



VERK STÄDERNA

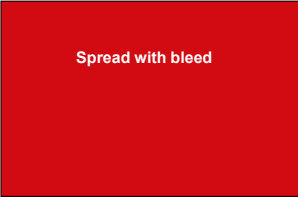
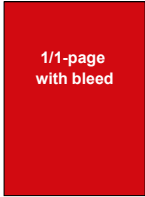

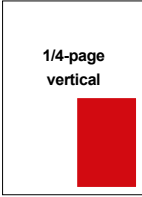


**Media Info
2022**

verkstaderna.se

Publishing schedule 2022

Issue	Publ. date	Material	Editorial Focus, Trade Fairs
1	Febr 24	Febr 3	Themes: CAD/CAM, Automation, steel sheet, before maitenanace trade fair Trade Fairs: Maintenanace, Gotenburg March 15-18, Advanced Engineering, Kista April 6-7
2	April 11	March 21	Themes: Before Elmia Production trade fairs, traid fair number Trade Fairs: Hannover messe April 25-29, Production trade fairs, Jönköping May 10-13
3	June 8	May 16	Themes: Maitenanace, enviromental techniqe, Follow up Elmia Production trade fairs
4	Sept 14	Aug 24	Themes: Automation, industrialrobots, before Scanautomatic Trade Fairs: AMB, Stuttgart September 13-17
5	Oct 10	Sept 20	Themes: Cuting fluids, steel sheet,EuroBlech, Elmia Subcontractor, traid fair number Trade Fairs: Scanautomatic, Göteborg October 18-20, EuroBlech, Hannover October 25-28, Elmia Subcontractor, Jönköping November 8-11
6	Dec 8	Nov 18	Themes: Additiv techniqe, Automation follow up Elmia Subcontractor

Advertising format & prices print

					
Format 430x285 + 5 mm bleed Spread SEK 35.700 For centre spread SEK 59.000	Format 215x285 + 5 mm bleed 1/1-page SEK 19.800	Format 185x123 mm 1/2-page SEK 11.100	Format 90x123 mm 1/4-page vertical SEK 6.700	Format 185x59 mm 1/4-page horizontal SEK 8.600	Format 90x59 mm 1/8-page SEK 4.100

Special format

Page 4 , 1/1-page, 215x285 + 5 mm bleed	SEK 20.800
Page 9 , 1/1-page, 215x285 + 5 mm bleed	SEK 21.800
2nd Cover , 1/1-page, 215x285 + 5 mm bleed	SEK 22.800
3rd Cover , 1/1-page, 215x285 + 5 mm bleed	SEK 20.800
4th Cover , 1/1-page, 215x257 + 5 mm bleed sides+bottom.....	SEK 24.800

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.

Classifieds:	SEK 2.990/year
.....	SEK 820 per extra line and year
Box (45x35 mm):	SEK 8.100 /year
Extra charge for colour:	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 Irtam +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 a 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

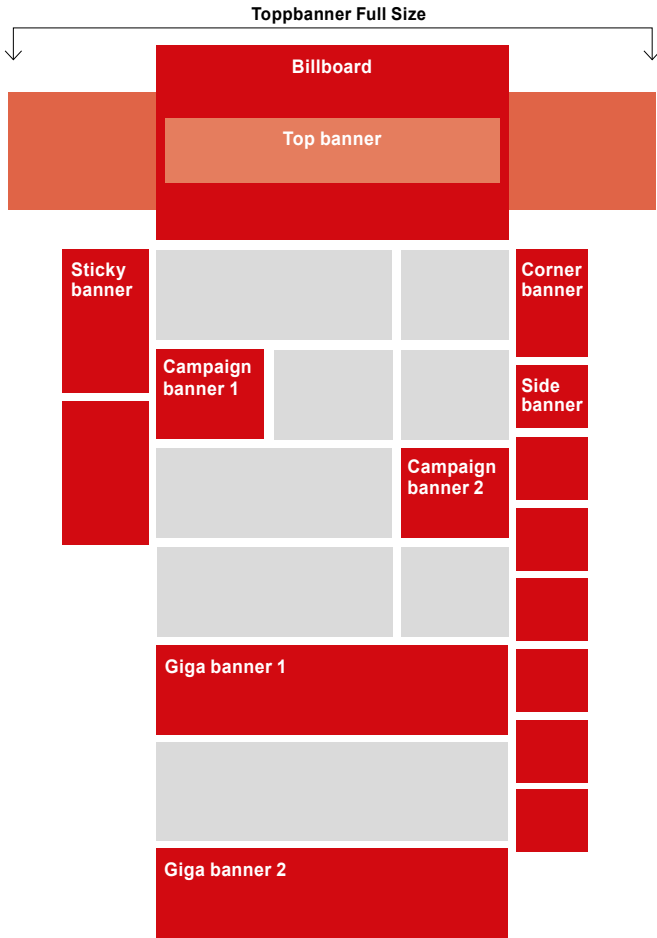
Print-optimized PDF, Resolution: 300 dpi
Send to: annons.verkstaderna@nordiskemedier.se

SUBSCRIPTION

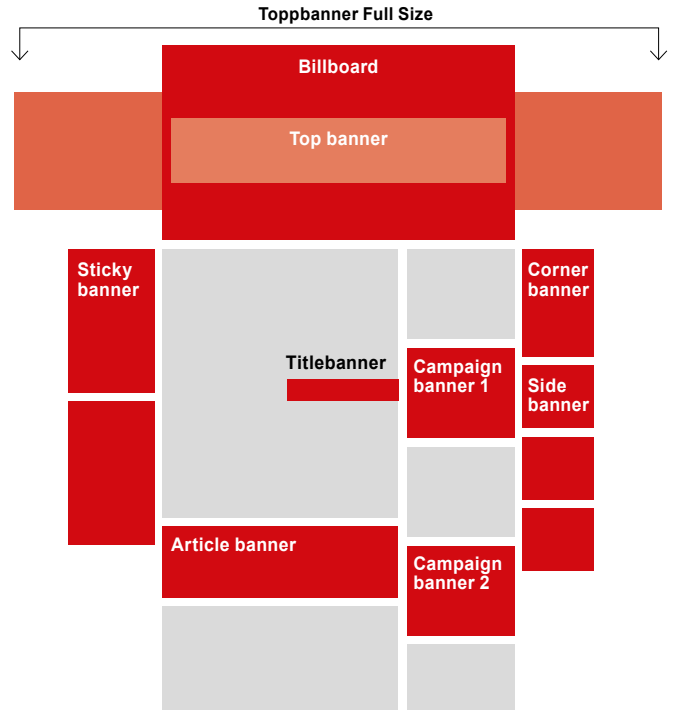
Pressdata +46 8-799 62 18
verkstaderna@pressdata.se
Verkstäderna, Box 610, S-832 23 Frösön, Sweden

Format & prices web/newsletter

Start page, prices per month



Article page, prices per month



Top banner Full Size 1800x450 px, static, max 250 kb	SEK 39.500
Billboard 980x540 px, static or animated, max 150 kb	SEK 34.500
Top banner 930x180 px, static or animated, max 70 kb.....	SEK 24.500
Sticky banner 240x400 px, static or animated, max 90 kb	SEK 17.500
Corner banner 200x300 px, static or animated, max 70 kb	SEK 11.500
Side banner 200x175 px, static or animated, max 40 kb	SEK 3.250
Campaign banner 1 300x250 px, static or animated, max 75 kb.....	SEK 13.750
Campaign banner 2 300x250 px, static or animated, max 75 kb.....	SEK 10.750
Title banner 300x60 px, static, max 20 kb	SEK 22.500
Article banner 660x200 px, static or animated, max 100 kb.....	SEK 10.000

File types

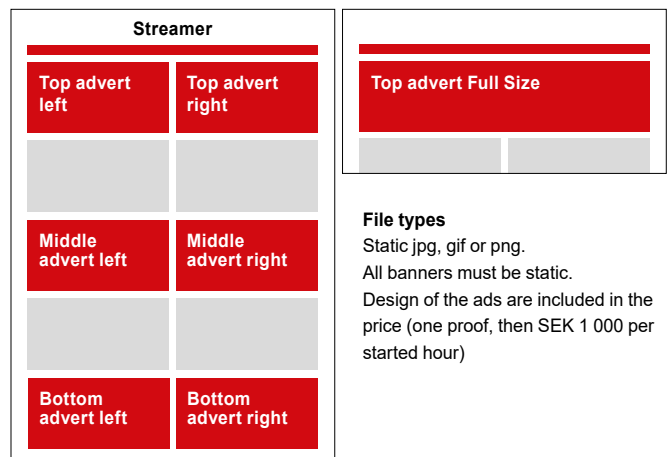
Static jpg, animated gif, Html (zip-file) Script

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)

Streamer 820x28 px, static, max 50 kb	SEK 13.000*
Top advert Full Size 820x200 px, static, max 50 kb	SEK 10.500
Top advert 400x200 px, static, max 50 kb.....	SEK 5.000
Middle advert 400x200 px, static, max 50 kb	SEK 4.000
Bottom advert 400x200 px, static, max 50 kb	SEK 2.500

* Price per week

Top banner Full Size 1800x450 px, static, max 250 kb	SEK 39.500
Billboard 980x540 px, static or animated, max 150 kb	SEK 34.500
Top banner 930x180 px, static or animated, max 70 kb.....	SEK 24.500
Sticky banner 240x400 px, static or animated, max 90 kb	SEK 17.500
Corner banner 200x300 px, static or animated, max 70 kb	SEK 11.500
Side banner 200x175 px, static or animated, max 40 kb	SEK 3.250
Campaign banner 1* 300x250 px, static or animated, max 70 kb	SEK 17.500
Campaign banner 2** 300x250 px, static or animated, max 70 kb	SEK 10.000
Giga banner 1 930x250 px, static or animated, max 70 kb	SEK 21.500
Giga banner 2 930x250 px, static or animated, max 70 kb	SEK 10.000

* 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 11.800/year.**

All ad prices are up prices. Prices for non-members is twice that. Contact us for more information.

Native advertising

Native Advertising is a sponsored text on verkstaderna.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

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

Maintenace, Gotenburg March 15-18

Advanced Engineering, Kista April 6-7

Hannover messe April 25-29

Production trade fairs, Jönköping May 10-13

AMB, Stuttgart September 13-17

Scanautomatic, Göteborg October 18-20

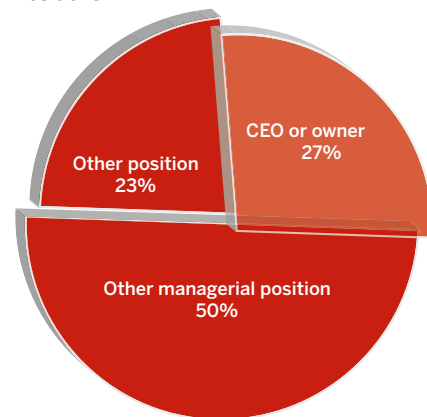
EuroBlech, Hannover October 25-28

Elmia Subcontractor, Jönköping November 8-11

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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