



**VERK  
STÄDERNA**

**Media Info 2019**

[verkstaderna.se](http://verkstaderna.se)

# Publishing schedule 2019

Issue	Publ. date	Material	Editorial Focus, Trade Fairs
<b>1</b>	Febr 22	Febr 1	<b>Focus:</b> CAD/CAM <b>Trade Fair:</b> ITF-Dagarna, Industrimässorna Syd, Hannover messe <b>Joining technique</b>
<b>2</b>	April 11	March 21	<b>Focus:</b> Automation <b>Trade Fair:</b> Värnamo Industriexpo <b>Joining technique</b>
<b>3</b>	May 17	April 26	<b>Focus:</b> Steel sheet
<b>4</b>	June 14	May 23	<b>Focus:</b> Maintenance <b>Joining technique</b>
<b>5</b>	Aug 30	Aug 9	<b>Focus:</b> EMO <b>Trade Fair:</b> EMO <b>Joining technique</b>
<b>6</b>	Sept 25	Sept 4	<b>Focus:</b> Automation, Industrial robots, cutting fluids <b>Trade Fair:</b> Automation Summit
<b>7</b>	Oct 25	Oct 4	<b>Focus:</b> Elmia Subcontractor, EMO <b>Trade Fair:</b> Elmia Subcontractor <b>Joining technique</b>
<b>8</b>	Dec 6	Nov 15	<b>Focus:</b> Additive technique <b>Joining technique</b>

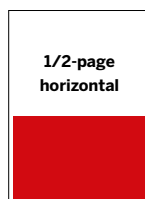
## Advertising format & prices print



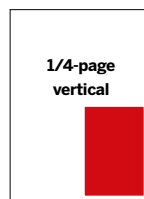
Format 430x285 + 5 mm bleed  
**Beside text** SEK 47.100  
**For centre spread** SEK 59.000  
**After text** SEK 35.700



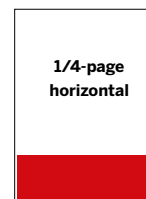
Format 215x285 + 5 mm bleed  
**Beside text** SEK 27.300  
**After text** SEK 19.800



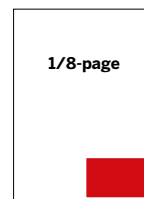
Format 185x123 mm  
**Beside text** SEK 16.100  
**After text** SEK 11.100



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 Verktädnerna.....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 Verktädnerna you can also advertise with your own supplements – brochures, customer magazines, invitations, etc. For more information contact Media Manager Mats Irtam +46 8-522 253 27, 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: SEK 15.000/week (Including telephone interview by text author)

### PRINT MATERIAL

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

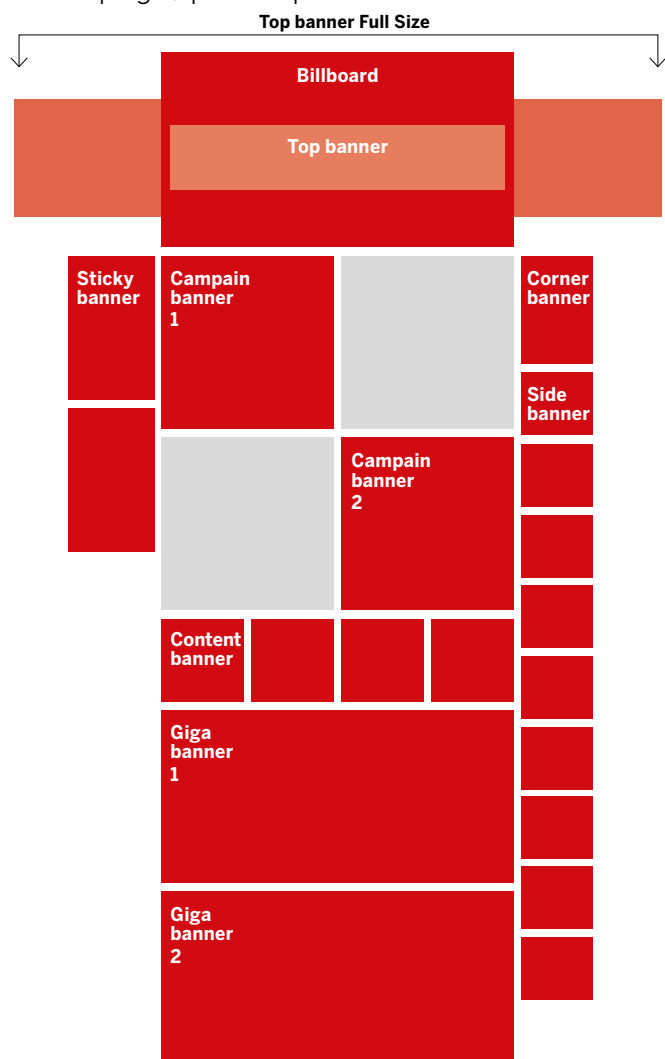
### SUBSCRIPTION

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



# Format & prices web/newsletter

## Start page, prices per month



<b>Top banner Full Size</b> 1800x450 px, static, max 250 kb .....	SEK 39.500
<b>Billboard</b> 980x450 px, static or animated, max 150 kb .....	SEK 34.500
<b>Top banner</b> 930x180 px, static or animated, max 70 kb .....	SEK 24.500
<b>Sticky banner</b> 240x400 px, static or animated, max 90 kb .....	SEK 17.500
<b>Corner banner</b> 200x300 px, static or animated, max 70 kb .....	SEK 11.500
<b>Side banner</b> 200x175 px, static or animated, max 40 kb .....	SEK 3.250
<b>Content banner</b> 230x230 px, static, max 55 kb .....	SEK 5.000
<b>Campaign banner 1</b> 480x480 px, static or animated, max 75 kb .....	SEK 17.500
<b>Campaign banner 2</b> 480x480 px, static or animated, max 75 kb .....	SEK 10.000
<b>Giga banner 1</b> 980x480 px, static or animated, max 150 kb .....	SEK 21.500
<b>Giga banner 2</b> 980x480 px, static or animated, max 150 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 included in the price.

**Membership**  
**SEK 9.800/year.**

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

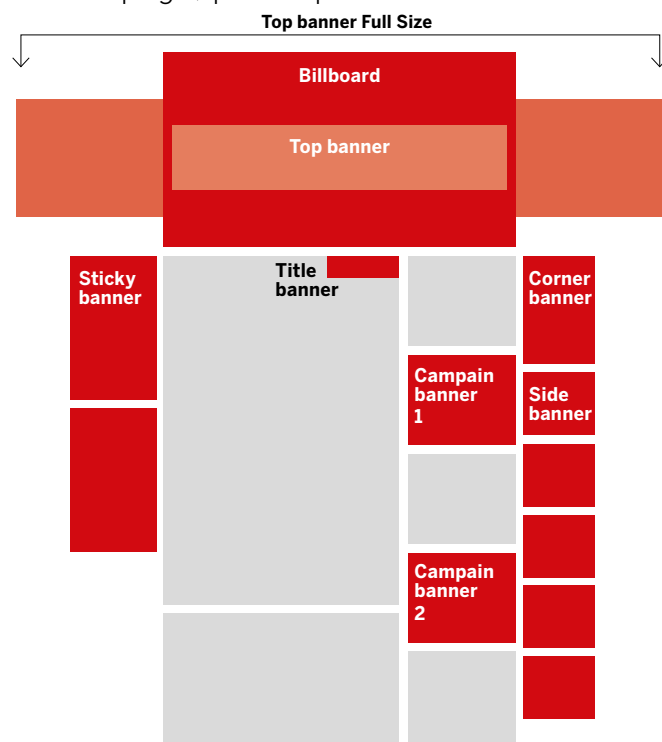
## Native advertising

Native Advertising is a sponsored text on verkstaderna.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

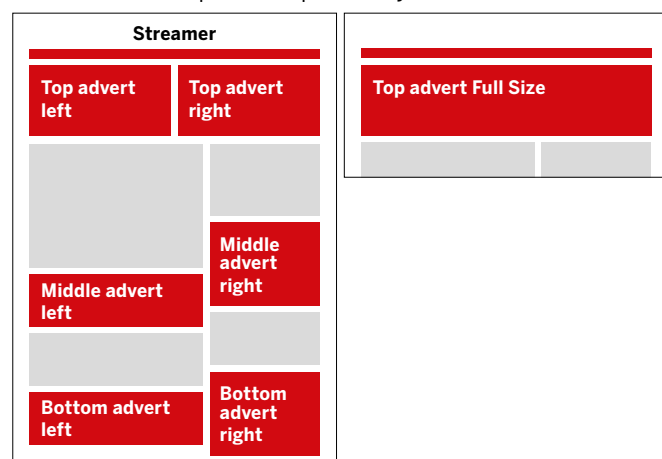


<b>Top banner Full Size</b> 1800x450 px, static, max 250 kb .....	SEK 39.500
<b>Billboard</b> 980x450 px, static or animated, max 150 kb .....	SEK 34.500
<b>Top banner</b> 930x180 px, static or animated, max 70 kb .....	SEK 24.500
<b>Sticky banner</b> 240x400 px, static or animated, max 90 kb .....	SEK 17.500
<b>Corner banner</b> 200x300 px, static or animated, max 70 kb .....	SEK 11.500
<b>Side banner</b> 200x175 px, static or animated, max 40 kb .....	SEK 3.250
<b>Campaign banner 1</b> 300x250 px, static or animated, max 75 kb .....	SEK 13.750
<b>Campaign banner 2</b> 300x250 px, static or animated, max 75 kb .....	SEK 10.750
<b>Title banner</b> 200x60 px, static, max 20 kb .....	SEK 22.750

### 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 included in the price.

## Newsletter, prices per day



<b>Streamer</b> 820x28 px, static, max 50 kb .....	SEK 10.000*
<b>Top advert Full Size</b> 820x200 px, static, max 50 kb .....	SEK 8.000
<b>Top advert</b> 400x200 px, static, max 50 kb .....	SEK 4.000
<b>Middle advert left</b> 490x147 px, static, max 50 kb .....	SEK 3.000
<b>Middle advert right</b> 310x235 px, static, max 50 kb .....	SEK 3.000
<b>Bottom advert left</b> 490x147 px, static, max 50 kb .....	SEK 2.000
<b>Bottom advert right</b> 310x235 px, static, max 50 kb .....	SEK 2.000

\* Price per week

### File types

Static jpg, gif or png.  
All banners must be static. Design of the ads included in the price.

# 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.

### Examples of meetings and events where Verkstäderna is co-organizer during 2019:

Frukostseminarier på uppdrag av kund

Mediepartner till Ungdoms SM i CNC – svarvning

## Trade Fairs

**Industrimässorna Syd**, Febr 6–7, Malmö

**Scandinavian Coating 2019**, March 20–21, Köpenhamn

**Hannover Messe**, April 1–5, Hannover

**Värnamo Industriexpo**, May 10–11, Värnamo

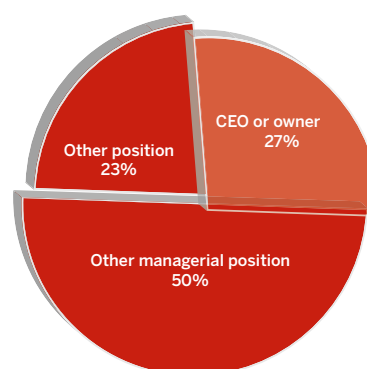
**EMO**, Sept 16–21, Hannover

**Elmia Subcontractor**, Nov 12–15

## 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

Monica Almgren  
+46 8-522 253 39  
monica.almgren@nordiskemedier.se



### Media Manager

Mats Irsam  
+46 8-522 253 27  
mats.irstam@nordiskemedier.se



### Media Sales

Magnus Wrigert  
+46 8-670 41 33  
magnus.wrigert@nordiskemedier.se