



**VERK  
STÄDERNA**

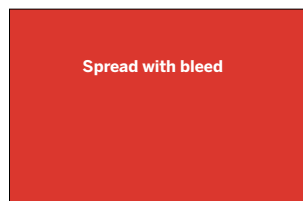
# Media Info 2021

[verkstaderna.se](http://verkstaderna.se)

# Publishing schedule 2021

Issue	Publ. date	Material	Editorial Focus, Trade Fairs
1	Febr 24	Febr 5	<b>Themes:</b> CAD/CAM, Automation, Steel sheet
2	April 1	March 11	<b>Themes:</b> Measurement technology <b>Trade Fairs:</b> Hannover Messe, Hannover April 12-16, Värnamo Industriexpo May 15-16,
3	May 28	May 7	<b>Themes:</b> Maintenance, Environmental technology in Mechanical Engineering industry
4	Sept 14	Aug 24	<b>Themes:</b> Automation, Industrial robots, Before EMO <b>Trade Fairs:</b> Scanautomatic, Gothenburg, October 4-6, EMO, Milan, October 4-9
5	Oct 22	Oct 1	<b>Themes:</b> Cutting fluids, Steel sheet, Before Elmia Subcontractor <b>Trade Fairs:</b> Elmia Subcontractor, Jönköping, November 9-12
6	Dec 3	Nov 12	<b>Themes:</b> Additive technique, Summary Elmia Subcontractor

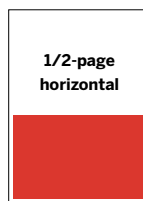
## Advertising format & prices print



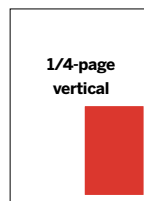
Format 430x285 + 5 mm bleed  
**Beside text** SEK 47.100  
**For centre spread** SEK 59.000  
**After text** SEK 35.700



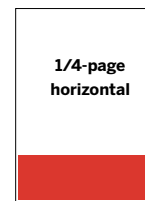
Format 215x285 + 5 mm bleed  
**Beside text** SEK 27.300  
**After text** SEK 19.800



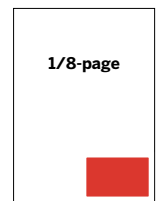
Format 185x123 mm  
**Beside text** SEK 16.100  
**After text** SEK 11.100



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 bleed .....SEK 28.300  
**Page 9**, 1/1-page, 215x285 + 5 mm bleed .....SEK 29.500  
**2nd Cover**, 1/1-page, 215x285 + 5 mm bleed .....SEK 32.900  
**3rd Cover**, 1/1-page, 215x285 + 5 mm bleed .....SEK 30.300  
**4th Cover**, 1/1-page, 215x257 + 5 mm bleed sides+bottom .....SEK 36.700

### 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 Irstam +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

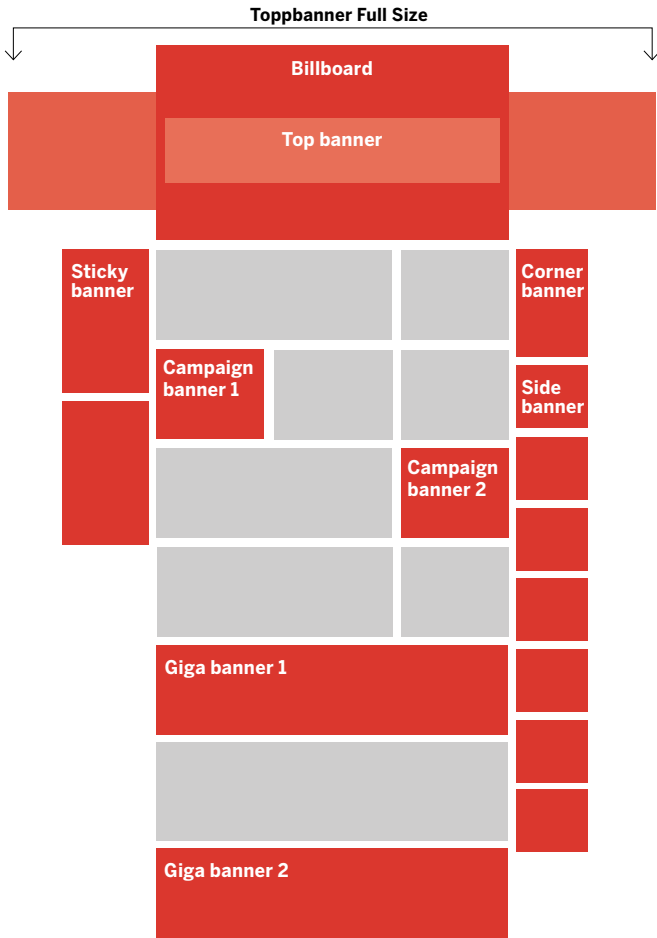
Print-optimized PDF, Resolution: 300 dpi  
 Send to: annons.verkstaderna@nordiskemedier.se

### 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



- 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 included in the price.

**Membership**  
**SEK 10.800/year.**

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

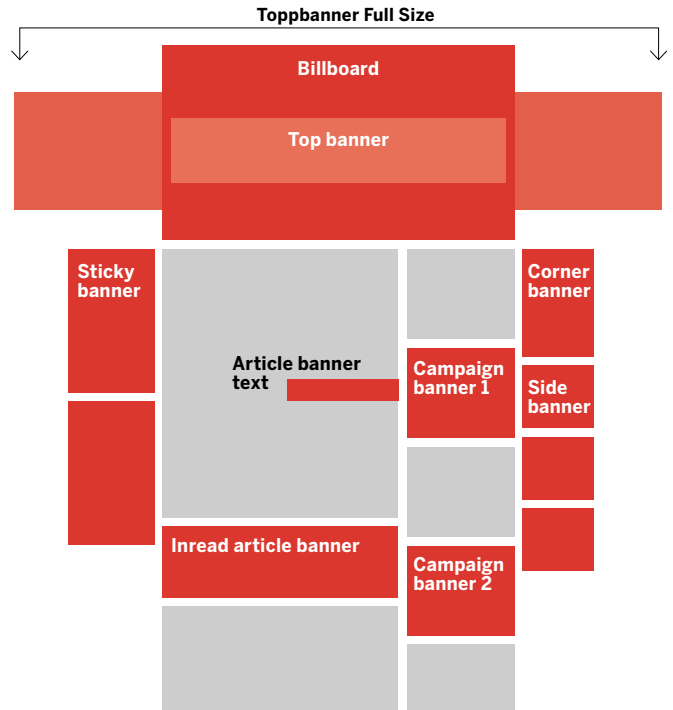
## Native advertising

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

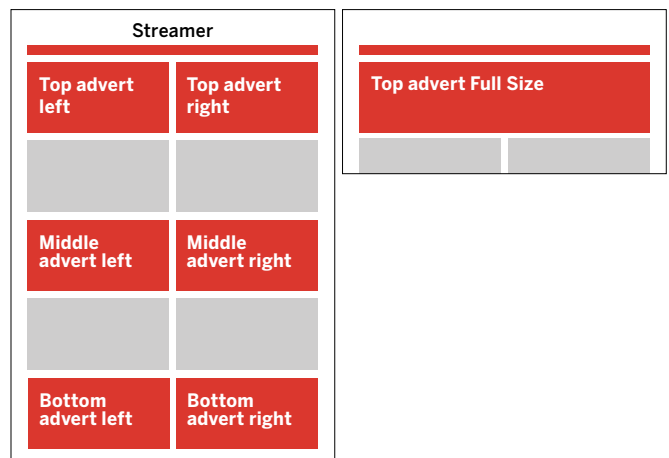


- Top banner Full Size** 1800x450 px, static, max 250 kb.....SEK 39.500
- Billboard** 980x540 px, static or animated, max 150 kb.....SEK 34.500
- Top banner** 930x180 px, static or animated, max 70 kb.....SEK 24.500
- Sticky banner** 240x400 px, static or animated, max 90 kb.....SEK 17.500
- Corner banner** 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
- Article banner text** 300x60 px, static, max 20 kb.....SEK 22.500
- Inread 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 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

### File types

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

\* 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

**EuroBlech**, Hannover, March 9-12

**Hannover Messe**, April 12-16

**Värnamo Industriexpo**, May 15-16

**Smart Manufacturing**, Malmö, May 19-20

**Scanautomatic**, Göteborg, October 4-6

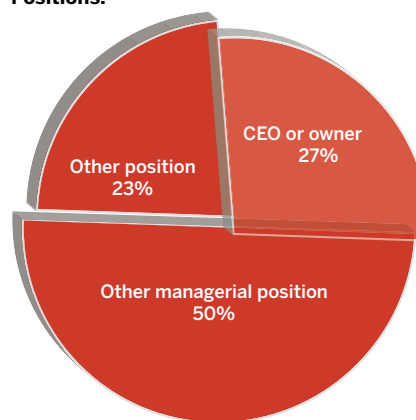
**EMO**; Milano, October 4-9

**Elmia Subcontractor**, Jönköping, November 9-12

### 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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