



**VERK
STÄDERNA**

Media Info 2020

verkstaderna.se

Publishing schedule 2020

Issue	Publ. date	Material	Editorial Focus, Trade Fairs
1	Febr 21	Jan 31	Focus: CAD/CAM, Automation Trade Fair: Underhåll Göteborg March 10-13 Göteborg Joining technique
2	April 8	March 18	Exhibition special: Elmia Automation, Plåt, Svets & Fog, Verktygsmaskin, Jönköping May 12-15 Joining technique
3	May 28	May 5	Focus: Maintenance Joining technique
4	Sept 4	Aug 14	Focus: Automation, Industrial Robots Trade Fair: AMB, Stuttgart, 15-19 september, Scanautomatic Göteborg Oct 6-8 Joining technique
5	Oct 15	Sept 24	Focus: Cutting fluids, Steel sheet Trade Fair: Euroblech Hannover Oct 27 – 30, Elmia Subcontractor Jönköping Nov 10-13 Joining technique
6	Dec 3	Nov 12	Focus: Additive technique, Automation Joining technique

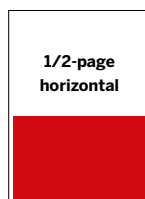
Advertising format & prices print



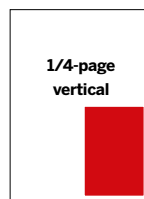
Format 430x285 + 5 mm bleed
Beside text SEK 47.100
For centre spread SEK 59.000
After text SEK 35.700



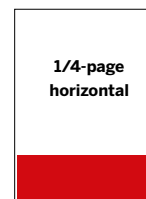
Format 215x285 + 5 mm bleed
Beside text SEK 27.300
After text SEK 19.800



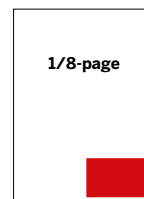
Format 185x123 mm
Beside text SEK 16.100
After text SEK 11.100



Format 90x123 mm
Beside text SEK 10.200
After text SEK 6.700



Format 185x59 mm
Beside text SEK 12.100
After text SEK 8.600



Format 90x59 mm
Only after text SEK 4.100

Special format

Page 4, 1/1-page, 215x285 + 5 mm bleedSEK 28.300
Page 9, 1/1-page, 215x285 + 5 mm bleedSEK 29.500
2nd Cover, 1/1-page, 215x285 + 5 mm bleedSEK 32.900
3rd Cover, 1/1-page, 215x285 + 5 mm bleedSEK 30.300
4th Cover, 1/1-page, 215x285 + 5 mm bleed sides+bottom....SEK 36.700

Product news

Guaranteed place in the next issue of Verktädnerna.....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 Verktädnerna you can also advertise with your own supplements – brochures, customer magazines, invitations, etc. For more information contact Media Manager Mats Irtam +46 8-522 253 27, 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: SEK 15.000/week (Including telephone interview by text author)

PRINT MATERIAL

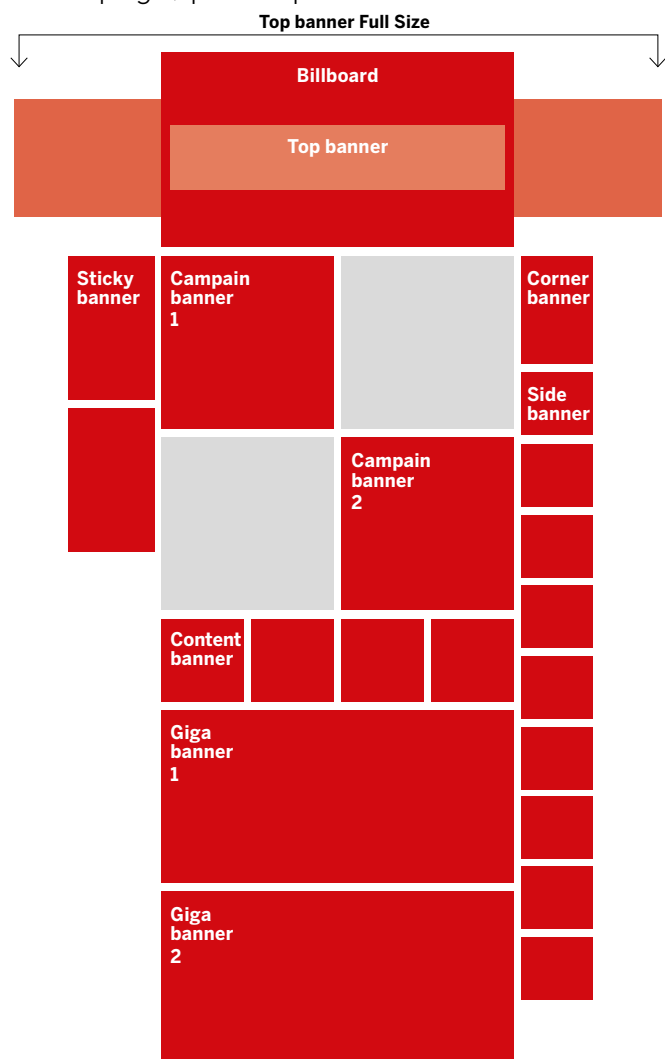
Print-optimized PDF
 Resolution: 300 dpi
 Send to: annons.verkstaderne@nordiskemedier.se

SUBSCRIPTION

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

Format & prices web/newsletter

Start page, prices per month



Top banner Full Size 1800x450 px, static, max 250 kb	SEK 39.500
Billboard 980x450 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
Content banner 230x230 px, static, max 55 kb	SEK 5.000
Campaign banner 1 480x480 px, static or animated, max 75 kb	SEK 17.500
Campaign banner 2 480x480 px, static or animated, max 75 kb	SEK 10.000
Giga banner 1 980x480 px, static or animated, max 150 kb	SEK 21.500
Giga banner 2 980x480 px, static or animated, max 150 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 included in the price.

Membership
SEK 9.800/year.

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

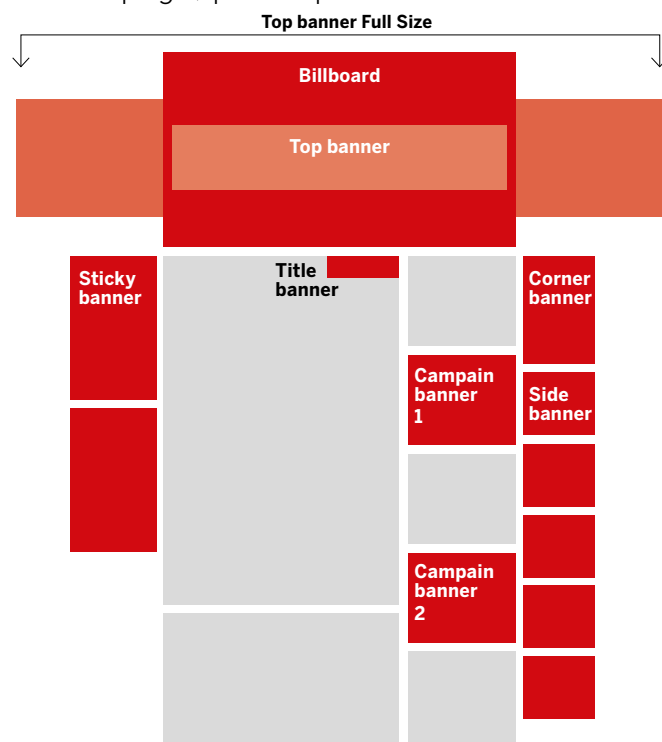
Native advertising

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

Article page, prices per month

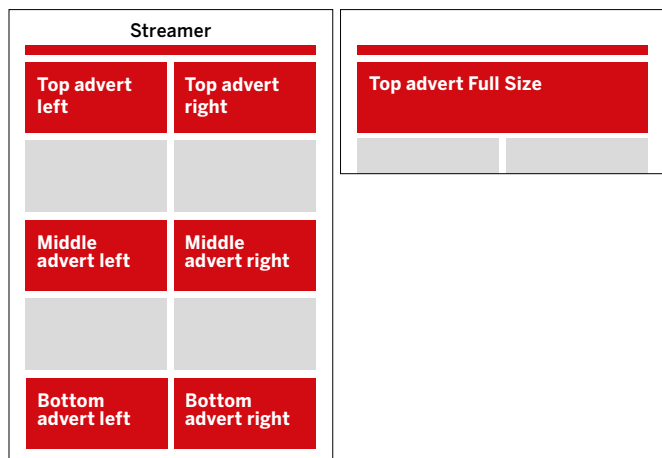


Top banner Full Size 1800x450 px, static, max 250 kb	SEK 39.500
Billboard 980x450 px, static or animated, max 150 kb	SEK 34.500
Top banner 930x180 px, static or animated, max 70 kb	SEK 24.500
Sticky banner 240x400 px, static or animated, max 90 kb	SEK 17.500
Corner banner 200x300 px, static or animated, 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 200x60 px, static, max 20 kb	SEK 22.750

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 included in the price.

Newsletter, prices per day



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

File types

Static jpg, gif or png.
All banners must be static. Design of the ads included in the price.

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.

Examples of meetings and events where Verkstäderna is co-organizer during 2020:

Frukostseminarier på uppdrag av kund

Mediepartner till Ungdoms SM i CNC – svarvning

Trade Fairs

Underhåll Göteborg March 10-13, Göteborg

**Elmia Automation, Plåt, Svets & Fog,
och Verktygsmaski** May 12-15, Jönköping

AMB September 15-19, Stuttgart

Scanautomatic October 6-8, Göteborg

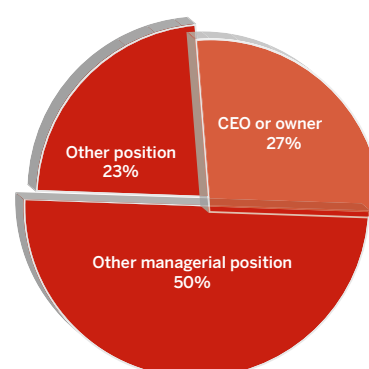
Euroblech October 27-30, Hannover

Elmia Subcontractor November 10-13, Jönköping

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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