

# ReCYcling



The leading B2B magazine in Sweden about Recycling and Waste management!

## Media info 2024

Print / Webb / Event

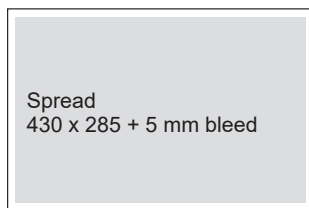
[recyclingnet.se](http://recyclingnet.se)

# Editorial Programme 2024

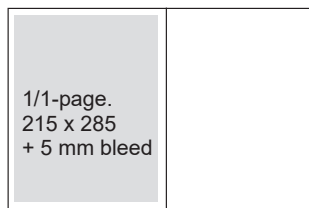
Issue	Publ date	Material	Features*	Events we cover
1	Feb 26th	Feb 7th	Recycling & Waste management, Recycling Machines- and equipment	
2	April 19th	April 3th	Scrap-, Metal- & Electronics Recycling. Building/Construction waste	IFAT Munich
3	June 17th	May 28th	Curbside collection, Food waste, Route planning	Avfall Sverige Spring meeting
4	Sept 25th	Sept 6th	Recycling & Waste mangement, Recycling Machines- and equipment	
5	Oct 30th	Oct 11th	Remediation & Hazardous waste, Plastic recycling	
6	Dec 10th	Nov 22th	Building/Construction waste, Reuse & Circular flows	
Supplement 1	Supplement in No 6	Nov 22th	Product news	
Supplement 2	Supplement in No 6	Nov 22th	Calender 2025	

\*Subject to any changes.

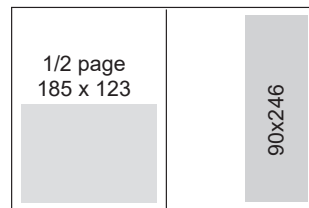
## Format and price print



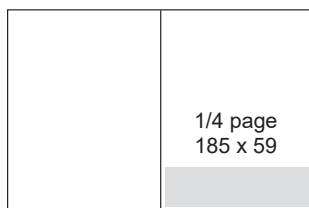
Spread  
430 x 285 + 5 mm bleed  
SEK 54 600



1/1-page  
215 x 285 + 5 mm bleed  
SEK 37 200



1/2-page  
185 x 123  
90x246  
SEK 23 200



1/4-page  
185 x 59  
SEK 13 500

Cover page 2 SEK 38 300  
Cover page 3 SEK 37 200  
Cover page 4 SEK 39 000

NOTE! Location of Print Address (30 mm) at the top of cover page 4.

Supplement Magazine  
2-pages SEK 33 100  
4-pages SEK 33 200  
Max 50 g



## Material

Advertising material are sent to: [annons.recycling@nordiskemedier.se](mailto:annons.recycling@nordiskemedier.se)

## Advertorials

Recycling 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 to be interviewed by a journalist. We compile, write and design your ad in a editorial way as a complete concept, which you approve.

For more information and quotation, please contact the marketing department.

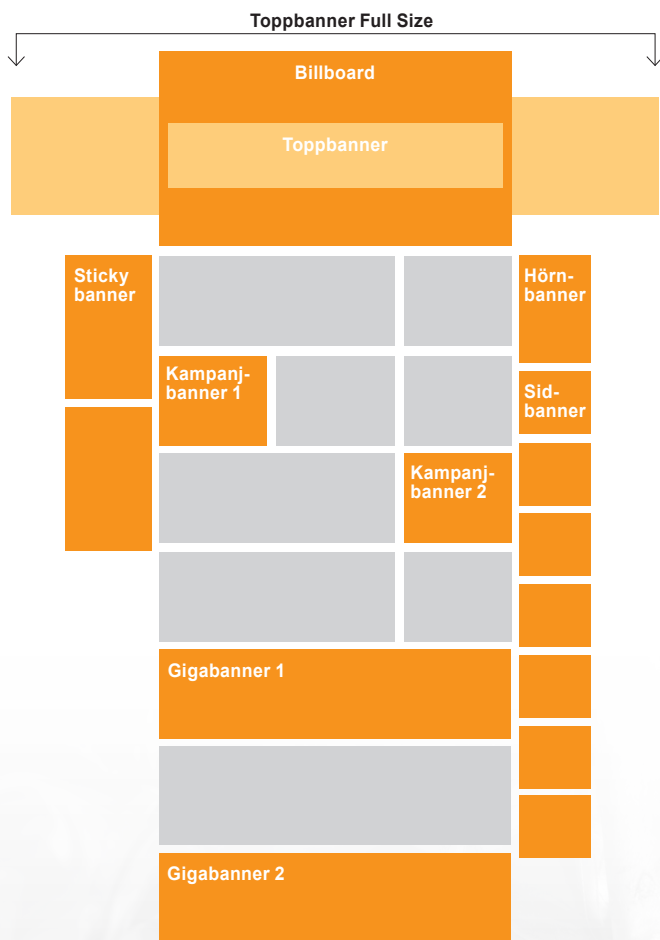
## Job advertisements

For quotation or booking contact:

Lena Jacobs  
phone +46 73-682 53 19  
[lena.jacobs@@nordiskemedier.se](mailto:lena.jacobs@@nordiskemedier.se)

# Ad format & prices web/newsletter

## Start page, prices per month



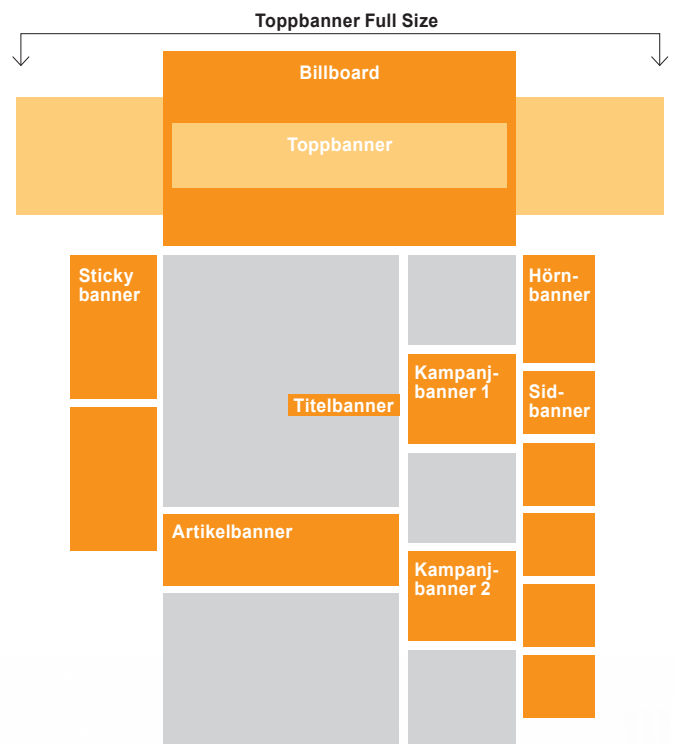
<b>Top banner Full Size</b> 1800x450 px, static, max 250 kb.....	SEK 45 500
<b>Billboard</b> 980x540 px, static or animated, max 150 kb.....	SEK 39 200
<b>Top banner</b> 930x180 px, static or animated, max 70 kb.....	SEK 21 000
<b>Sticky banner</b> 240x400 px, static or animated, max 90 kb.....	SEK 17 200
<b>Corner banner</b> 200x300 px, static or animated, max 70 kb.....	SEK 11 000
<b>Side banner</b> 200x175 px, static or animated, max 40 kb.....	SEK 3 300
<b>Campaign banner 1*</b> 300x250 px, static or animated, max 70 kb.....	SEK 16 700
<b>Campaign banner 2**</b> 300x250 px, static or animated, max 70 kb.....	SEK 11 500
<b>Giga banner 1</b> 930x250 px, static or animated, max 70 kb.....	SEK 21 000
<b>Giga banner 2</b> 930x250 px, static or animated, max 70 kb.....	SEK 11 500

\* 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.

## Article page, prices per month

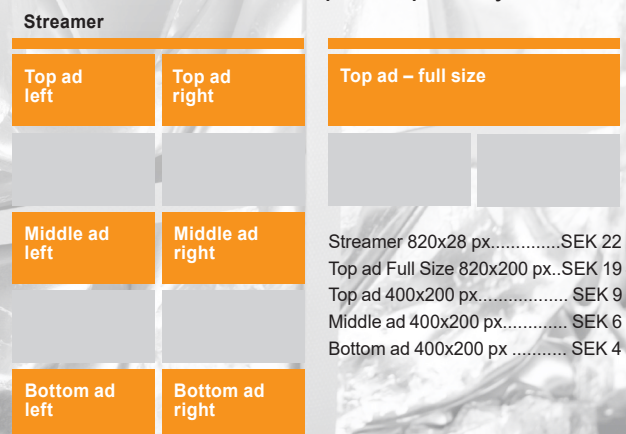


<b>Top banner Full Size</b> 1800x450 px, static, max 250 kb.....	SEK 45 500
<b>Billboard</b> 980x540 px, static or animated, max 150 kb.....	SEK 39 200
<b>Top banner</b> 930x180 px, static or animated, max 70 kb.....	SEK 21 000
<b>Sticky banner</b> 240x400 px, static or animated, max 90 kb.....	SEK 17 200
<b>Corner banner</b> 200x300 px, static or animated, max 70 kb.....	SEK 11 000
<b>Side banner</b> 200x175 px, static or animated, max 40 kb.....	SEK 3 300
<b>Campaign banner 1</b> 300x250 px, static or animated, max 75 kb.....	SEK 16 700
<b>Campaign banner 2</b> 300x250 px, static or animated, max 75 kb.....	SEK 10 400
<b>Title banner</b> 300x60 px, static, max 20 kb.....	SEK 16 200
<b>Inread article banner</b> 660x200 px, static or animated, max 100 kb.....	SEK 21 000

### 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)  
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## Newsletter, prices per day



<b>Streamer</b> 820x28 px.....	SEK 22 000/day
<b>Top ad Full Size</b> 820x200 px.....	SEK 19 400/day
<b>Top ad</b> 400x200 px.....	SEK 9 200/day
<b>Middle ad</b> 400x200 px.....	SEK 6 340/day
<b>Bottom ad</b> 400x200 px.....	SEK 4 600/day

The newsletter is distributed two times a week.

### Material

E-mail material including landing page to: [annons@nordiskemedier.se](mailto:annons@nordiskemedier.se)  
 Mark the material with recyclingnet.se

## Membership package

- 12 months page banner on the portal
- 1 top ad in the newsletter
- 2 center ads in the newsletter
- 2 bottom ads in the newsletter
- 1 year membership

**Price: 23 000 SEK**

## Membership

### The membership includes:

- Posts on the member page
- Company profile
- 50% discount on digital banners

**12 900 SEK/year**

# ReCycling

## Recycling 2024

In 2024 Recycling, the leading magazine about waste management, recycling and circular economy, will publish six print issues. In addition you will find us at [www.recyclingnet.se](http://www.recyclingnet.se) where we publish news about the above areas on a daily basis. In addition we send out our digital newsletter twice a week, on Tuesday and Thursday. The letter reaches approximately 6750 relevant recipients in all segments of the business.

Recycling is not only a trustworthy supplier of business news in the form of printed magazines, web portal and newsletters. We also arrange a number of yearly events. In 2024, these are:

- The highly appreciated and continuously growing business golf competition Recycling Cup.
- The one day conference “the Recycling Day” in Helsingborg
- The Recycling Gala

So whether you prefer printed magazines, web portals, digital newsletters or events as marketing channels, it is Recycling that carries your message best!



Peter Olofsson  
Editor in chief, Recycling

## Events

Recycling organizes a variety of events. Contact us for more information.



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



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



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

## Contact



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