

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

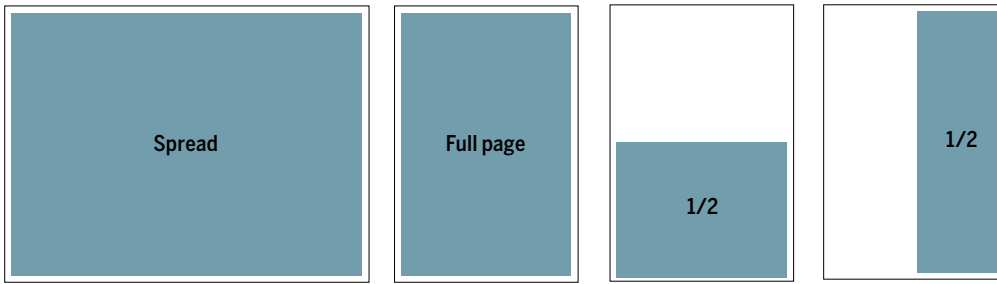
**24.000
readers!**
according to
Orvesto



Leveranstidningen
Entreprenad

PRINT

Advertisement specifications and prices for 2019



SEK 49 000

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

Leveranstidningen Entreprenad

is the obvious 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.

Premium position

Exklusiv stripe, cover
240x45 + 3 mm

SEK 11 800

Full page, page 2

SEK 34 500

1/4 landscape, page 4

SEK 10 800

1/4 landscape, page 5

SEK 10 800

Full page, page 7

SEK 31 500

Full page, last inside

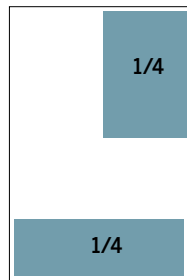
SEK 31 500

240x309, back cover

SEK 38 000

Supplements / Leaflets

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

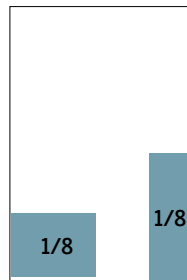


SEK 10 800

Landscape:
Type area: 204x72 mm
Bleed: 240x94 mm
+ 3 mm

SEK 9 800

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

Terms of payment

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

Production cost

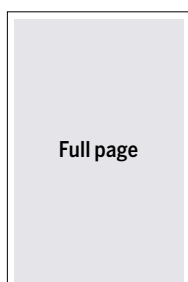
Production costs are charges for production of advertisements, or adjustment/change of advertising material.

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

SUPPLEMENT

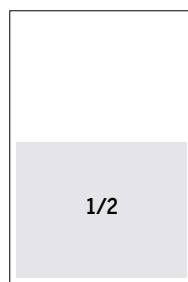
Used machinery

advertising for buy and sell used machinery & rental



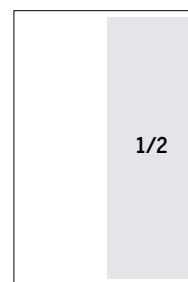
SEK 16 000

Type area: 204x302 mm



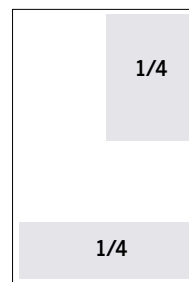
SEK 8 100

Type area: 204x148 mm



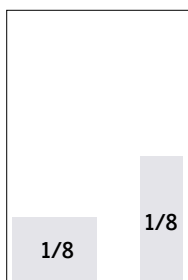
SEK 8 100

Type area: 100x302 mm



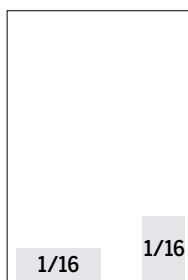
SEK 4 050

Landscape: 204x72 mm
Portrait: 100x148 mm



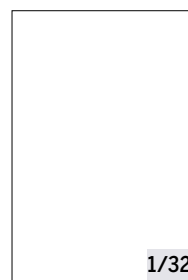
SEK 2 025

Landscape: 100x72 mm
Portrait: 47x148 mm



SEK 1 000

Landscape: 100x33 mm
Portrait: 47x72 mm



SEK 500

Type area: 47x33 mm

Leverantörer & Entreprenörer

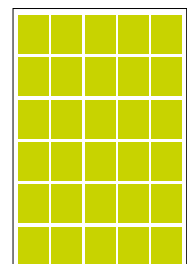
classified ads

Prices

Full year
SEK 10 400

Half year
SEK 6 400

(9 issues spring)
(9 issues autumn)



37x46 mm

Technical printing information

ADVERTISING MATERIAL Peter Hall, Exakta Creative

Tel: +46 (0)40-694 24 07 • annons.entreprenad@nordiskemedier.se

DIGITAL 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

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

14 000
unique visitors
weekly

27 000
page visits/
week

Prices

Billboard, 980x540px
SEK 25 500/month. Article page or
Front page+all other pages

Top banner, 930x180px
SEK 18 000/month. Article page or
Front page+all other pages

Sticky Banner, 240x400px
displayed only on desktop
SEK 8 000/month. Article page or
Front page+all other pages

Corner banner, 200x300px
displayed only on desktop
SEK 6 500/month. Article page or
Front page+all other pages

Side banner, 200x175px
displayed only on desktop
SEK 2 000/month. Article page or
Front page+all other pages

Content banner, 230x230px
SEK 3 750/month. Static banner
Front page

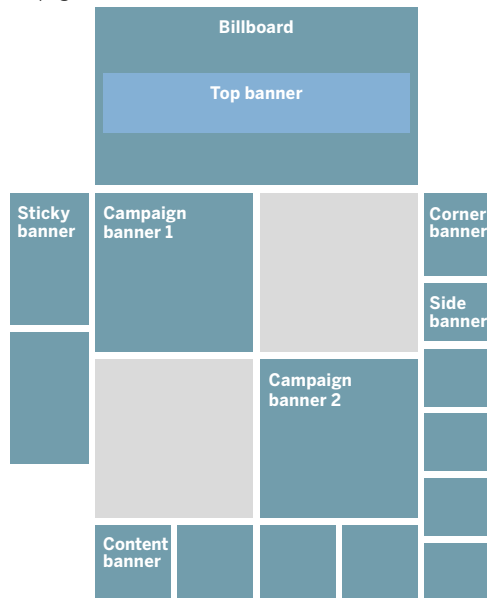
Campaign banner 1, 480x480px
SEK 9 500/month. Front page
SEK 7 750/month. Article page*
SEK 3 900/month. Other pages*

Campaign banner 2, 480x480px
SEK 7 000/month. Front page
SEK 6 000/month. Article page*
SEK 3 000/month. Other pages*

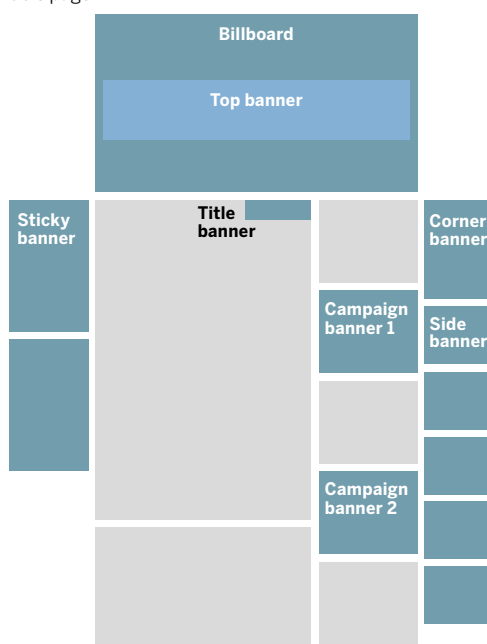
Title banner, 200x60px
SEK 13 000/month. Static banner
Article page

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

Front page



Article page



ONLINE

Newsletter

is distributed to 34,000 recipients in the construction industry every day Mon-Fri. An advertisement is highly effective and an affordable way to reach out with the right message to your customers. For maximum effect, combine advertisements in the magazine, internet and newsletter.

34 000
recipient/
dispatch



Prices

Streamer, 820x28px
SEK 7 500/day

Top advert, 400x200px
SEK 4 000/day

Top advert – Fullsize, 820x200px
SEK 6 000/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

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 8 800/year

Native advertising & Advertorials

Ad labeled article in print and on website
Contact our salesmen for more info (see next page)

Send ad material for website and newsletter to:
annons@nordiskemedier.se

| ISSUE | PUBLICATION | MATERIAL DAY | THEME |
|-------|--------------|--------------|---|
| 1 | January 31 | January 17 | Compact equipment |
| 2 | February 14 | January 31 | Cleaning streets and roads |
| 3 | Februari 31 | 14 februari | Recycling |
| 4 | March 14 | February 28 | Machine sales statistics |
| 5 | March 28 | March 14 | Demolition |
| 6 | April 11 | March 28 | Gravel and rock |
| 7 | May 2 | April 15 | Leasing/Rental |
| 8 | May 16 | May 2 | MaskinExpo (- Exhibition special Mälardalen) |
| 9 | June 13 | May 28 | Uppföljning MaskinExpo + sommarläsning |
| 10 | August 22 | August 8 | Entreprenad Live (extra upplaga Skåne) |
| 11 | September 5 | August 22 | Gravel and rock |
| 12 | September 19 | September 5 | Winter equipment (extra upplaga Norrland) |
| 13 | October 3 | September 19 | Road work |
| 14 | October 17 | October 3 | Wheel and telescope loader |
| 15 | October 31 | October 17 | Geodesi & Maskinstyrning |
| 16 | November 14 | October 31 | City (extra upplaga i Sthlm, Gothenburg, Malmö) |
| 17 | November 28 | November 14 | Spare parts, wear parts and maintenance |
| 18 | December 12 | November 28 | Staffing & education |

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

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.
- 80%** of our readers find interesting information among our advertisements.
- 93%** of the readers feel that the magazine is good or very good.
- 85%** 85% of our readers find the magazine is a good or really good industry medium.

Contact our advertising department



Jonas Jonsson

Head of media, +46 (0)8- 670 41 85
jonas.jonsson@nordiskemedier.se



Henrik Andersson

Media salesmean, +46 (0)8-522 253 28
henrik@entreprenad.com