



www.skyddosakerhet.se

MEDIA INFO 2018

Skydd & Säkerhet writes about:

The latest developments in
the safety and security field

Industry and product news

Results of new research and
international trends

Up-to-date safety
and security issues –
business, government,
municipality

People in the security
industry

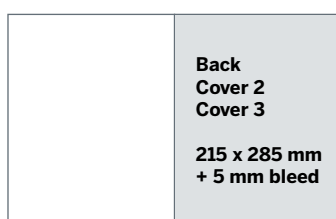
▷ Publishing Dates 2018

ISSUE	PUBLISHING DATE	MATERIAL
1	March 14	Febr 21
2	May 24	May 2
3	Oct 22	Oct 1
4	Dec 10	Nov 19

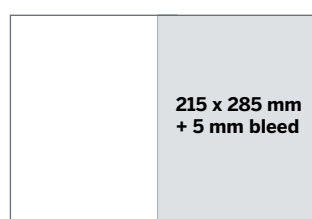
Formats and Prices



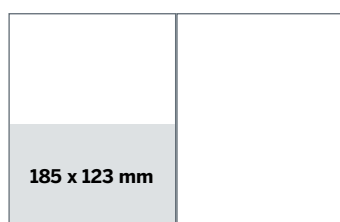
SPREADSEK 54.600



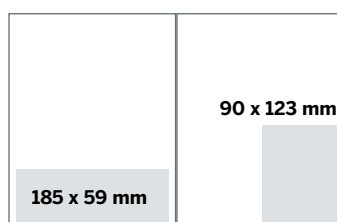
REQUESTED PLACEMENT
..... SEK 40.200



1/1-PAGESEK 35.600



1/2-PAGESEK 23.500



1/4-PAGESEK 17.000

COVER 4:

Leave 30 mm white boarder at the top of the page, place for addressing.

Supplements

For price and format
contact Advertisement Manager.

Place Ads

Text link

Web and newsletter in 30 days
.....SEK 5.995

For print and banners
contact Advertisement Manager.

Technical Information

Advertising material

annons.skyddosakerhet
@mentoronline.se

Supplement are sent to

Contact Advertisement
Manager for more information.

Trade Registry

Presents current companies that have products and services to offer.

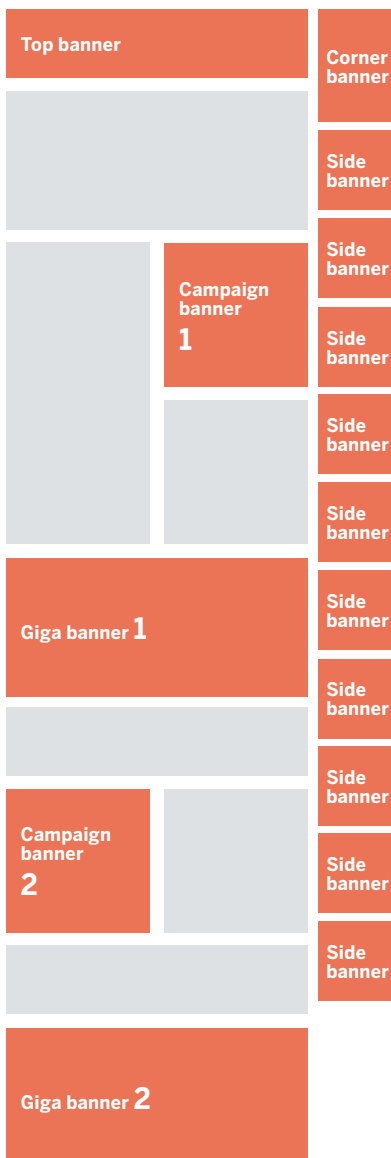
An ad in the Trade Registry is very efficient and cost optimal and reinforce your brand.

Format 34 x 75 mm

1 headingSEK 4.500/year



Start page



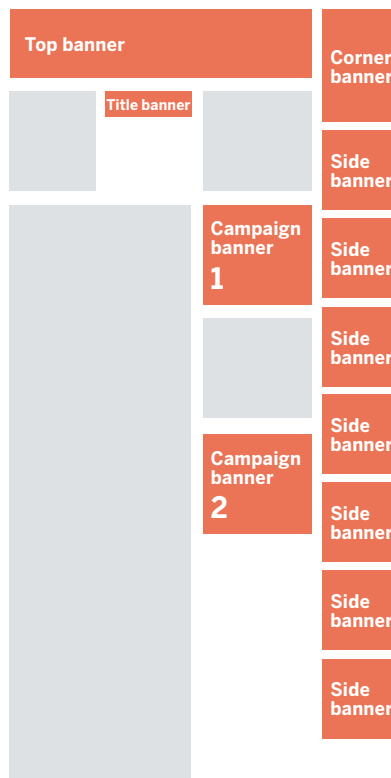
Top banner 930x180 px..... SEK 9.000 / month
 Corner banner 150x300 pxSEK 4.750 / month
 Side banner 150x175 px.....SEK 1.400 / month
 Campaign banner 1 480x480px SEK 7.550/ month
 Campaign banner 2 480x480pxSEK 6.000/ month
 Giga banner 1 980x480 px SEK 9.000 / month
 Giga banner 2 980x480 px..... SEK 6.000 / 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



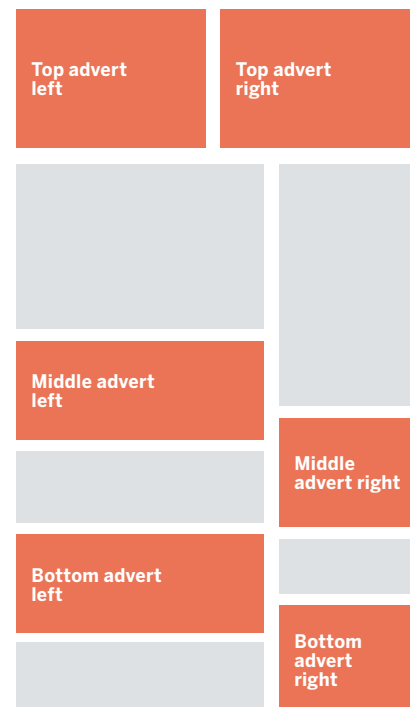
Top banner 930x180 px..... SEK 9.000 / month
 Corner banner 150x300 pxSEK 4.750 / month
 Side banner 150x175 px.....SEK 1.400 / month
 Title banner, static 200x60 px SEK 9.500 / month
 Campaign banner 1 300x250pxSEK5.750 / month
 Campaign banner 2 300x250pxSEK4.500 / month

Filtyper

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 2.000 / day
 Top advert right 400x200 px SEK 2.000 / day
 Middle advert left 490x147 px.....SEK 1.500 / day
 Middle advert right 310x235 pxSEK 1.500 / day
 Bottom advert left 490x147 pxSEK 1.000 / day
 Bottom advert right 310x235 px...SEK 1.000 / day

File types

Static jpg, gif or png.

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

Native advertising

Native Advertising is a sponsored text on skyddosakerhet.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.

Contact



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► The leading Security Magazine

Magazine at the forefront

Skydd & Säkerhet monitor, report and analyze the most important in the security industry. We want to be the broadest and sharpest in our coverage.

Therefore, we use all available means like paper and e-magazine, website, newsletters, social media and events, to follow and reflect the latest developments in security.

As an advertiser, you are part of the rapid and timely news, trends, research and development at all levels.



Maya Saksi

Maya Saksi
chefredaktör

These are our readers:

- Managing directors, security managers, security coordinators, professional buyers, the police authorities, the defence authorities, rescue services, the insurance sector and consultants, among others.
- We also reach members of ASIS Sweden and similar organisations within security, such as OffSÄK, SSF, SäkForum and others.

Facts

- 66 %** of our readers visit the advertiser's website
- 56 %** are responsible for all the purchases
- 63 %** work professionally with safety and security
- 82 %** get information and ideas about products or services through adverts or editorial articles in the magazine
- 94 %** read all issues or nearly all issues
- 93 %** believe that Skydd & Säkerhet is very reliable

Seminars and Events 2018



Security Challenge is a half day seminar with relevant topics and a following dinner. As a partner you may participate in the parallell exhibition and take part in all advertising before, during and after the event.

VIP Security Group **VIP Security Group** is an exclusive group for prominent security companies, where the representatives meet each other for networking as well as making business in an unique forum. A website has been launched for the group www.vipsecuritygroup.se. Contact us for more information



Security Awards is the most well-reputed and appreciated yearly competition within the safety and security branch in Sweden. It was founded in 2010 with the ambition to put a light on the fantastic engagement and best practise in the safety and security sector. There are 14 categories and as a partner you "own" one of them and participate in the jury to select the nominees as well as the winner in the category. You also take part in all advertising before, during and after the event. Security Awards 2018 prize ceremony will be arranged in autumn 2018.

skyddosakerhet.se
e-magazine

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