

A woman with dark hair and a pearl earring is smiling as she works on a metal part in a workshop. She is using a tool to work on a piece of metal that is clamped in a vise. Metal shavings are visible on the workbench. In the background, there is a large industrial machine, possibly a lathe or mill, with a rotating part. The scene is lit with warm, industrial lights.

**VERK
STÄDERNA**

Media Info 2025

verkstaderna.se

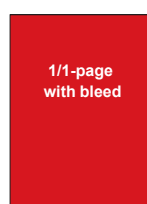
Publishing schedule 2025

Issue	Publ. date	Material	Editorial Focus, Trade Fairs
1	Febr 28	Febr 11	Topics: CAD/CAM, Maintenance, Welding & Joining Fairs: Scandinavian Coating, Copenhagen, March 12–13, Hannover Messe, Hannover, March 31 – April 4, Advanced Engineering, Stockholm, April 2-3
2	April 9	March 21	Topics: Automation/Digitalisation, Additive technique Fairs: Värnamo Industriexpo, Värnamo, May 14 – 15, Industrimässorna Syd, Malmö, May 21 – 22
3	June 3	May 14	E-edition, Open distribution Topics: Latest news, News paper with digital distribution
4	Sept 5	Aug 19	Topics: Automation/Digitalisation, Machine tools Fairs: EMO, Hannover, September 22-26
5	Oct 27	Oct 6	Topics: Cutting fluids, Sheet metal, Maintenance Fairs: Elmia Subcontractor, November 14-16, Jönköping

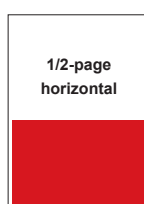
Advertising format & prices print



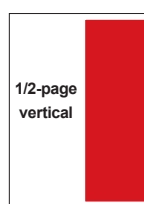
Format 430x285 + 5 mm bleed
Spread SEK 41.700
For centre spread SEK 67.850



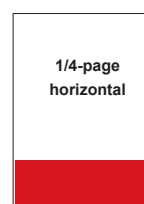
Format 215x285
+ 5 mm bleed
1/1-page SEK 29.900



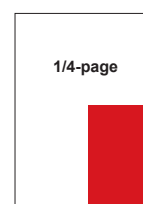
Format 185x123 mm
1/2-page horizontal
SEK 19.900



Format 90x246 mm
1/2-page vertical
SEK 19.900



Format 185x59 mm
1/4-page horizontal
SEK 11.730



Format 90x123 mm
1/4-page vertical
SEK 11.730

Special format

Page 4 , 1/1-page, 215x285 + 5 mm bleed	SEK 27.800
Page 9 , 1/1-page, 215x285 + 5 mm bleed	SEK 29.000
2nd Cover , 1/1-page, 215x285 + 5 mm bleed	SEK 30.200
3rd Cover , 1/1-page, 215x285 + 5 mm bleed	SEK 27.800
4th Cover , 1/1-page, 215x257 + 5 mm bleed sides+bottom.....	SEK 32.700

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 an 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.verkstaderne@nordiskemedier.se

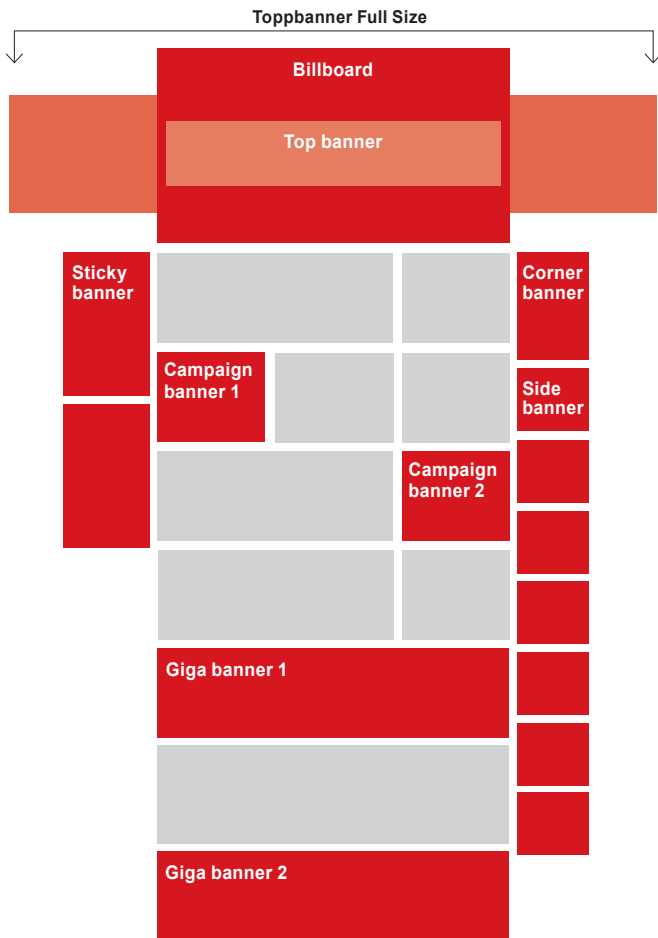
SUBSCRIPTION

1 year SEK 2.495 (e-magazine, Process Nordic magazine).
Excl. VAT 25% within Sweden.
prenumeration@nordiskemedier.se

50%
discount on
advertising for
members

Format & prices web/newsletter

Start page, prices per month



Top banner Full Size 1800x450 px, static, max 250 kb	SEK 96.300
Billboard 980x540 px, static or animated, max 150 kb	SEK 84.100
Top banner 930x180 px, static or animated, max 70 kb	SEK 59.700
Sticky banner 240x400 px, static or animated, max 90 kb	SEK 42.700
Corner banner 200x300 px, static or animated, max 70 kb	SEK 28.000
Side banner 200x175 px, static or animated, max 40 kb	SEK 7.950
Campaign banner 1* 300x250 px, static or animated, max 70 kb	SEK 42.700
Campaign banner 2** 300x250 px, static or animated, max 70 kb	SEK 24.400
Giga banner 1 930x250 px, static or animated, max 70 kb	SEK 58.800
Giga banner 2 930x250 px, static or animated, max 70 kb	SEK 24.400

* 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.

**Membership
SEK 12.800/year**

Including access
for all editorial material.
Prices for members
include a 50% discount.

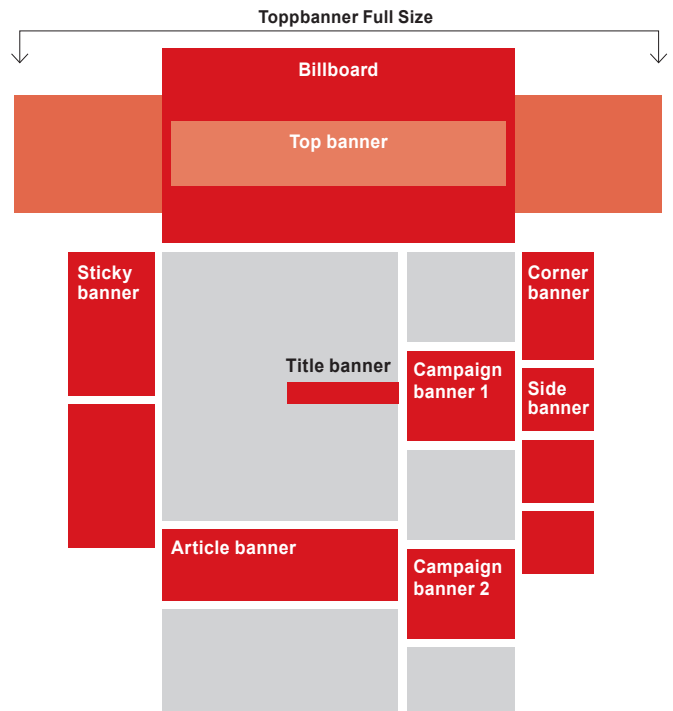
Native advertising

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 96.300
Billboard 980x540 px, static or animated, max 150 kb	SEK 84.100
Top banner 930x180 px, static or animated, max 70 kb	SEK 59.700
Sticky banner 240x400 px, static or animated, max 90 kb	SEK 42.700
Corner banner 200x300 px, static or animated, max 70 kb	SEK 28.000
Side banner 200x175 px, static or animated, max 40 kb	SEK 7.950
Campaign banner 1 300x250 px, static or animated, max 75 kb	SEK 42.700
Campaign banner 2 300x250 px, static or animated, max 75 kb	SEK 24.400
Title banner 300x60 px, static, max 20 kb	SEK 53.800
Article banner 660x200 px, static or animated, max 100 kb	SEK 24.400

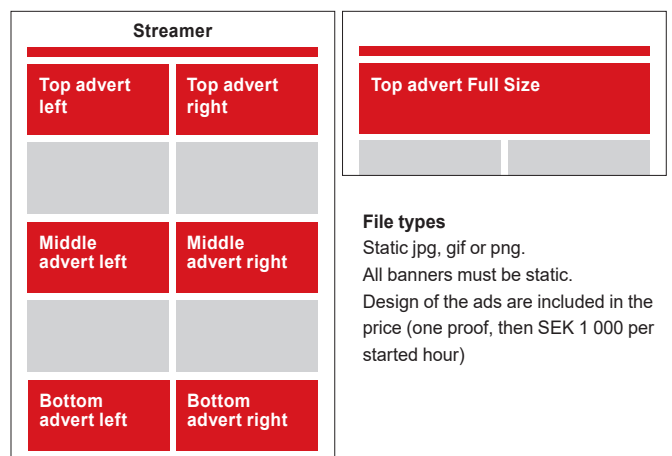
File types

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.

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 31.700*
Top advert Full Size 820x200 px, static, max 50 kb	SEK 25.400
Top advert 400x200 px, static, max 50 kb	SEK 12.200
Middle advert 400x200 px, static, max 50 kb	SEK 9.800
Bottom advert 400x200 px, static, max 50 kb	SEK 6.100

* Price per week

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

Scandinavian Coating, March 12–13, Copenhagen

Hannover Messe, March 31–April 4, Hannover

Advanced Engineering, April 2–3, Stockholm

Värnamo Industriexpo, May 14–15, Värnamo

Industrimässorna Syd, May 21–22, Malmö

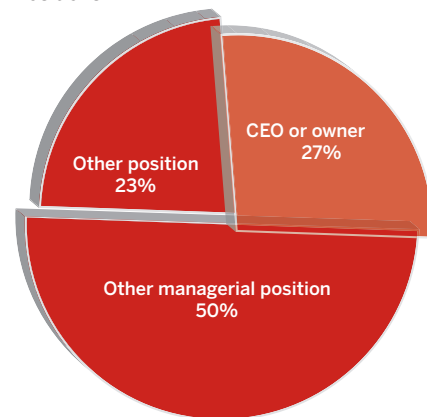
EMO, September 22–26, Hannover

Elmia Subcontractor, November 11–13, 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



Editor-in-Chief
Magnus Lilienström
+46 70-860 58 67
magnus.lilienstrom
@nordiskemedier.se



Media Manager
Mats Irstam
+46 73-682 53 07
mats.irstam
@nordiskemedier.se



Key Account Manager
Kristina Fredriksson
+46 70-765 44 67
kristina.fredriksson
@nordiskemedier.se



Key Account Manager
Daniel Hamp
+46 76-049 70 73
dh@nordiskemedier.se



Reporter
Emma Norén Mårtensson
076 854 40 61
emma.martensson
@nordiskemedier.se



Reporter
Caroline Wickmark
070-7546231
caroline.wickmark
@nordiskemedier.se



Reporter
Martin Wänerholm
+46 70-975 99 30
martin.wanerholm
@nordiskemedier.se