

# entreprenad

Leveranstidningen Entreprenad is the obvious choice of news channel for the construction industry.

The readers are mainly contractors working with construction machinery, excavation, earthmoving, transport, demolition, recycling, mines and quarries.



## Five reasons to advertise

One important item to remember when you advertise is who the target readers are and how they perceive the magazine. If the reasons below are important to you, then we are the perfect forum for you to be visible.

- **90%** of the readers have influence in the purchasing decision-making process.
- **70%** of the readers react in some way after seeing one of our advertisements.
- **80%** of our readers find interesting information among our advertisements.
- **93%** of the readers feel that the magazine is good or very good.
- **85%** of our readers find the magazine is a good or really good industry medium.

Contact our advertising department

**Magnus Krumlinde**

Media Manager

+46 70-995 13 31

[magnus.krumlinde@nordiskemedier.se](mailto:magnus.krumlinde@nordiskemedier.se)

 Nordiske Medier

Nordiske Medier Stockholm AB – ett företag inom Nordiske Medier AB  
Sundbybergsvägen 1, 171 73 Solna. | Tel +46 (0)8 670 41 00

# entreprenad

## MEDIA INFO 2025

Sweden's  
leading  
construction  
magazine

When you want to reach  
the construction and  
earthmoving business.

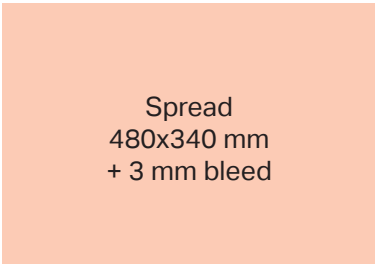
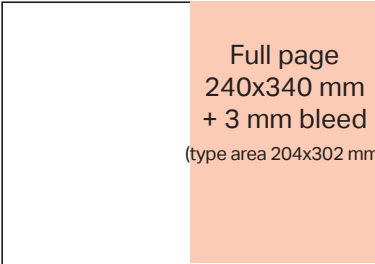
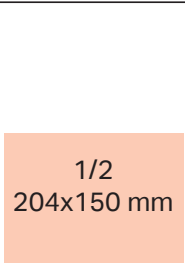
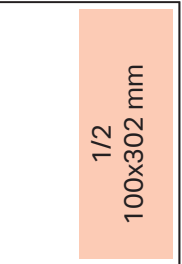


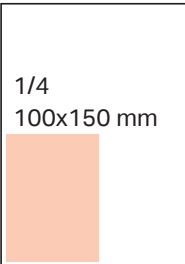
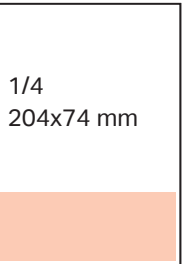
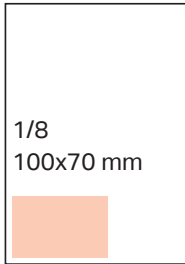
## Publication schedule 2025

NR	COPY DEADLINE	PUBLISHING DATE	FOCUS
1	21 jan	6 feb	PROTECTION/SECURITY
2	11 feb	27 feb	GRAVEL & ROCK
3	4 march	20 march	DEMOLITION/RECYCLING
4	25 march	10 april	TOOLS/ACCESSORIES/MAINTENANCE
5	17 april	8 may	BAUMA
6	14 may	30 may	RAILWAY/RAILBOUND
7-8	2 june	19 june	ELECTRIFICATION/DIGITALIZATION
9	29 july	14 aug	LOAD UP NORTH
10	19 aug	4 sep	ENTREPRENAD LIVE
11	9 sep	25 sep	TOOLS/ACCESSORIES/MAINTENANCE
12	30 sep	16 oct	DEMOLITION/RECYCLING
13	21 oct	6 nov	GRAVEL & ROCK
14	11 nov	27 nov	RENTAL
15-16	2 dec	18 dec	ELECTRIFICATION/DIGITALIZATION

\* subject to change

## Ad format & print prices 2025

 <p>Spread 480x340 mm + 3 mm bleed</p>	 <p>Full page 240x340 mm + 3 mm bleed (type area 204x302 mm)</p>	 <p>1/2 204x150 mm</p>	 <p>1/2 100x302 mm</p>
49 000 SEK	32 500 SEK	18 700 SEK	18 700 SEK

 <p>1/4 100x150 mm</p>	 <p>1/4 204x74 mm</p>	 <p>1/8 100x70 mm</p>
10 800 SEK	10 800 SEK	6 200 SEK

### Premium position

Toppstripe, 1 <sup>st</sup> cover page.	5 500 SEK
Exclusiv stripe, 1 <sup>st</sup> cover page. 240x45 + 3 mm bleed	13 750 SEK
Full page. cover 2 or 3	34 500 SEK
240x309 Back cover	38 000 SEK

### Supplements / Leaflets

The magazine offers distribution of supplements and leaflets. There is also the possibility to issue supplements that target specific geographic areas.

### Providers & Entrepreneurs

Ad with logo and contactinfo, 37x46 mm,	
Full year 16 issues	10 400 SEK
Half year 8 issues	6 400 SEK

### MaskinMarknaden (Purchase & sale. second hand/rental)

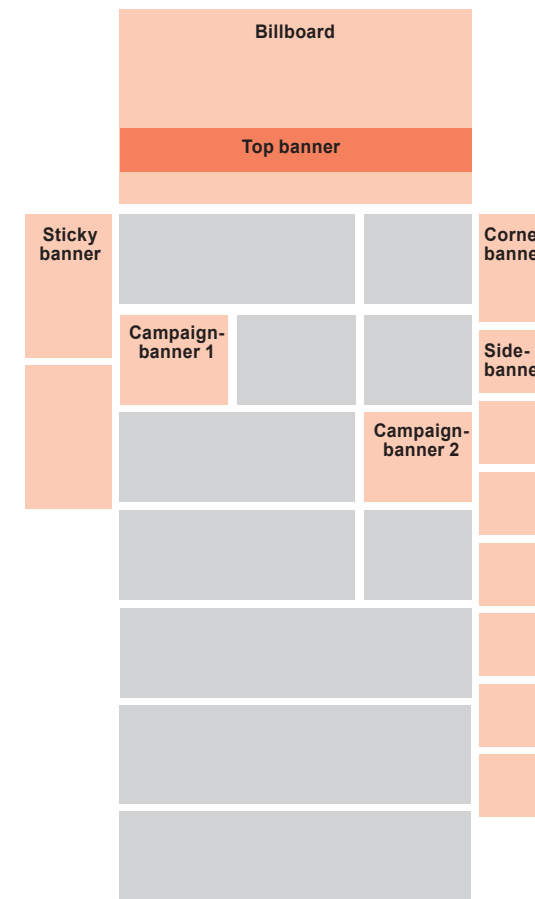
Full page, 204x302 mm	16 000 SEK
Half page, 204x150 mm alt 100x302 mm	8 100 SEK
1/4 page, 100x150 mm alt 204x74 mm	4 050 SEK
1/8 page, 100x70 mm	2 025 SEK

### Advertorials

You contribute the text. We will compile/write and design your ad in an editorial style according to a pre-established concept.

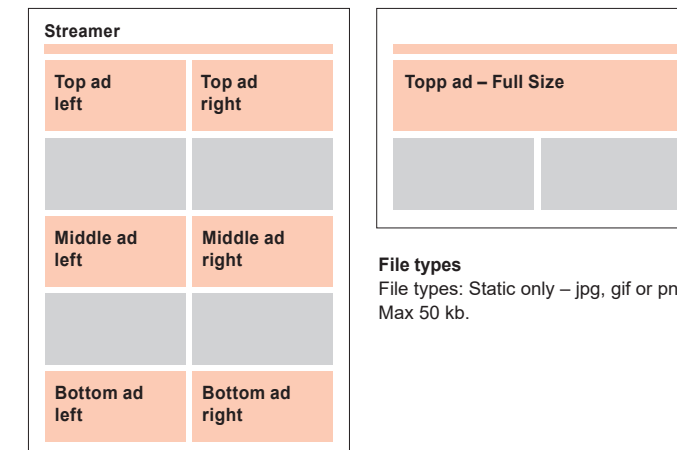
## Ad formats and prices for web/newsletter 2025

### Homepage, prices/month



Billboard 980x540 px, static or animated, max 150 kb	47 000 SEK
Top banner 930x180 px, static or animated, max 70 kb	36 000 SEK
Sticky banner 240x400 px, static or animated, max 90 kb	16 000 SEK
Campaign banner 1 300x250 px, static or animated, max 70 kb	15 500 SEK
Campaign banner 2 300x250 px, static or animated, max 70 kb	12 000 SEK
Corner banner 200x300 px, static or animated, max 70 kb	13 000 SEK
Side banner 200x175 px, static or animated, max 40 kb	4 000 SEK

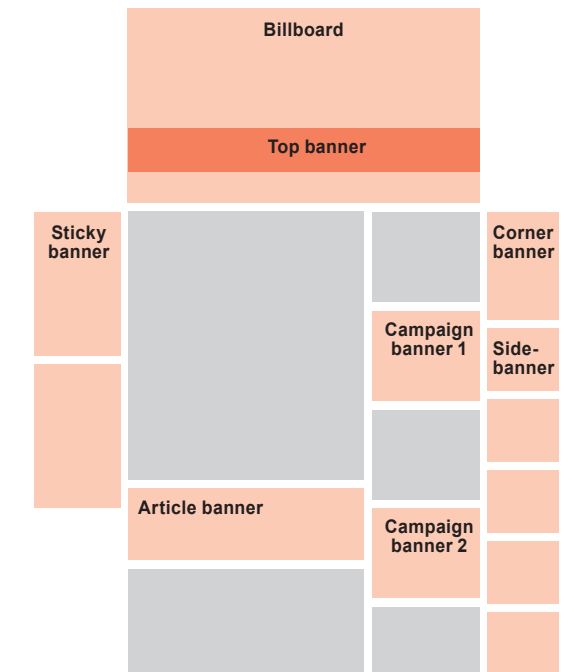
### Newsletter, price/dispatch



Take-over all	30 000 SEK/day
Streamer 820x28 px, price per week	15 000 SEK
Top ad Full Size 820x200 px	17 000 SEK
Top ad 400x200 px	9 000 SEK
Middle ad 400x200 px	4 000 SEK
Middle ad 400x200 px	4 000 SEK

File types  
File types: Static only – jpg, gif or png.  
Max 50 kb.

### Article page, prices/month



Billboard 980x540 px, static or animated, max 150 kb	53 000 SEK
Top banner 930x180 px, static or animated, max 70 kb	36 000 SEK
Article banner 660x200 px, static or animated, max 100 kb	26 000 SEK
Sticky banner 240x400 px, static or animated, max 90 kb	16 000 SEK
Campaign banner 1 300x250 px, static or animated, max 75 kb	19 000 SEK
Campaign banner 2 300x250 px, static or animated, max 75 kb	14 000 SEK
Corner banner 200x300 px, static or animated, max 70 kb	13 000 SEK
Side banner 200x175 px, static or animated, max 40 kb	4 000 SEK

### File types

File types: Static only – jpg, gif or png. Max 50 kb.

### Nativeads & Advertorials

Ad labeled article in print and on website  
Contact our salesmen for more info.

### Membership

- Daily news from the branch and possibilities to comment the articles
- Company profile with all your information. Searchable on the website, and Google and other search engines
- Advertise products, machines and skills
- Your news directly to your target audiences in the section "News from Members"
- Place job adverts
- Inform about events and courses.
- Greater online visibility through a complete company profile, link to your site etc.
- Half the price on advertising when you are a member.

Pris 12 900 SEK/year

**OBS! Send ad material for website and newsletter to:**  
[annons@nordiskemedier.se](mailto:annons@nordiskemedier.se)