



**VERK
STÄDERNA**


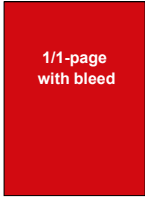

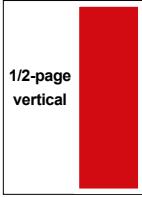
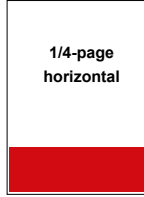
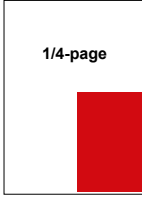
Media Info 2024

verkstaderna.se

Publishing schedule 2024

Issue	Publ. date	Material	Editorial Focus, Trade Fairs
1	Febr 28	Febr 7	Topics: CAD/CAM, Maintenance Fairs: Underhållsmässan, March 12-15, Gothenburg
2	April 9	March 20	Topics: Trade fair issue, Elmia Manufacturing (Machine tool, Welding, Sheet metal, Automation, Plastic, 3D) Fairs: Hannover Messe, April 22-26, Hannover Elmia Manufacturing, May 14-17, Jönköping
3	June 7	May 17	Topics: Automation, Additive technique
4	Sept 5	Aug 16	Topics: Measurement technology, Industrial development, Digitization Fairs: AMB, September 10-14, Stuttgart
5	Oct 15	Sept 27	Topics: Sheet metal, Materials, Cutting fluids Fairs: Euroblech, October 22-25, Hannover Elmia Subcontractor, November 14-16, Jönköping
6	Dec 9	Nov 19	Topics: Additive technique, Industrial robots, Calendar 2025

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 26.220
Page 9 , 1/1-page, 215x285 + 5 mm bleed	SEK 27.380
2nd Cover , 1/1-page, 215x285 + 5 mm bleed	SEK 28.520
3rd Cover , 1/1-page, 215x285 + 5 mm bleed	SEK 26.220
4th Cover , 1/1-page, 215x257 + 5 mm bleed sides+bottom.....	SEK 30.820

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

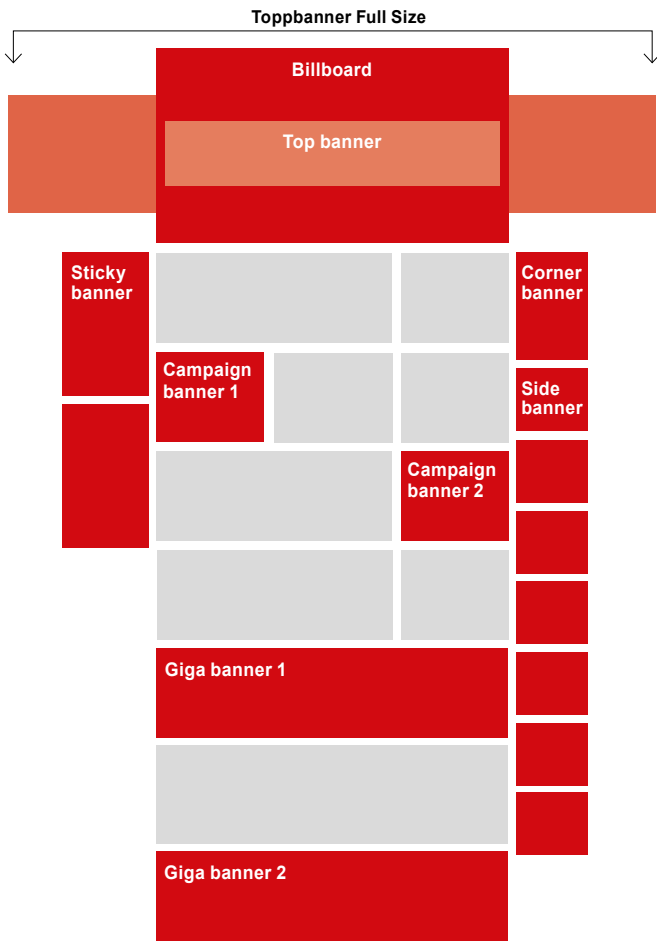
Print-optimized PDF, Resolution: 300 dpi
Send to: annons.verkstaderna@nordiskemedier.se

SUBSCRIPTION

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

Format & prices web/newsletter

Start page, prices per month



Top banner Full Size 1800x450 px, static, max 250 kb	SEK 45.425
Billboard 980x540 px, static or animated, max 150 kb	SEK 39.675
Top banner 930x180 px, static or animated, max 70 kb	SEK 28.175
Sticky banner 240x400 px, static or animated, max 90 kb	SEK 20.125
Corner banner 200x300 px, static or animated, max 70 kb	SEK 13.225
Side banner 200x175 px, static or animated, max 40 kb	SEK 3.750
Campaign banner 1* 300x250 px, static or animated, max 70 kb	SEK 20.125
Campaign banner 2** 300x250 px, static or animated, max 70 kb	SEK 11.500
Giga banner 1 930x250 px, static or animated, max 70 kb	SEK 27.725
Giga banner 2 930x250 px, static or animated, max 70 kb	SEK 11.500

* 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 12.800/year**

Including access for all editorial material. Prices for non-members is twice

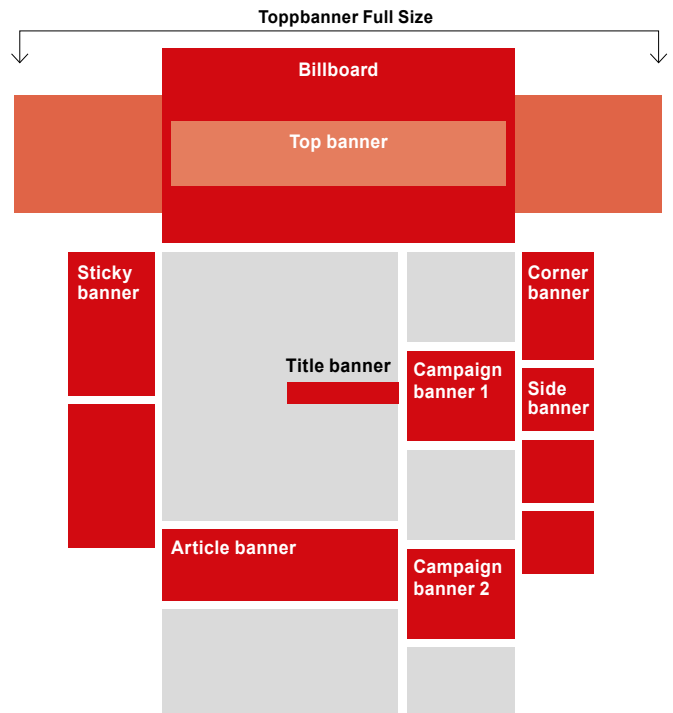
Native advertising

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 45.425
Billboard 980x540 px, static or animated, max 150 kb	SEK 39.675
Top banner 930x180 px, static or animated, max 70 kb	SEK 28.175
Sticky banner 240x400 px, static or animated, max 90 kb	SEK 20.125
Corner banner 200x300 px, static or animated, max 70 kb	SEK 13.225
Side banner 200x175 px, static or animated, max 40 kb	SEK 3.750
Campaign banner 1 300x250 px, static or animated, max 75 kb	SEK 15.800
Campaign banner 2 300x250 px, static or animated, max 75 kb	SEK 12.400
Title banner 300x60 px, static, max 20 kb	SEK 25.400
Article banner 660x200 px, static or animated, max 100 kb	SEK 11.500

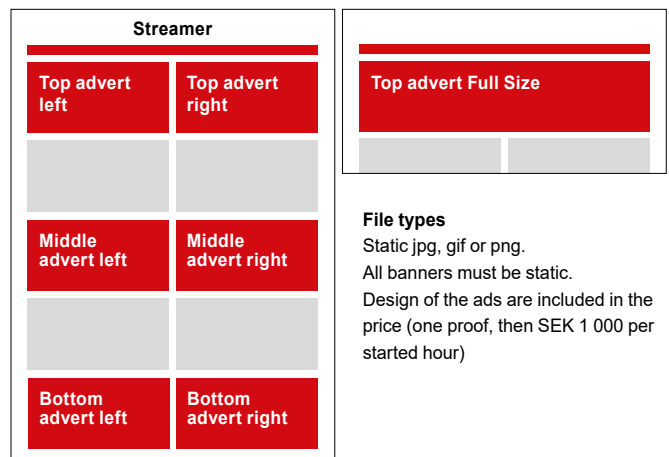
File types

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 14.950*
Top advert Full Size 820x200 px, static, max 50 kb	SEK 12.000
Top advert 400x200 px, static, max 50 kb	SEK 5.750
Middle advert 400x200 px, static, max 50 kb	SEK 4.600
Bottom advert 400x200 px, static, max 50 kb	SEK 2.875

* 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

Underhållsmässan, Gothenburg, March 12-15

Hannover Messe, April 22-26, Hannover

Elmia Manufacturing, May 14-17, Jönköping

AMB, September 10-14, Stuttgart

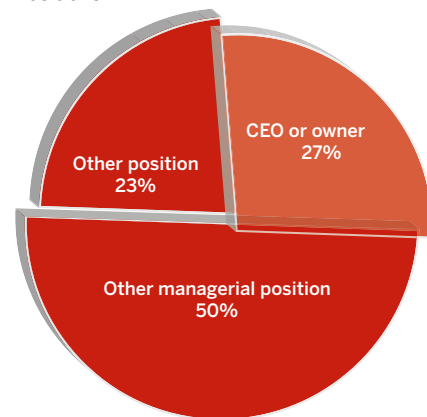
Euroblech, October 22-25, Hannover

Elmia Subcontractor, November 14-16, 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



Media sales
Anna Fagerström
+46 70-041 74 33
anna.fagerstrom@nordiskemedier.se



Media sales
Daniel Hamp
+46 76-049 70 73
dh@nordiskemedier.se



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



Reporter
Emelie Werme
+46 70-090 20 94
emelie.werme@nordiskemedier.se



Reporter
Elin Nittmar
+46 70-754 62 31
elin.nittmar@nordiskemedier.se



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