

entreprenad

MEDIEINFO 2024



**When you want to reach
the construction and
earthmoving business.**

Publication schedule 2024

NR	MATERIAL	PUBLICATION	FOCUS
1-2	8 jan	25 jan	DOUBLE NUMBER/LAND & FACILITY
3	30 jan	15 feb	GRAVEL & ROCK
4	20 feb	7 mars	FOUNDATION/CONCRETE
5	12 mars	28 mars	FOUNDATION/GEO
6	2 april	18 april	INTERMAT
7	3 maj	23 maj	SVENSKA MASKINMÄSSAN
8	31 maj	20 juni	RENTAL/ DEMOLITION -RECYCLING
9	30 juli	15 aug	LOAD UP NORTH
10	20 aug	5 sep	ENTREPRENAD LIVE
11	10 sep	26 sep	TOOLS & ACCESSORIES/MAINTENANCE
12	1 okt	17 okt	CONCRETE/ DEMOLITION -RECYCLING
13	22 okt	7 nov	GRAVEL & ROCK
14	12 nov	28 nov	TOOLS & ACCESSORIES/MAINTENANCE
15-16	3 dec	19 dec	DOUBLE NUMBER/RENTAL

* with reservation for changes

Job Advertisements

Difficult finding the right people?

Having qualified personnel is one of the key ingredients for a company. However, finding the right personnel is both a long and expensive process, where the wrong recruitment could be devastating. Placing a job advertisement for qualified personnel through us will facilitate your recruitment. With us, you pay a fixed price for job advertisement on the website, newsletter and in print.

PLATSANNONS GULD

Webb+nyhetsbrev+tidning. Halvsida liggande, satsyta: 204x148 mm 13 995 SEK

PLATSANNONS SILVER

Webb+nyhetsbrev+tidning. Kvartsida stående, satsyta: 100x148 mm 7 995 SEK

Ad format & price print 2024

Spread
480x340 mm
+ 3 mm bleed

49 000 SEK

Full page
240x340 mm
+ 3 mm bleed
(type area 204x302 mm)

32 500 SEK

1/2
204x150 mm

18 700 SEK

1/2
100x302 mm

18 700 SEK

1/4
100x150 mm

10 800 SEK

1/4
204x74 mm

11 900 SEK

1/8-sida
100x70 mm

6 200 SEK

Premium position

Toppstripe, 1:A sid.	5 500 SEK
Exclusiv stripe, 1:A sid. 240x45 + 3 mm utfall	11 800 SEK
Full page. sid. 2	34 500 SEK
1/4 landscape sid. 4	10 800 SEK
1/4 landscape sid. 5	10 800 SEK
Full page. sid. 7	31 500 SEK
Full page. last inside	31 500 SEK
240x309 Back cover	38 000 SEK

Supplements / Leaflets

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

Providers & Entrepreneurs

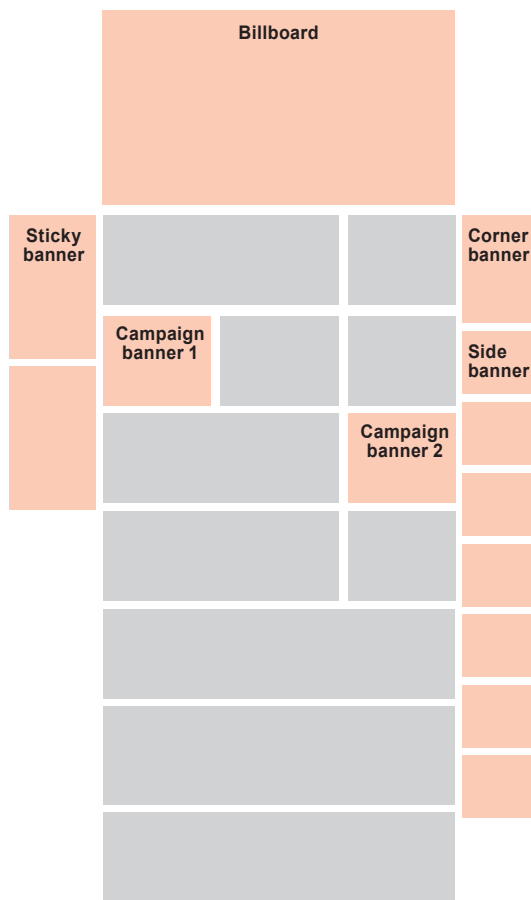
Ad with logo and contactinfo, 37x46 mm,	
Full year 16 nr	10 400 SEK
Half year 8 nr	6 400 SEK

MaskinMarknaden (Purchase & sale. second hand/rental)

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

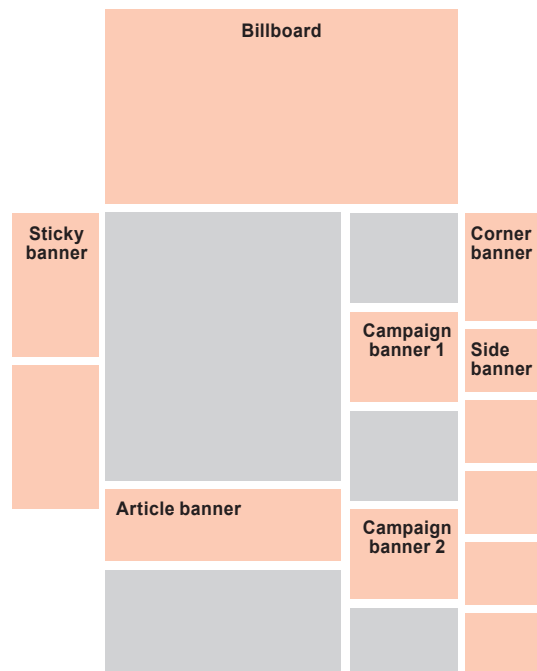
Ad format & price web/newsletter 2024

Start page, price/month



Billboard 980x540 px, statisk eller animerad, max 150 kb.....	47 000 SEK
Sticky banner 240x400 px, statisk eller animerad, max 90 kb.....	16 000 SEK
Corner banner 200x300 px, statisk eller animerad, max 70 kb	13 000 SEK
Side banner 200x175 px, statisk eller animerad, max 40 kb.....	4 000 SEK
Campaign banner 1 300x250 px, statisk eller animerad, max 70 kb ..	15 500 SEK
Campaign banner 2 300x250 px, statisk eller animerad, max 70 kb ..	12 000 SEK

Article side, price/month

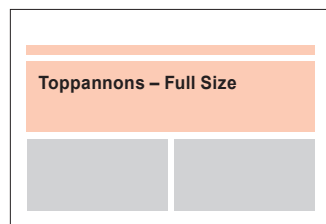
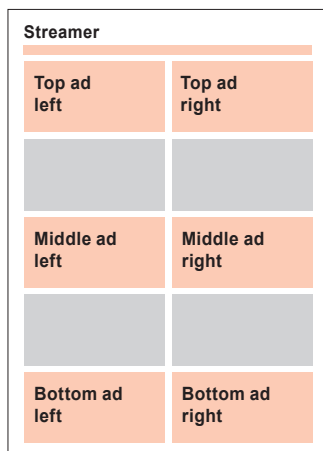


Billboard 980x540 px, statisk eller animerad, max 150 kb.....	53 000 SEK
Sticky banner 240x400 px, statisk eller animerad, max 90 kb.....	16 000 SEK
Corner banner 200x300 px, statisk eller animerad, max 70 kb	13 000 SEK
Side banner 200x175 px, statisk eller animerad, max 40 kb.....	4 000 SEK
Campaign banner 1 300x250 px, statisk eller animerad, max 75 kb ..	19 000 SEK
Campaign banner 2 300x250 px, statisk eller animerad, max 75 kb ..	14 000 SEK
Article banner 660x200 px, statisk eller animerad, max 100 kb	26 000 SEK

File types

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

Newsletter, price/dispatch



File types

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

Take-over alla ytor	30 000 SEK/day
Streamer 820x28 px, price per week ..	17 000 SEK
Toppannons Full Size 820x200 px	9 000 SEK
Toppannons 400x200 px	9 000 SEK
Mittenannons 400x200 px	4 000 SEK
Nedreannons 400x200 px	4 000 SEK

Nativeads & Advertorials

Ad labeled article in print and on website

Contact our salesmen for more info (see next page)

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.

OBS! Send ad material for website and newsletter to:
annons@nordiskemedier.se

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



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