

MotorMagasinet

Media info 2025



motormagasinet.se

MotorMagasinet – For Those Who Want to Follow the Industry

Motormagasinet is the leading and independent news source for the automotive industry, both in print and digital formats. Here, you'll find everything you need to know about the latest trends, news, and the fast-paced developments within the automotive industry.

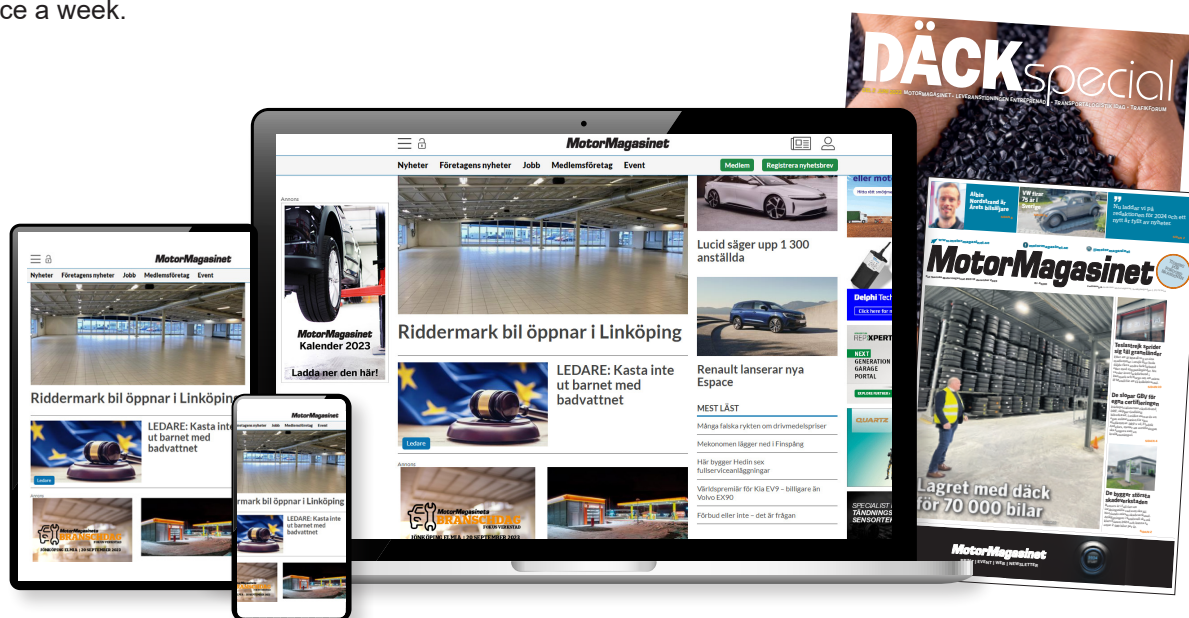
The industry is undergoing a revolution with new types of powertrains, changing ownership models, and completely new ways to access cars. For automotive workshops, this means increased demands for expertise, new equipment, and effective methods for quality assurance and follow-up.

Motormagasinet covers all of this – and much more. We publish both a printed magazine and an e-magazine. Additionally, our popular website motormagasinet.se is constantly updated with the latest news, and we reach you through social media and newsletters at least twice a week.

Through our various channels – print, web, and newsletters – you get access to the hottest news, in-depth industry reports, and technical analyses, always prepared by our knowledgeable reporters.

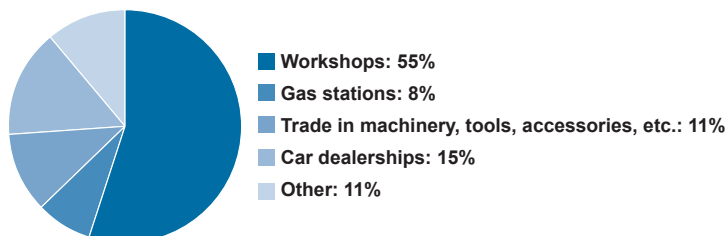
Do you want to stay updated on what's happening in the automotive industry? Then Motormagasinet is your go-to source!

Previously primarily focused on workshops, wholesalers, and importers, Motormagasinet is now investing even more in digital. Our coverage is expanding to include heavy vehicles, the glass and tire industries, as well as car dealerships, making Motormagasinet a "one-stop shop" for automotive news. The newsletters are expanding to daily releases with fresh industry news every weekday morning. Additionally, guest columnists will be introduced.



Readers highly value the advertisements in Motormagasinet:

- 25%** of readers have purchased/ordered the product/service
- 71%** of readers search for more information on the web or other sources
- 22%** of readers tear out and save the ad
- 60%** of readers discuss the ads with colleagues



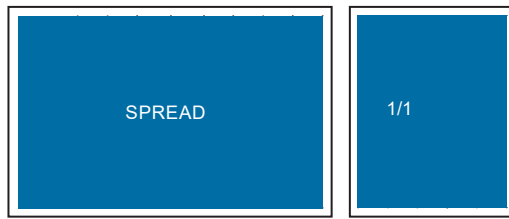
Facts from Motormagasinet's Reader Survey

- * Motormagasinet has 58 000 readers
- * The majority of readers spend more than 30 minutes reading the magazine
- * Motormagasinet averages 4 readers per copy
- * 95% of Motormagasinet's readers have influence in the decision-making process
- * 93% of Motormagasinet's readers view the advertisements as an integral part of the magazine
- * 78% of readers consider Motormagasinet an important source of information in their professional role

Target Audience

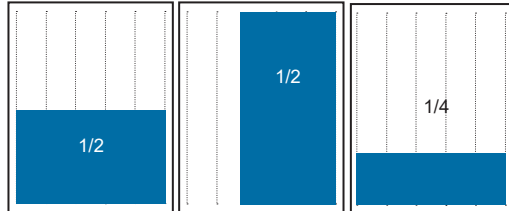
Motormagasinet is read by automotive workshops, gas stations, car dealerships, retailers and wholesalers of accessories and workshop equipment, tire, paint, and body shops, as well as manufacturers of vehicles and spare parts.

Ads and format 2025



528x372 mm
81 900 SEK

252x372 mm
54 900 SEK

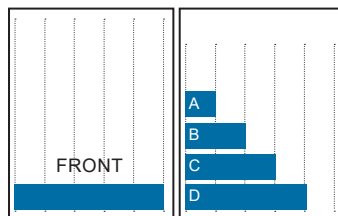


252x185 mm
38 900 SEK

149x355 mm
38 900 SEK

252x90 mm
27 500 SEK

Marknadssida



252x45 mm
17 500 SEK

A. 47x40 mm 2 320 SEK
B. 98x40 mm 4 640 SEK
C. 149x40 mm 6 960 SEK
D. 201x40 mm 9 280 SEK

Prices for Flexible Formats:

Text page: 64 SEK/column | market page: 58 SEK/column

Job Listings

In Motormagasinet and on motormagasinet.se, you can easily and quickly post the positions you want to advertise. Contact our marketing department, and we'll tell you more about what we can offer your company to best meet your recruitment needs. By advertising through Motormagasinet's channels, you will be visible in the right environment and, most importantly, to the right target audience.

Supplier Guide

Advertising in our supplier guide gives your company unique exposure with your logo and company information in all 38 issues throughout the year. This guarantees continuous visibility and builds recognition among a target audience that is actively interested in the automotive industry.

Your presence in the guide strengthens your brand, positions you as a reliable supplier, and gives you an advantage over competitors. Maximize your reach and build long-term customer relationships by being visible where your customers are looking!

9 300 SEK/year

MotorMagasinet Publication Schedule 2025

Nr	Publish	Material date	Theme	Attachments
1	15-Jan	22-Dec	Body / Painting	
2	22-Jan	08-Jan	Lifts	
3	29-Jan	15-Jan	Collision Repair Shop	
4	05-Feb	22-Jan	Workshop / Spare Parts Chains	Heavy Vehicles
5	12-Feb	29-Jan	Replacement Parts / Spare Parts	
6	19-Feb	05-Feb	Brakes / Exhaust	
7	26-Feb	12-Feb	Profitable Workshop	
8	05-Mar	19-Feb	Washing / Car Care	
9	12-Mar	26-Feb	Tires / Rims / Suspension	
10	19-Mar	05-Mar	Workshop Equipment	
11	26-Mar	12-Mar	Recruitment / Training	
12	02-Apr	19-Mar	Oil / Chemicals / Energy	
13	09-Apr	26-Mar	Climate Control Systems	
14	16-Apr	02-Apr	Calibration	Heavy Vehicles
15	30-Apr	16-Apr	Tools / Compressed Air	
16	07-May	23-Apr	Digital Workshop	
17	14-May	30-Apr	Diagnostics	
18	21-May	07-May	Transmissions	
19	28-May	14-May	Batteries	Tires
20	11-Jun	28-May	Motormagasinet Deluxe	
21	13-Aug	30-Jul	Replacement Parts / Spare Parts	
22	20-Aug	06-Aug	Washing / Car Care	
23	27-Aug	13-Aug	Lifts	
24	03-Sep	20-Aug	Electric Cars	Heavy Vehicles
25	10-Sep	27-Aug	Oil / Chemicals / Energy	
26	17-Sep	03-Sep	Body / Painting	
27	24-Sep	10-Sep	Tires / Rims / Suspension	
28	01-Oct	17-Sep	Winter Equipment / Lighting	
29	08-Oct	24-Sep	Workshop / Spare Parts Chains	
30	15-Oct	01-Oct	Calibration	
31	22-Oct	08-Oct	Heavy Vehicles	Oil
32	29-Oct	15-Oct	Hand / Specialty Tools	
33	05-Nov	22-Oct	Profitable Workshop	
34	12-Nov	29-Oct	Workshop Equipment	Heavy Vehicles
35	19-Nov	05-Nov	Diagnostics	
36	26-Nov	12-Nov	Batteries	
37	03-Dec	19-Nov	Vehicle Dismantling / Environmental Management	
38	10-Dec	26-Nov	The Future Workshop / Auto Fair 2026	

Ads print

annons.motormagasinet@nordiskemedier.se

Contact sale

Media manager

Jörgen Schiller
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jorgen.schiller@nordiskemedier.se

Key Account Manager

Jimmy Karlsson
+46 (0)70-995 13 41
jimmy.karlsson@nordiskemedier.se

Attachments

Let Motormagasinet be the marketing channel for your brochures, fact sheets, invitations, product presentations, and offers. Advertising with attachments in a magazine targeting the automotive industry provides your company with a unique opportunity to reach an engaged and relevant audience for your products and services.

Attachments offer extra space to present your message in a more in-depth manner and allow for creative content that truly captures the reader's attention. It's an effective way to build brand awareness and position yourself as a leader in the industry. With a clear and targeted attachment, you can directly influence decision-makers and buyers, leading to stronger

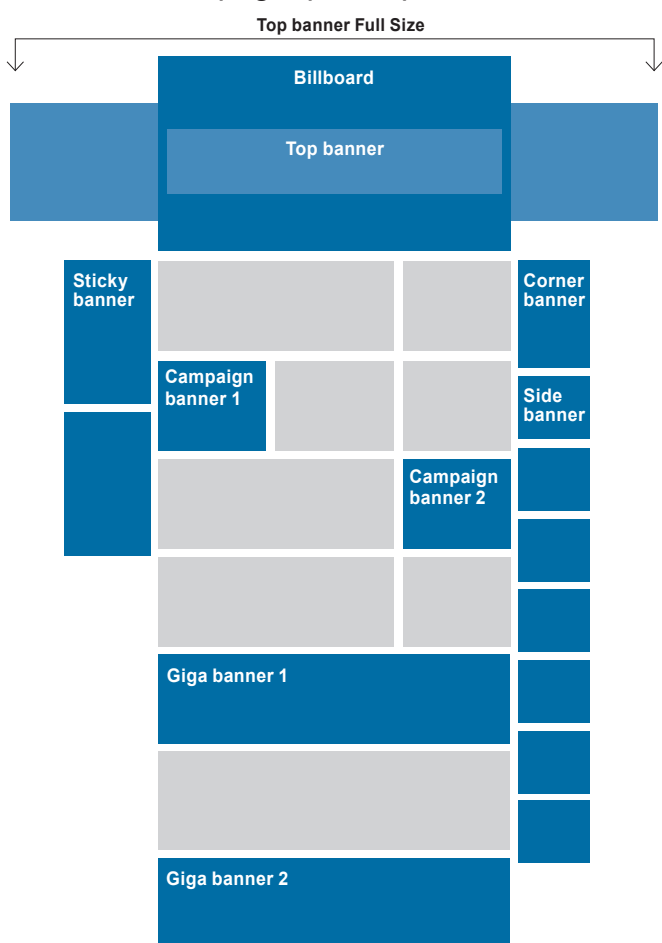
customer relationships and increased sales. Plus, your ad has an extended lifespan, as readers often save attachments for future reference. Use attachments and experience the impact of targeted marketing in an industry where your presence makes a difference.

Advertorials

Motormagasinet offers advertorials/editorial advertisements where you, as an advertiser, have the opportunity to convey your message in a concept with an editorial and multifaceted approach. As an advertiser, you provide factual material, agree to be interviewed by a journalist, and supply any images. We compile/write and design your advertisement in an editorial manner according to a prepared concept, which you approve.

motormagasinet.se • Prices and format web/newsletter 2025

Start page, prices per month



Top banner Full Size 1800x450 px, static, max 250 kb.....	SEK 71 200
Billboard 980x540 px, static or animated, max 150 kb	SEK 61 800
Top banner 930x180 px, static or animated, max 70 kb.....	SEK 30 200
Sticky banner 240x400 px, static or animated, max 90 kb	SEK 25 500
Corner banner 200x300 px, static or animated, max 70 kb	SEK 17 300
Side banner 200x175 px, static or animated, max 40 kb	SEK 6 100
Campaign banner 1* 300x250 px, static or animated, max 70 kb	SEK 24 400
Campaign banner 2** 300x250 px, static or animated, max 70 kb	SEK 18 400
Giga banner 1 930x250 px, static or animated, max 70 kb	SEK 30 200
Giga banner 2 930x250 px, static or animated, max 70 kb	SEK 18 400

* 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

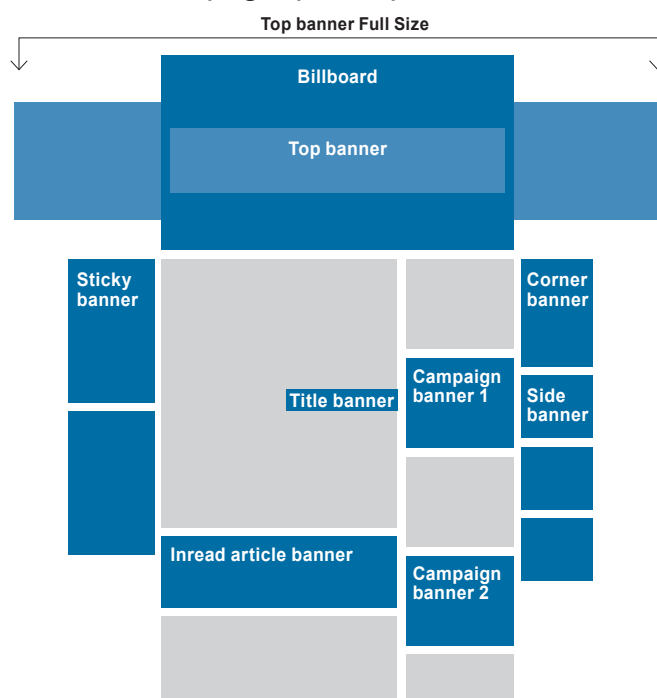
Static jpg, animated gif, Html (zip-file) Script

All banners must be responsive.

Animations should keep within 20 seconds.

Sticky banner, corner banner and side banner are only showed on desktop.

Article page, prices per month



Top banner Full Size 1800x450 px, static, max 250 kb.....	SEK 71 200
Billboard 980x540 px, static or animated, max 150 kb	SEK 61 800
Top banner 930x180 px, static or animated, max 70 kb.....	SEK 30 200
Sticky banner 240x400 px, static or animated, max 90 kb	SEK 25 500
Corner banner 200x300 px, static or animated, max 70 kb	SEK 18 400
Side banner 200x175 px, static or animated, max 40 kb	SEK 6 100
Campaign banner 1 300x250 px, static or animated, max 75 kb.....	SEK 24 400
Campaign banner 2 300x250 px, static or animated, max 75 kb.....	SEK 18 400
Title banner 300x60 px, static, max 20 kb	SEK 20 400
Inread article banner 660x200 px, static or animated, max 100 kb.....	SEK 30 600

File types

Static jpg, animated gif, Html (zip-file) Script

All banners must be responsive. Animations should keep within 20 seconds.

Sticky banner, corner banner and side banner are only showed on desktop.

Ads digital: annons@nordiskemedier.se

* Members receive a 50% discount on digital advertising.

Newsletter, prices per mailing

Streamer			
Top advert left	Top advert right	Top advert Full Size (top/middle/bottom)	
Middle advert left	Middle advert right		
Bottom advert left	Bottom advert right		

- Streamer 820x28 px, static, max 50 kb. Price per week SEK 17 500
- Top advert 400x200 px, static, max 50 kb SEK 8 200
- Top advert Full Size 820x200 px, static, max 50 kb SEK 16 100
- Middle advert 400x200 px, static, max 50 kb SEK 5 900
- Middle advert Full Size 820x200 px, static, max 50 kbSEK 11 600
- Bottom advert 400x200 px, static, max 50 kb SEK 3 900
- Bottom advert Full Size 820x200 px, static, max 50 kb SEK 7 700

File types
 Static jpg, gif or png.
 All banners must be static.

Native Advertising

Native advertising is sponsored text on the web that is clearly marked as an advertisement. The content is designed so that the user experiences it as a natural part of the platform. To achieve maximum effectiveness, the sponsored content should be relevant to the target audience and add value for the reader.

Price: 15 000 SEK/week
 (Includes a telephone interview with the copywriter)



Motormagasinet Event 2025

Motormagasinet offers a range of different events tailored to meet the needs of a diverse audience of entrepreneurs, professionals, and innovators. Each event is designed to create value by providing inspiration, networking opportunities, and practical knowledge.

Regardless of which event you choose to attend, you will become part of an engaged community where knowledge, inspiration, and growth are the focus. We look forward to welcoming you to one of our upcoming events!

MotorMagasinet ROADSHOW

During the month of June, Motormagasinet is hitting the road and visiting workshops across Sweden. We will report on our visits and distribute goodie bags.

ÅRETS BILSÄLJARE

We honor the salesperson who takes home the award for "Car Salesperson of the Year." This award has been established to highlight the profession and the modern car salesperson. We aim to elevate the status of the profession, challenge old stereotypes, and showcase the breadth of skills required in today's role.



Branschdagen is aimed at workshops and suppliers to explore and discuss current trends and challenges facing our industry. Expect a packed day filled with interesting lectures, panel discussions, and opportunities to make valuable connections. Network with industry colleagues, meet experts, and share experiences with one another.

Become a member today and gain access to a range of benefits that help you increase your visibility and reach the right audience. With full access to all the features on our portal, you can create a complete member profile that enhances your digital presence. This profile allows you to present your company or services in a professional manner and attract the right customers.

As a member, you can publish your own news, job listings, and courses directly on our platform. This gives you full control over your content and the ability to communicate important messages quickly and efficiently.

You will also receive a 50% discount on all digital advertising, free listings under our popular "Buy and Sell" category, and an exclusive publication opportunity in our newsletter, which reaches 6,400 recipients. This provides you with a broader reach and more opportunities to market your products or services to a relevant audience.

Membership gives you a powerful platform to grow your business, increase your visibility, and create new business opportunities.

Membership

Membership Benefits

- ✓ Access to all features on the portal
- ✓ Increased online visibility through a complete member profile, link to your website, etc.
- ✓ Publish your own news directly to your target audience under the "Company News" section (maximum 2 per week).
- ✓ Free job listings
- ✓ Present courses
- ✓ Advertise at member prices, meaning 50% off all digital advertising
- ✓ Enhance your posts with images, videos, etc.
- ✓ Free listings for ads on machinery, products, and services under the "Buy and Sell" section
- ✓ Access to locked editorial material
- ✓ 1 publication opportunity in the newsletter, reaching approximately 6,400 recipients.

13 500 SEK/year

Package Solutions Motormagasinet 2025

SMALL

12 Months Side Banner on the Portal
1 Top Ad in the Newsletter
2 Middle Ads in the Newsletter
2 Bottom Ads in the Newsletter
1 Year Membership

26 900 SEK

MEDIUM

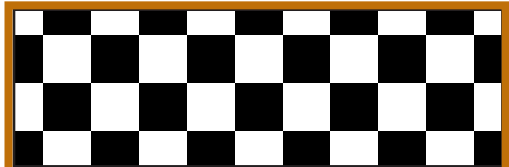
1 Month Top Banner on the Portal
12 Months Side Banner on the Portal
2 Top Ads in the Newsletter
2 Middle Ads in the Newsletter
2 Bottom Ads in the Newsletter

40 000 SEK

LARGE

3 Months Top Banner on the Portal
12 Months Side Banner on the Portal
5 Top Ads in the Newsletter
5 Middle Ads in the Newsletter
5 Bottom Ads in the Newsletter
1 Year Membership

68 000 SEK



Paket Pole Position

1 Month Top Banner, Homepage, and
1/2 Page Print Ad

Our advertising package combines the power of digital advertising for an entire month with a printed ad in one of our issues, providing your company with maximum visibility both online and offline.

You will reach a broad audience within the automotive industry, creating stronger brand awareness and direct contact with your potential customers.

With this combination, you receive an effective and cost-efficient solution that boosts your marketing efforts in the automotive sector.

Price: 55 000 SEK