oct 5	Focus/Trade Fair: Elmia Subcontractor.
8	Dec 6	Nov 15	Focus: Automation Monitoring: Elmia Subcontractor, Euroblech

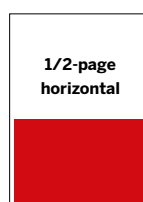
Advertising format & prices print



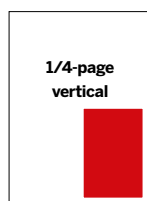
Format 430x285 + 5 mm bleed
Beside text SEK 47.100
For centre spread SEK 59.000
After text SEK 35.700



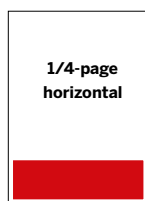
Format 215x285 + 5 mm bleed
Beside text SEK 27.300
After text SEK 19.800



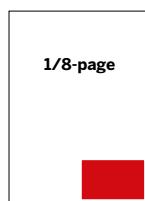
Format 185x123 mm
Beside text SEK 16.100
After text SEK 11.100



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



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



Format 90x59 mm
Only after text SEK 4.100

Special format

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

Product news

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

Supplements

Loose supplements + packing
(excl postage).....SEK 28.400
Bound supplements + packing
(excl postage).....SEK 31.400
Supplements over 50 g Ask for an offert

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

Advertising format & prices web/newsletter

Start page



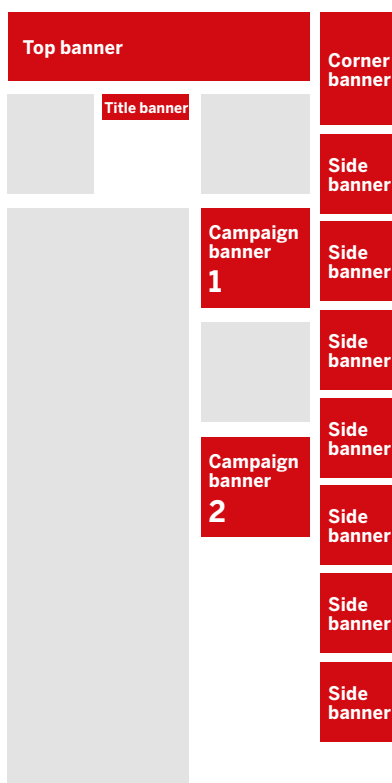
Top banner 930x180 pxSEK 18.000 / month
Corner banner 150x300 px SEK 9.500 / month
Side banner 150x175 pxSEK 2.800/ month
Campaign bannner 480x480 pxSEK 14.500/month
Giga banner 1 980x480 px SEK 18.000/ month
Giga banner 2 980x480 px SEK 12.000/ month

File types

Static jpg, max 75 kb
Animated gif, max 75 kb
Html (zip-file)
Script

All banners must be responsive.
Animations should keep within 20 seconds.
Design of the ads included in the price.

Article page



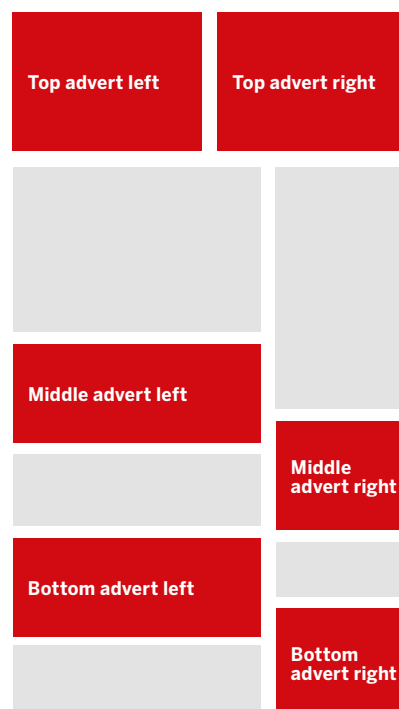
Top banner 930x180 pxSEK 18.000 / month
Corner banner 150x300 px SEK 9.500 / month
Side banner 150x175 px SEK 2.800 / month
Title banner, statisk 200x60 pxSEK 19.000/ month
Campaign bannner 300x250 pxSEK 11.500/month

File types

Static jpg, max 75 kb
Animated gif, max 75 kb
Html (zip-file)
Script

All banners must be responsive.
Animations should keep within 20 seconds.
Design of the ads included in the price.

Newsletter



Top advert left 400x200 px SEK 4.000 / day
Top advert right 400x200 px SEK 4.000 / day
Middle advert left 490x147 px SEK 3.000 / day
Middle advert right 310x235 px SEK 3.000 / day
Bottom advert left 490x147 px SEK 2.000 / day
Bottom advert right 310x235 px SEK 2.000 / day

File types

Static jpg, gif or png.

All banners should be static.
Design of the ads included in the price.

Membership SEK 6.800/year

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

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: SEK 15.000/week (Including telephone interview by text author)

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.

DIGITAL PRINT MATERIAL

Print-optimized PDF
Resulation: 300 dpi
Send to: annons.verkstadena@mentoronline.se

DIGITAL WEB MATERIAL

Send to: annons@nordiskamedier.se

SUBSCRIPTION

Pressdata +46 8-799 62 18, Fax +46 8-98 45 72
verkstadena@pressdata.se
Verkstäderna, Box 610, S-832 23 Frösön, Sweden

Leading Magazine of Engineering Industry – 46.500 readers!

The Magazine Verktäderna – production technology in 112 years

Verktäderna 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, Verktäderna conveys the most useful news and gives the best examples from successful engineering companies.

Events

The personal meeting has become more important. Verktäderna arrange together with different partners and in-house, events and meetings, where current subjects within the machine industry will be in focus and discussed. Verktäderna 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.

Examples of meetings and events where Verktäderna is co-organizer during 2018

Seminarie-serie under Elmia Verktygsmaskin, Jönköping
Almedalspaviljongen i Almedalen, Visby
Smörjteknikdagen, Göteborg
Mediapartner under Ungdoms SM i CNC – svarvning
Industrins hållbarhetspris, Jönköping

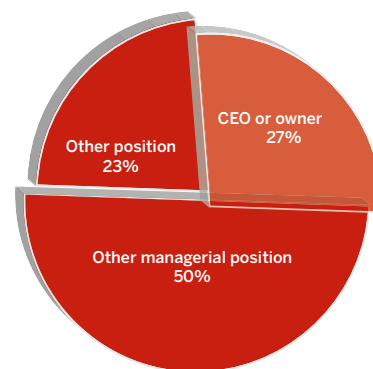
Trade Fairs

Underhållsmässan, March 13–16, Gothenburg
Hannover Messe, April 23–27, Hannover
Elmia Verktygsmaskin, Plåt, Automation och Svets & Fog, May 14–18, Jönköping
Automatica, June 19–22, München
AMB, September 18–22, Stuttgart
Scanautomatic, October 9–11, Gothenburg
Euroblech, October 23–26, Hannover
Elmia Subcontractor, November 13–16, Jönköping

Reader statistics

9 out of 10 who read Verktäderna 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 Verktäderna. 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



Skop, Skandinaviska opinion AB have on order of Verktäderna interviewed about 500 readers. The interviews were made from the 17th September to 9th October 2007.

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

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