

# ***MotorMagasinet***

**The Motor Trades Leading Newspaper**

## **Media info 2017**



# Publishing plan 2017

No	Publ. date	Material	Theme
1	January 11	December 5	Auto Trade Fair, Gothenburg, Sweden / Oil / Filter
2	January 18	January 4	Auto Trade Fair, Gothenburg, Sweden / Exchange parts / Spare parts
3	January 25	January 11	Lifts / Jacks / STHLM MOTOR WKND 26-29/1
4	February 1	January 18	Shock absorber / Springs / Afterreport Auto Trade Fair
5	February 8	January 25	Body / Varnish
6	February 15	February 1	Workshop renovation
7	February 22	February 8	Tyres / Rims / Accessories
8	March 1	February 15	Profitable workshops
9	March 8	February 22	Batteries / Hybrid technique
10	March 15	March 1	Brakes / Clutch / Gear box
11	March 22	March 8	Workshop equipment
12	March 29	March 15	Alignment / Measuringequipment
13	April 5	March 22	Carwash / Car care
14	April 12	March 29	Engine overhaul / Spare parts
15	April 26	April 12	Climatecontrol / Car dealers
16	May 3	April 19	Tools / Compressed air
17	May 10	April 26	Vehicle education / Workshop portals
18	May 17	May 3	Tyreshop / Wheel alignment / Autopromotec 2017
19	May 24	May 10	Plasticrepair / Smallrepairs / Glass
20	May 31	May 17	Exhaust / Test equipment / Diagnostics
21	June 7	May 24	Vehicle dismantling / Recycling / Environment
22	June 14	May 31	Workshops and Spareparts dealerships
23	June 21	June 7	Motor-Magsinet Deluxe
24	August 16	August 2	Exchange parts / Spare parts
25	August 23	August 9	Brakes / Clutch / Gear box
26	August 30	August 16	Lifts / Jacks
27	September 6	August 23	Lightning / Car electronics / Inspiration Day 100% Workshop 2017
28	September 13	August 30	Oil / Filter
29	September 20	September 6	Body / Rust protection / Varnish
30	September 27	September 13	Tyres / Rims / Accessories
31	October 4	September 20	Winterequipment / Car heater
32	October 11	September 27	Carwash / Car care
33	October 18	October 4	Shock absorbers / Springs
34	October 25	October 11	Vehicle dismantling / Recycling / Environment
35	November 1	October 18	Hand- / Specialtools
36	November 8	October 25	Profitable workshops
37	November 15	November 1	Workshop equipment / Test equipment
38	November 22	November 8	Welding / Jointning
39	November 29	November 15	Electronics / Batteries
40	December 6	November 22	Diesel / Hybrid

# Technical Print Information

## Advertising

Print-optimized PDF. Colour images and colours in the document must be saved in cmyk. Typefaces and images must be enclosed/embedded. Use only PostScript or Open-type typefaces.

A hourly rate of SEK 950 is charged for any extra work.

## Pictures

Image resolution 170 dpi

Amount of colours 240 %

ICC-profile is to download at

[www.motormagasinet.se](http://www.motormagasinet.se)

## Advertising Material, send to:

[annons.motormagasinet@mentoronline.se](mailto:annons.motormagasinet@mentoronline.se)

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

## Prices

All prices exclusive of VAT.

Terms of payment against invoice, 10 days. Booked advert can not be cancelled later than 30 days before publishing date. For advertising material that arrives late, the advert is charged in its entirety even if it was not possible to insert correctly.

## Additional charges

Specified placement: 10 %.

## Subscription

Pressdata, +46 8-799 62 18

[motormagasinet@pressdata.se](mailto:motormagasinet@pressdata.se)

Subscription prices

Full year SEK 1 095 within Sweden

(40 editions)

## Contacts

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### Marketing department



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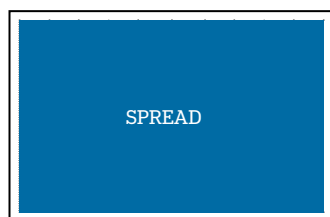
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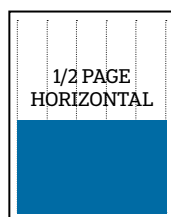
## Prices and format 2017



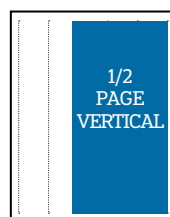
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Price SEK 65 700



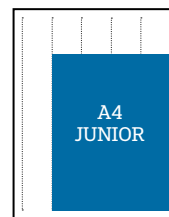
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Price SEK 43 500



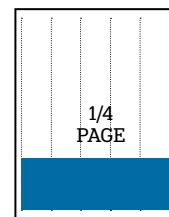
252x185 mm  
Price SEK 29 900



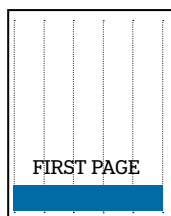
149x355 mm  
Price SEK 29 900



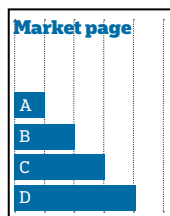
201x280 mm  
Price SEK 36 900



252x90 mm  
Price SEK 21 700



252x45 mm  
Price SEK 13 100



**Market page:**  
A. 47x40 mm SEK 1 600  
B. 98x40 mm SEK 3 200  
C. 149x40 mm SEK 4 800  
D. 201x40 mm SEK 6 400

### Prices free format:

Text page: SEK 45/spaltmm

Market page: SEK 40/spaltmm

### Job ad

Place your job ad in Motor-Magasinet, on the website and in our newsletter.

For more information and prices contact the marketing department.

## Supplements

Let Motor-Magasinet be the marketing channel for your brochures, fact sheets, invitations, product presentations, offers and more. Contact the marketingdepartment for more information and prices.

### Advertorials

From 2016 we offer advertorial ads in the magazine. 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.

*New!*

### Native advertising

Native Advertising is a sponsored text on motormagasinet.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 10 000 SEK/week

If you need help to write the article, contact marketingdepartment for prices.

## Theme register 2017

Tema	Utgåva
Alignment / Measuringequipment	12
Auto Trade Fair, Gothenburg, Sweden / Oil / Filter	1, 28
Batteries / Hybrid technique	9, 39
Body / Rust protection / Varnish	5, 29
Brakes / Clutch / Gear box	10, 25
Carwash / Car care	13, 32
Climatecontroll / Car dealers	15
Diesel / Hybrid	40
Electronics / Batteries	9, 39
Engine overhaul / Spare parts	14, 24
Exchange parts / Spare parts	14, 24
Exhaust / Test equipment / Diagnostics	20
Hand- / Specialtools	35
Lifts / Jacks	3, 26
Lightning / Car electronics /	9, 39
Inspiration Day 100% Workshop 2017	27

Tema	Utgåva
Motor-Magsinet Deluxe	23
Plasticrepair / Smallrepairs / Glass	19
Profitable workshops	8, 36
Shock absorbers / Springs	4, 33
Tools / Compressed air	16
Tyres / Rims / Accessories	7, 30
Tyreshop / Wheel alignment / Autopromotec 2017	18
Vehicle dismantling / Recycling / Environment	21, 34
Vehicle education / Workshop portals	17
Welding / Jointning	38
Winterequipment / Car heater	31
Workshop equipment	11, 37
Workshop equipment / Test equipment	37
Workshop renovation	6
Workshops and Spareparts dealerships	22

# Motor-Magasinet takes you into the future

Welcome to a new year with Motor-Magasinet, the leading trade magazine that for almost 40 years been one of the industry's most important source. Technological developments are fast and furious and 2017 can be the launchpad for a new type of vehicle and car ownership.

Self-driving cars will be seen in traffic, although it may be a while before they go to buy in the showroom. New types of car ownership will also win entry and can change the face of the automotive industry. The requirements for reduced emissions are closer than ever. As well as new demands on it's workshops.

These are some of the topics we will talk about in Motor-Magasinet during the year. The traditional paper magazine once a week, or a total of 40 issues during the year, is of course also supplemented by an e-magazine, the well-known web page and newsletter at least twice a week.

Each issue of Motor-Magasinet also contains a theme, as well as news and technologies from around the world. In addition, reports and articles from industry companies, written by our professional editors.

Want to stay informed about what is happening in the industry – Then it's good enough to be a subscriber of Motor-Magasinet.



Olle Holm  
Editor-in-Chief



## Facts taken from Motor-Magasinet's reader survey made in May / June 2016

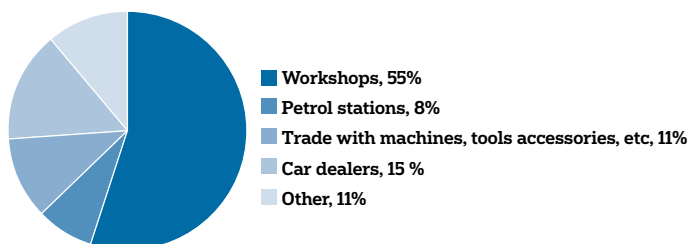
- Motor-Magasinet has **58,000** readers
- The majority read the newspaper for more than **30 minutes**
- Motor-Magasinet has an average of **4** readers per copy
- **95%** of Motor-Magasinet's readers have influence in decision-making
- **93%** of Motor-Magasinet's readers see ads as an integral part of the newspaper
- **78%** of Motor-Magasinet's readers see the paper as an important source of information in their professional capacity

### Readers value the ads high in Motor-Magasinet:

- 25%** of our readers have purchased/ordered product/service
- 71%** of our readers is seeking more information on the Web or other sources
- 22%** of our readers tear out and save the ads
- 60%** of our readers are discussing the ads with colleagues

### Target group

Motor-Magasinet is read at car workshops, petrol stations, car dealers, retailers and wholesalers with accessories and work equipment, tyre varnish and body workshops, and manufactures of vehicles and spare parts. The target group is divided up as follows:



## Trade fairs and events 2017

- January 18–21 **Auto Trade Fair, Svenska Mässan, Gothenburg, Sweden**
- January 26–29 **Stockholm Lifestyle Motorshow together with MC-fair and Car that works, Stockholmsmässan, Stockholm, Sweden**
- May 24–28 **Autopromotec, Bologna, Italy**
- October **Inspiration Day 100%workshop, Motor-Magasinet and SFVF, Stockholm, Sweden**
- October 17–21 **Equip Auto, Paris, France**

*More opportunities  
with Motor-Magasinet!*



**INSPIRATIONSDAGEN  
100% verkstad**

Together with Sveriges Fordonsverkstäders Förening we arrange a day for the automotive industry. Purpose and objective is to highlight key industry issues, to show what happens in the market, highlight current topics and show products and services in workshops. The target group is the country's auto repair, both free and certified is invited to this day. Marketing is done through advertisements in Motor-Magazine, website, newsletters, direct e-mail and SFVFs newsletter. As a partner the logotype will be seen in all marketing communications we do.



Mentor Communications AB – ett företag inom Mentor Communication Group

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