

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

ReCycling



Media info 2023

Print / Webb / Events

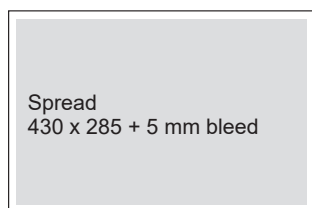
recyclingnet.se

Editorial Programme 2023

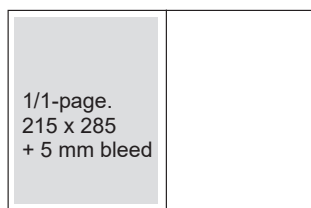
Issue	Publ date	Material	Features*	Events we cover
1	Feb 28th	Feb 7th	Recycling & Waste management, Recycling Machines- and equipment	
2	April 20th	March 30th	Food Waste, Waste Systems/ Remediation & Hazardous waste	
3	June 16th	May 26th	Curbside collection, Route planning, New technique	Avfall Sverige Spring meeting
4	Sept 22th	Sept 1th	Recycling & Waste management, Recycling Machines- and equipment	
5	Oct 27th	Oct 6th	Scrap-, Metal- & Electronics Recycling	
6	Dec 15h	Nov 24rd	Building/Construction Waste, Decontamination/ Reuse & Circular Flows	
Supplement 1	Supplement in No 6	Nov 24rd	Product news	
Supplement 2	Supplement in No 6	Nov 24rd	Calendar 2024	

*Subject to any changes.

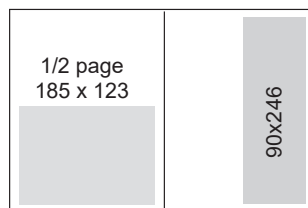
Format and price print



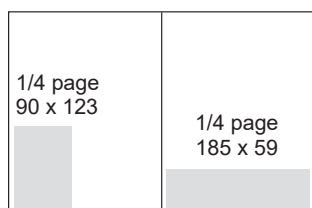
Spread SEK 52.000



1/1-page SEK 35.500



1/2-page SEK 22.000



1/4-page SEK 12.900

Cover page 2 SEK 36.500

Cover page 3 SEK 35.500

Cover page 4 SEK 37.000

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

Supplement Magazine

2-pages SEK 31.500

4-pages SEK 33.500

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 an 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:

Jerker Evaldsson

phone +46 70-975 99 40

jerker.evaldsson@nordiskemedier.se

Format and prices web/newsletter

www.recyclingnet.se

Newsletter

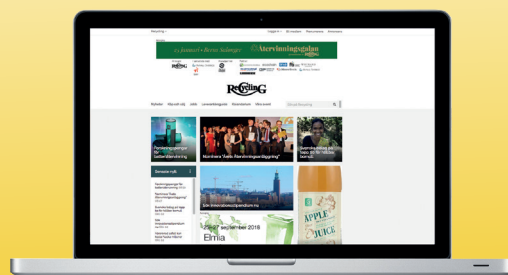


Native advertising

Native Advertising is a sponsored text on recyclingnet.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.

Membership SEK 12.900/year

All ad prices are member prices. Prices for non members is double. Contact us for more information.



Material

Send the material incl. landing page
to: annons@nordiskemedier.se
Mark the material with "recycling"

Advertising portal

Prices are valid for members / month.

Top banner

Start page + Other pages	SEK 9.000
Article page	SEK 9.000
930x180 px - max 70kb	

Billboard

Start page + Other pages	SEK 17.000
Article page	SEK 17.000
980x540 px - max 150kb	

Top banner Full Size

Start page + Other pages	SEK 19.750
Article page	SEK 19.750
1800x450 px - max 250kb	

Sticky banner

Start page + Other pages	SEK 7.500
Article page	SEK 7.500
240x400 px - max 90kb	

Corner banner

Start page + Other pages	SEK 4.750
Article page	SEK 4.750
200x300 px - max 70kb	

Side banner

Start page + Other pages	SEK 1.400
Article page	SEK 1.400
200x175 px - max 40kb	

Campaign banner 1

Start page 300x250 px	SEK 7.250
Article page 300x250 px	SEK 5.750
Other pages 300x250 px	SEK 2.850
max 75kb	

Campaign banner 2

Start page 300x250 px	SEK 5.000
Article page 300x250 px	SEK 4.500
Other pages 300x250 px	SEK 2.850
max 75kb	

Giga banner 1

Start page	SEK 9.000
930x250 px - max 150kb	

Giga banner 2

Start page	SEK 5.000
930x250 px - max 150kb	

Titlebanner

Article page	SEK 14.000
300x60 px, - max 20kb	

Inread article banner

Article page	SEK 18.000
660x200 px, - max 100kb	

Advertising newsletter

Prices are valid for members / day.

Streamer

SEK 6.500 / day
820x28 px, max 50kb

Top advert Full Size

SEK 5.000 / day
820x200 px, max 50kb

Middle advert Full Size

SEK 5.000 / day
820x200 px, max 50kb

Bottom advert Full Size

SEK 5.000 / day
820x200 px, max 50kb

Top advert

SEK 2.500 / day
400x200 px, max 50kb

Middle advert

SEK 2.000 / day
400x200 px, max 50kb

Bottom advert

SEK 1.500 / day
400x200 px, max 50kb

Member package

- 12 months side banner on web
- 1 top advert in newsletter
- 2 middle adverts in newsletter
- 2 bottom adverts in newsletter
- 1 year membership

SEK 23.000

All banners on the portal in addition to the title banner can seat up to three others and rotate at page shift. Page banners rotate both horizontally and vertically.

Ads and banners are linked to your website, and you may want to attach another link as you leave your material.

File types

Static jpg, max 75 kb
Animated gif, max 75 kb
Html (zip-file) Script
Animations should keep within 20 seconds.

Static banners: jpg, gif eller png.
(In the newsletter all banners should be static.)

All banners must be responsive.



Recycling 2023

In 2023 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 2023, 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
24 aug 2023,
Ombergs Golf Resort



atervinningsgalan.se



recyclingdagen.se

Contact



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