

ReCycling

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

Media info 2025

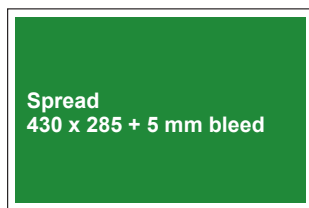
Editorial program 2025

Issue	Publ date	Material	Features*	Other information
1	Feb 28th	Feb 11th	Recycling & Waste management, Recycling Machines- and equipment	
2	April 17th	March 31th	Scrap-, Metal- & Electronics Recycling. Building/Construction waste	
3	June 13th	May 23th	Curbside collection, Food waste, Route planning, Textile collection & recycling	Extra distribution!** Avfall Sverige Spring meeting
4	Sept 24th	Sept 5th	Recycling & Waste mangement, Recycling Machines- and equipment	
5	Oct 31th	Oct 14th	Remediation & Hazardous waste, Plastic recycling	
6	Dec 10th	Nov 21th	Building/Construction waste, Reuse & Circular flows	Extra distribution!**
Supple- ment 1	Supplement in No 6	Nov 21th	Product news	
Supple- ment 2	Supplement in No 6	Nov 21th	Calender 2026	

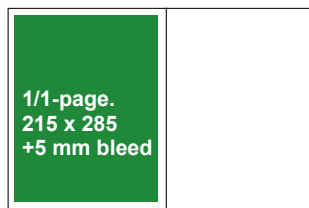
*Subject to any changes.

**No. 3 & 6 NOTE! Extra dividend! In addition to our subscribers who receive the printed magazine, we distribute this issue as an e-magazine to our newsletter recipients, approximately 7,000 via email.

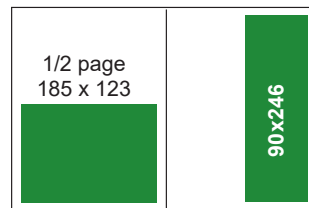
Format and price print



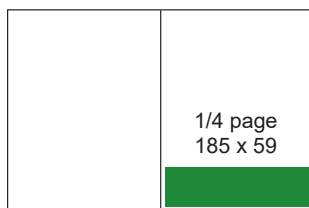
Spread SEK 54 600



1/1-page SEK 37 200



1/2-page SEK 23 200



1/4-page 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

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:

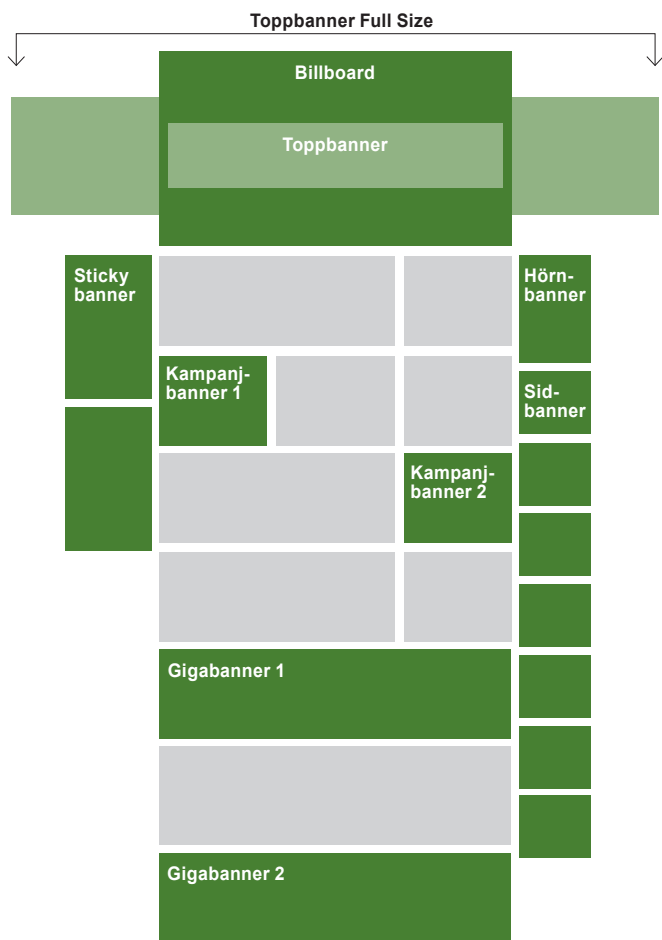
Lena Jacobs

phone +46 73-682 53 19

lena.jacobs@nordiskemedier.se

Ad format & prices web/newsletter

Start page, prices per month



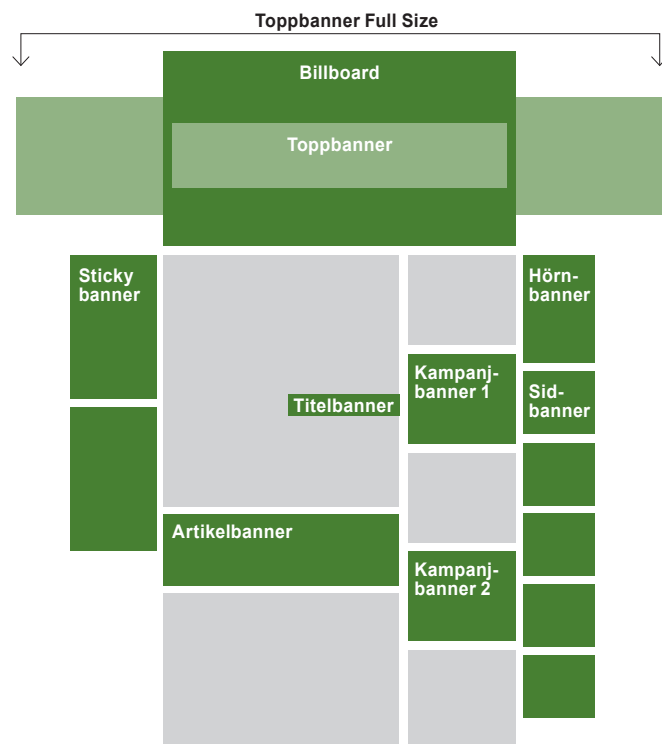
Top banner Full Size 1800x450 px, static, max 250 kb.....	SEK 45 500
Billboard 980x540 px, static or animated, max 150 kb.....	SEK 39 200
Top banner 930x180 px, static or animated, max 70 kb.....	SEK 21 000
Sticky banner 240x400 px, static or animated, max 90 kb.....	SEK 17 200
Corner banner 200x300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



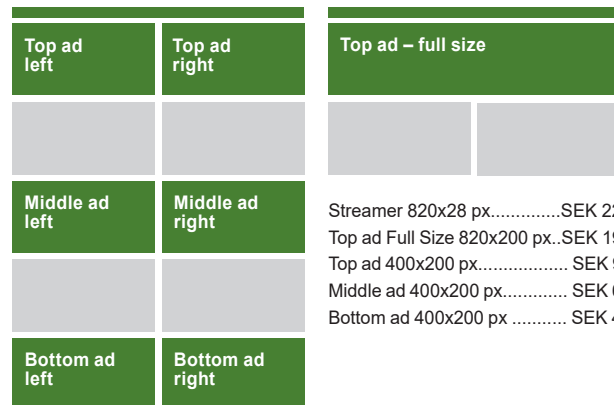
Top banner Full Size 1800x450 px, static, max 250 kb.....	SEK 45 500
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Side banner 200x175 px, static or animated, max 40 kb.....	SEK 3 300
Campaign banner 1 300x250 px, static or animated, max 75 kb.....	SEK 16 700
Campaign banner 2 300x250 px, static or animated, max 75 kb.....	SEK 10 400
Title banner 300x60 px, static, max 20 kb.....	SEK 16 200
Inread article banner 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

Streamer



Streamer 820x28 px.....	SEK 22 000/day
Top ad Full Size 820x200 px.....	SEK 19 400/day
Top ad 400x200 px.....	SEK 9 200/day
Middle ad 400x200 px.....	SEK 6 340/day
Bottom ad 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
 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 2025

In 2025 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 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 2025, 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

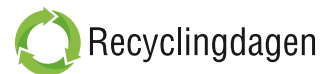
Recycling organizes a variety of events. Contact us for more information.



recyclingcup.se



atervinningsgalan.se



recyclingdagen.se

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