

MotorMagasinet

The Motor Trades Leading Newspaper



Media info 2023

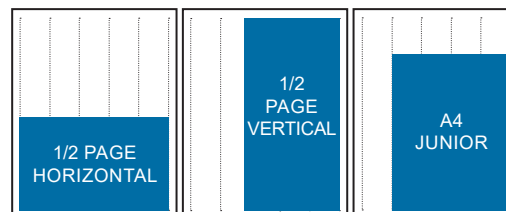
motormagasinet.se

No	Publ. date	Material	Theme
1	January 11	December 9	Before Automässan 2023
2	January 18	January 4	Automässan 2023
3	January 25	January 11	Vehicle lifts / Jacks / Tyreshop
4	February 1	January 18	Alignment- / Measuringequipment / Report Automässan
5	February 8	January 25	Body / Varnish
6	February 15	February 1	Exchange parts / Spare parts
7	February 22	February 8	Brakes / Exhaust
8	March 1	February 15	Profitable workshop
9	March 8	February 22	Carwash / Car care
10	March 15	March 1	Summer tires / Rims
11	March 22	March 8	Workshop equipment
12	March 29	March 15	Personnel / Recruitment
13	April 5	March 22	Oil / Chemistry
14	April 19	April 5	Climate control
15	April 26	April 12	Wheel suspension / Spring system
16	May 3	April 19	Tools / Compressed air
17	May 10	April 26	Digital workshop / Business systems
18	May 17	May 3	Diagnostic
19	May 31	May 17	Gear box
20	June 7	May 24	Batteries / Insert: Tires
21	June 8	May 25	MotorMagasinet Deluxe
22	August 9	July 26	Electrification
23	August 16	August 2	Exchange parts / Spare parts
24	August 23	August 9	Carwash / Car care
25	August 30	August 16	Vehicle lifts / Jacks
26	September 6	August 23	Lightning/Car electronics
27	September 13	August 30	Oil / Chemistry
28	September 20	September 6	Body / Varnish
29	September 27	September 13	Winter tires / Rims
30	October 4	September 20	Winter equipment / Car heater
31	October 11	September 27	Workshops and spareparts dealerships
32	October 18	October 4	Wheel suspension / Spring system
33	October 25	October 5	Heavy vehicles / Insert: Oil
34	November 1	October 18	Hand- / Special tools
35	November 8	November 25	Profitable workshop
36	November 15	November 1	Workshop equipment
37	November 22	November 8	Diagnostic
38	November 29	November 15	Batteries
39	December 6	November 22	Vehicle dismantling / Environmental management
40	December 13	November 29	Tyreshop / Insert: The past year



528x372 mm
SEK 75 800

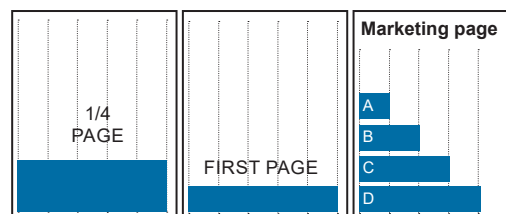
252x372 mm
SEK 52 300



252x185 mm
SEK 36 600

149x355 mm
SEK 36 600

201x280 mm
SEK 43 600



252x90 mm
SEK 26 300

252x45 mm
SEK 16 700

A. 47x40 mm SEK 2 200
B. 98x40 mm SEK 4 400
C. 149x40 mm SEK 6 600
D. 201x40 mm SEK 8 800

Prices free format:

Text page: SEK 61/spaltmm

Market page: SEK 55/spaltmm

Advertorials

We offer advertorial ads in the magazine. This is 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 to be interviewed by a journalist. We compile, write and design your ad in an editorial way as a complete concept, which you approve.

Job ad

Place your job ad in Motormagasinet, on the website and in our newsletter.

Supplements

Let Motormagasinet be the marketing channel for your brochures, fact sheets, invitations, product presentations, offers and more. Contact the marketingdepartment for more information and prices.

Advertising Material, send to:

annons.motormagasinet@nordiskemedier.se

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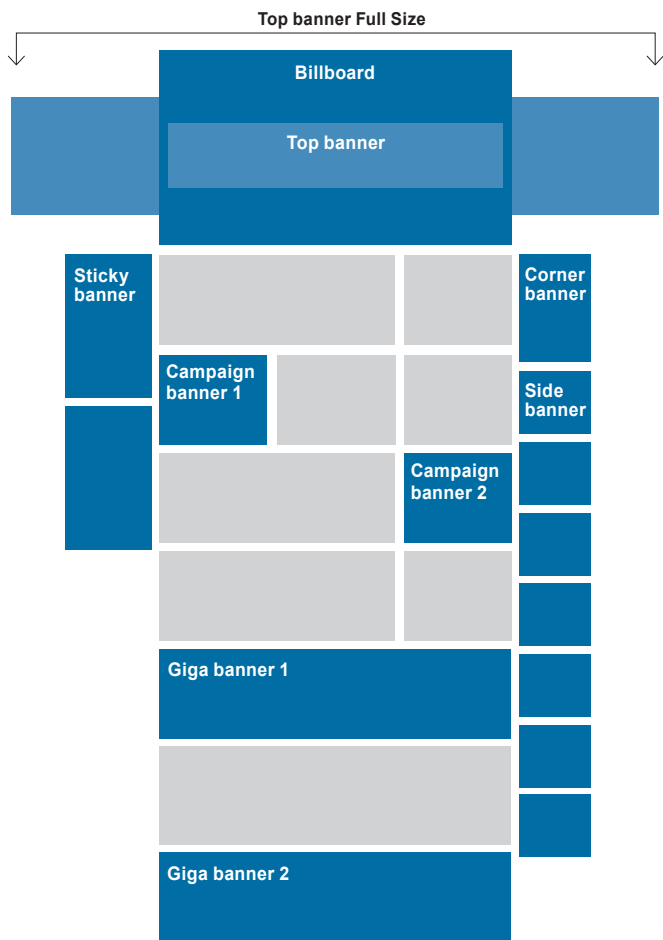
Reporter

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sture.markstrom@motormagasinet.se

Start page, prices per month



Top banner Full Size 1800x450 px, static, max 250 kb	SEK 33 900
Billboard 980x540 px, static or animated, max 150 kb	SEK 29 300
Top banner 930x180 px, static or animated, max 70 kb	SEK 13 800
Sticky banner 240x400 px, static or animated, max 90 kb	SEK 11 500
Corner banner 200x300 px, static or animated, max 70 kb	SEK 7 500
Side banner 200x175 px, static or animated, max 40 kb	SEK 2.300
Campaign banner 1 * 300x250 px, static or animated, max 70 kb	SEK 10 900
Campaign banner 2 ** 300x250 px, static or animated, max 70 kb	SEK 8 000
Giga banner 1 930x250 px, static or animated, max 70 kb	SEK 13 800
Giga banner 2 930x250 px, static or animated, max 70 kb	SEK 8 000

* 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 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.

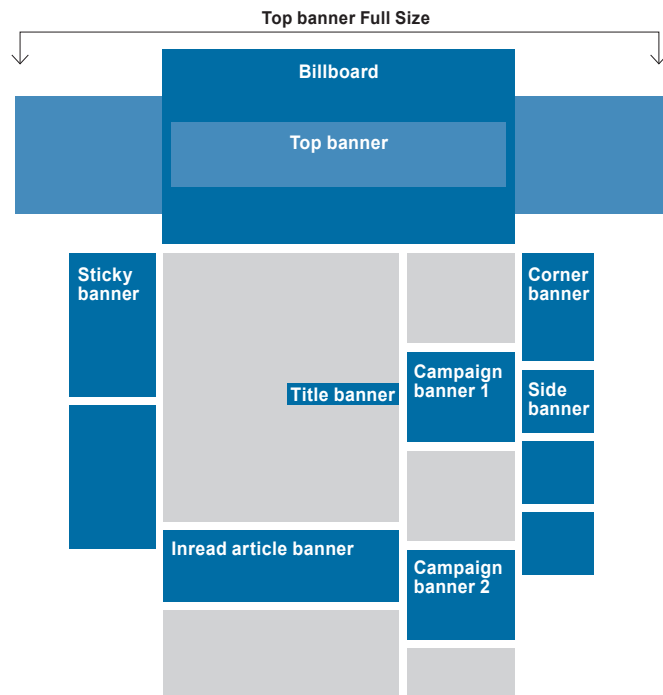
Native advertising

Native Advertising is a sponsored text
 on motormagasinet.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).

**Membership
 SEK 12 900/year.
 As a member
 you receive
 membership
 prices**

Send digital adverts to: annons@nordiskemedier.se

Article page, prices per month

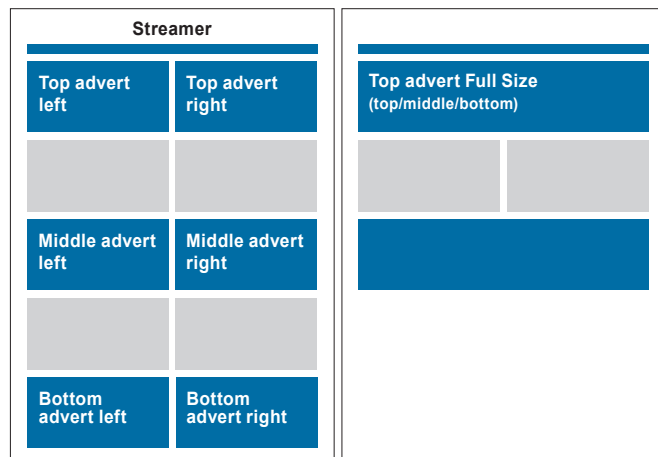


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Sticky banner 240x400 px, static or animated, max 90 kb	SEK 11 500
Corner banner 200x300 px, static or animated, max 70 kb	SEK 7 500
Side banner 200x175 px, static or animated, max 40 kb	SEK 2 300
Campaign banner 1 300x250 px, static or animated, max 75 kb	SEK 8 900
Campaign banner 2 300x250 px, static or animated, max 75 kb	SEK 6 900
Title banner 300x60 px, static, max 20 kb	SEK 15 000
Inread article banner 660x200 px, static or animated, max 100 kb	SEK 15 000

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 are included in the price (one proof, then SEK 1.000 per started hour)
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Newsletter, prices per mailing



Streamer 820x28 px, static, max 50 kb. Price per week	SEK 8 600
Top advert 400x200 px, static, max 50 kb	SEK 3 500
Top advert Full Size 820x200 px, static, max 50 kb	SEK 6 900
Middle advert 400x200 px, static, max 50 kb	SEK 2 300
Middle advert Full Size 820x200 px, static, max 50 kb	SEK 4 600
Bottom advert 400x200 px, static, max 50 kb	SEK 1 700
Bottom advert Full Size 820x200 px, static, max 50 kb	SEK 3 500

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)

All prices are membership prices

MotorMagasinet - For those who want to follow the industry

Motormagasinet is the automotive aftermarket industry's leading news source in print and digital. Here you get information and inspiration about everything that happens in the industry. Technology is moving fast and we are facing a thorough transformation of the vehicle fleet, with new types of drive systems and completely new forms of ownership and access to cars. Demands are increasing in the country's vehicle workshops for new knowledge, new types of equipment. Various forms of quality assurance and follow-up are required.

All this and much more is covered by Motormagasinet.

It is offered as a newspaper once a week, both in print and as an e-paper. In addition, we are available online through the well-visited website motormagasinet.se, in social media and in newsletters at least twice a week.

In each issue of Motormagasinet you will receive top news, coverage of the industry and in-depths in one or more themes, all written by our initiated reporters.

If you want to stay informed about what is happening in the industry – then you should follow Motormagasinet.

Readers value the ads high in Motormagasinet:

- 25%** of our readers have purchased/ordered product/service
- 71%** of our readers is seeking more information on the Web or other sources
- 22%** of our readers tear out and save the ads
- 60%** of our readers are discussing the ads with colleagues

Facts taken from Motormagasinet's reader survey

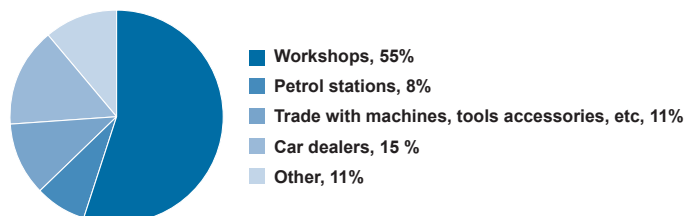
- Motormagasinet has **58,000** readers
- The majority read the newspaper for more than **30 minutes**
- Motormagasinet has an average of **4** readers per copy
- **95%** of Motormagasinet's readers have influence in decision-making
- **93%** of Motormagasinet's readers see ads as an integral part of the newspaper
- **78%** of Motormagasinet's readers see the paper as an important source of information in their professional capacity

Fairs and events 2023

18–21 jan	Automässan 2023 Göteborg
Sep	Inspirationsdagen, 100% verkstad,

Target Group

Motormagasinet is read at car workshops, petrol stations, car dealers, retailers and wholesalers with accessories and work equipment, tyre varnish and body workshops, and manufactures of vehicles and spare parts. The target group is divided up as follows:



INSPIRATIONSDAGEN Fokus: Bilverkstad

Motormagasinet arranges a full day for the automotive industry.

Purpose and goal is to highlight important industry issues, show what taking place in the market, highlighting current topics and showcasing products and services in workshops. The target group is all the country's workshops, both free and authorized are invited to this day. Inspiration day is free of charge for visitors. Marketing takes place via advertisements in Motormagasinet, website, newsletter and direct e-mailing. As a partner you will be visible in all marketing communications before, during and after the event.

Technical Print Information

Advertising

Print-optimized PDF. Colour images and colours in the document must be saved in cmyk. Typefaces and images must be enclosed/embedded. Use only PostScript or Open-type typefaces. A hourly rate of SEK 950 is charged for any extra work.

Pictures

Image resolution 170 dpi
Amount of colours 240 %
ICC-profile is to download at www.motormagasinet.se

Prices

All prices exclusive of VAT. Terms of payment against invoice, 10 days. Booked advert can not be cancelled later than 30 days before publishing date. For advertising material that arrives late, the advert is charged in its entirety even if it was not possible to insert correctly.

Additional charges

Specified placement: 10 %.

Advertising Material, send to:

annons.motormagasinet@nordiskemedier.se