

A woman with dark hair, smiling, is working at a lathe machine in a workshop. She is holding a tool against a piece of metal that is being turned. The machine is silver and red, and there are metal shavings on the workpiece. The background is slightly blurred, showing other parts of the workshop.

# VERK STÄDERNA

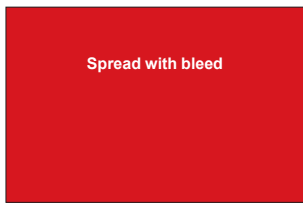
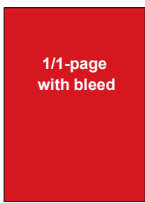

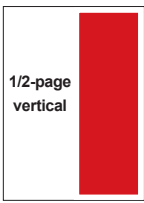
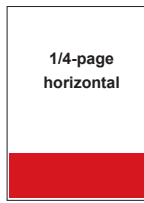
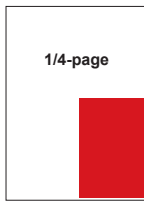
**Media Info 2025**

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

# Publishing schedule 2025

Issue	Publ. date	Material	Editorial Focus, Trade Fairs
1	Febr 28	Febr 11	<b>Topics:</b> CAD/CAM, Maintenance, Welding & Joining <b>Fairs:</b> Scandinavian Coating, Copenhagen, March 12–13, Hannover Messe, Hannover, March 31 – April 4, Advanced Engineering, Stockholm, April 2-3
2	April 9	March 21	<b>Topics:</b> Automation/Digitalisation, Additive technique <b>Fairs:</b> Värnamo Industriexpo, Värnamo, May 14 – 15, Industrimässorna Syd, Malmö, May 21 – 22
3	June 3	May 14	E-edition, Open distribution <b>Topics:</b> Latest news, News paper with digital distribution
4	Sept 5	Aug 19	<b>Topics:</b> Automation/Digitalisation, Machine tools <b>Fairs:</b> EMO, Hannover, September 22-26
5	Oct 27	Oct 6	<b>Topics:</b> Cutting fluids, Sheet metal, Maintenance <b>Fairs:</b> Elmia Subcontractor, November 14-16, Jönköping

## Advertising format & prices print

					
Format 430x285 + 5 mm bleed <b>Spread</b> SEK 41.700 <b>For centre spread</b> SEK 67.850	Format 215x285 + 5 mm bleed <b>1/1-page</b> SEK 29.900	Format 185x123 mm <b>1/2-page horizontal</b> SEK 19.900	Format 90x246 mm <b>1/2-page vertical</b> SEK 19.900	Format 185x59 mm <b>1/4-page horizontal</b> SEK 11.730	Format 90x123 mm <b>1/4-page vertical</b> SEK 11.730

## Special format

<b>Page 4</b> , 1/1-page, 215x285 + 5 mm bleed .....	SEK 27.800
<b>Page 9</b> , 1/1-page, 215x285 + 5 mm bleed .....	SEK 29.000
<b>2nd Cover</b> , 1/1-page, 215x285 + 5 mm bleed .....	SEK 30.200
<b>3rd Cover</b> , 1/1-page, 215x285 + 5 mm bleed .....	SEK 27.800
<b>4th Cover</b> , 1/1-page, 215x257 + 5 mm bleed sides+bottom.....	SEK 32.700

### Product news

Guaranteed place in the next issue of Verkstäderna.....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.

<b>Classifieds:</b> .....	SEK 2.990/year
.....	SEK 820 per extra line and year
<b>Box (45x35 mm):</b> .....	SEK 8.100 /year
<b>Extra charge for colour:</b> .....	SEK 4.000/year

## Supplements

In Verkstäderna you can also advertise with your own supplements – brochures, customer magazines, invitations, etc.

For more information contact Media Manager Mats Irstam  
+46 73-682 53 07, 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 an editorial way as a complete concept, which you approve.

Price: 1/2-page SEK 15.000/advert, 1/1-page SEK 25.000/advert (Including telephone interview by text author)

### PRINT MATERIAL

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

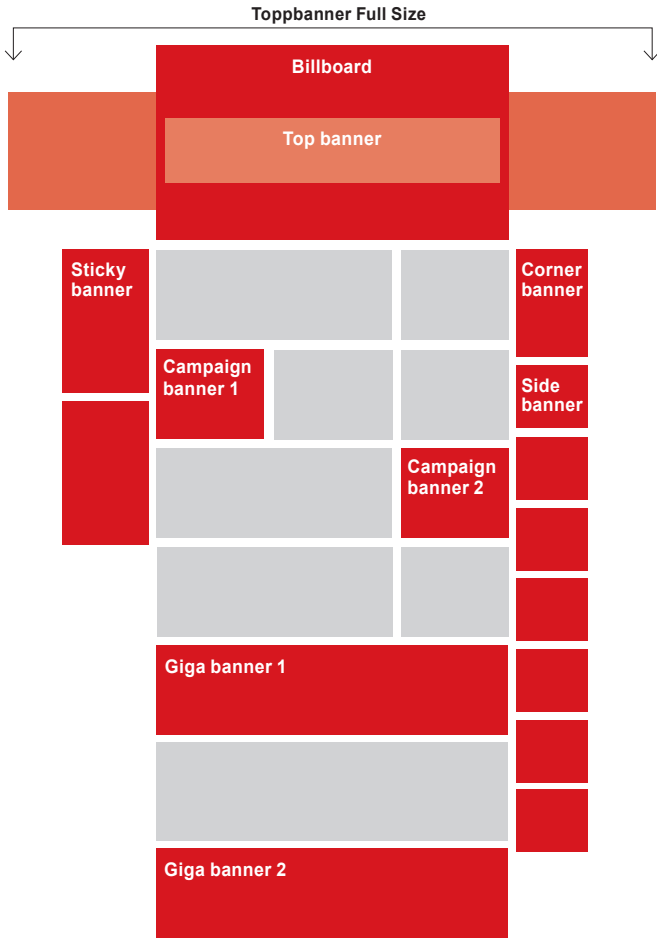
### SUBSCRIPTION

1 year SEK 2.495 (e-magazine, Process Nordic magazine).  
Excl. VAT 25% within Sweden.  
prenumeration@nordiskemedier.se

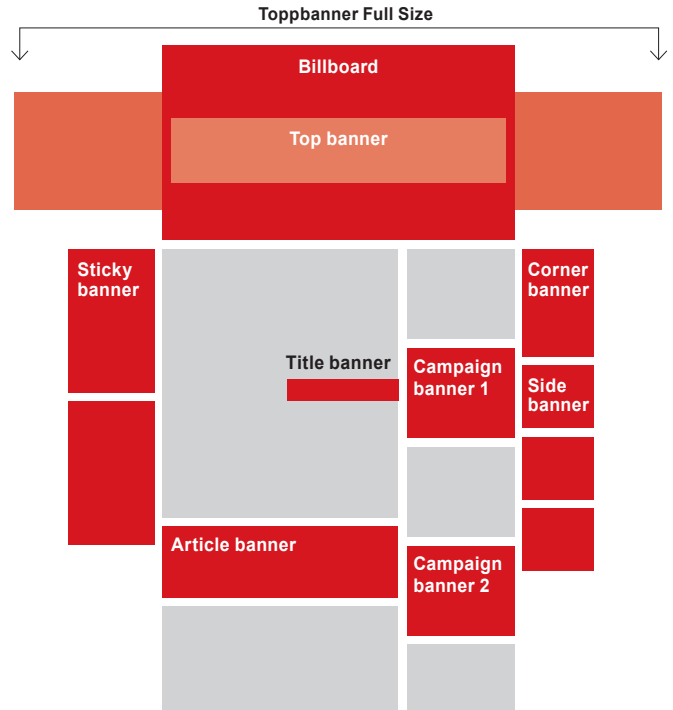
**50%**  
discount on  
advertising for  
members

# Format & prices web/newsletter

## Start page, prices per month



## Article page, prices per month



<b>Top banner Full Size</b> 1800x450 px, static, max 250 kb .....	SEK 96.300
<b>Billboard</b> 980x540 px, static or animated, max 150 kb .....	SEK 84.100
<b>Top banner</b> 930x180 px, static or animated, max 70 kb .....	SEK 59.700
<b>Sticky banner</b> 240x400 px, static or animated, max 90 kb .....	SEK 42.700
<b>Corner banner</b> 200x300 px, static or animated, max 70 kb .....	SEK 28.000
<b>Side banner</b> 200x175 px, static or animated, max 40 kb .....	SEK 7.950
<b>Campaign banner 1*</b> 300x250 px, static or animated, max 70 kb .....	SEK 42.700
<b>Campaign banner 2**</b> 300x250 px, static or animated, max 70 kb .....	SEK 24.400
<b>Giga banner 1</b> 930x250 px, static or animated, max 70 kb .....	SEK 58.800
<b>Giga banner 2</b> 930x250 px, static or animated, max 70 kb .....	SEK 24.400

\* 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.

**Membership  
SEK 12.800/year**

Including access for all editorial material.  
 Prices for members include a 50% discount.

## Native advertising

Native Advertising is a sponsored text on verkstadena.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

<b>Top banner Full Size</b> 1800x450 px, static, max 250 kb .....	SEK 96.300
<b>Billboard</b> 980x540 px, static or animated, max 150 kb .....	SEK 84.100
<b>Top banner</b> 930x180 px, static or animated, max 70 kb .....	SEK 59.700
<b>Sticky banner</b> 240x400 px, static or animated, max 90 kb .....	SEK 42.700
<b>Corner banner</b> 200x300 px, static or animated, max 70 kb .....	SEK 28.000
<b>Side banner</b> 200x175 px, static or animated, max 40 kb .....	SEK 7.950
<b>Campaign banner 1</b> 300x250 px, static or animated, max 75 kb .....	SEK 42.700
<b>Campaign banner 2</b> 300x250 px, static or animated, max 75 kb .....	SEK 24.400
<b>Title banner</b> 300x60 px, static, max 20 kb .....	SEK 53.800
<b>Article banner</b> 660x200 px, static or animated, max 100 kb .....	SEK 24.400

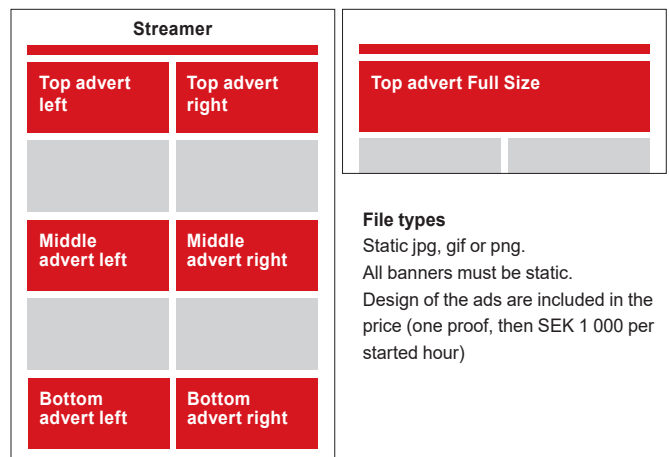
### File types

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.

## Newsletter, prices per day



### File types

Static jpg, gif or png.  
 All banners must be static.  
 Design of the ads are included in the price (one proof, then SEK 1 000 per started hour)

<b>Streamer</b> 820x28 px, static, max 50 kb .....	SEK 31.700*
<b>Top advert Full Size</b> 820x200 px, static, max 50 kb .....	SEK 25.400
<b>Top advert</b> 400x200 px, static, max 50 kb .....	SEK 12.200
<b>Middle advert</b> 400x200 px, static, max 50 kb .....	SEK 9.800
<b>Bottom advert</b> 400x200 px, static, max 50 kb .....	SEK 6.100

\* Price per week

# 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.

## Trade Fairs

**Scandinavian Coating**, March 12–13, Copenhagen

**Hannover Messe**, March 31–April 4, Hannover

**Advanced Engineering**, April 2–3, Stockholm

**Värnamo Industriexpo**, May 14–15, Värnamo

**Industrimässorna Syd**, May 21–22, Malmö

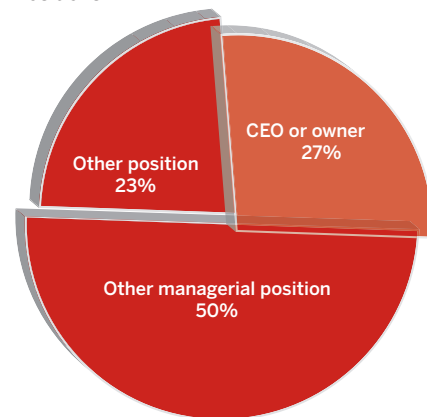
**EMO**, September 22–26, Hannover

**Elmia Subcontractor**, November 11-13, Jönköping

## 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



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