

# Transport Logistikidag

Media Info 2019

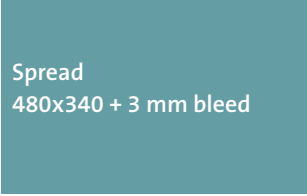
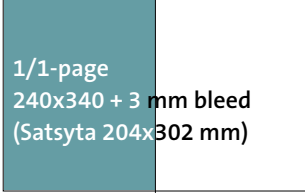
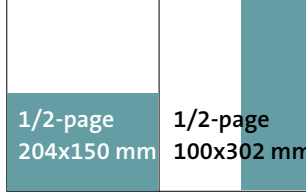
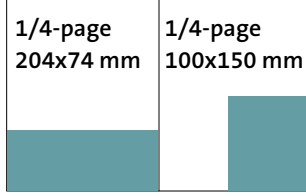
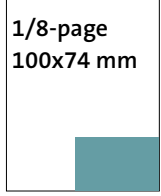




# Publishing schedule 2019

Issue	Publ. date	Material	Trade fairs
1	February 13	January 23	
2	April 4	March 14	
3	June 12	May 22	
4	September 4	August 14	Nordic Rail
5	October 16	September 25	Logistik & Transport
6	November 28	November 7	

## Format och prices print

 <p>Spread 480x340 + 3 mm bleed</p>	 <p>1/1-page 240x340 + 3 mm bleed (Satsyta 204x302 mm)</p>	 <p>1/2-page 204x150 mm</p>	 <p>1/2-page 100x302 mm</p>	 <p>1/4-page 204x74 mm</p>	<p>1/4-page 100x150 mm</p>	<p>1/8-page 100x74 mm</p>
SEK 54.600	SEK 31.600	SEK 21.100	SEK 21.100	SEK 16.600	SEK 16.600	SEK 8.500

### Special format

<b>2:nd cover</b> , 240x340 + 3 mm bleed	<b>SEK 36.340</b>
<b>4:th cover</b> , 240x340 + 3 mm bleed, Note! 30 mm white in top for adress	<b>SEK 39.500</b>
<b>Special format page 4-5</b> , 480x94 mm	<b>SEK 24.900</b>
<b>Job ad</b> Job ad at transportnet.se and in the newsletter for 30 days	<b>SEK 5.995</b>

### Marknadstorget

**Format**  
100x74 mm  
SEK 6.900/year  
Note! – books annually

**Format**  
100x150 mm  
SEK 9.900/year

### Supplements

Price exempel: A4, 4–8 pages,  
Max 50 gram

**SEK 30.100**

### Advertorials

You contribute with facts. We compile/write and  
design your ad in an editorial manner as finished  
concepts.

## Contact



**Görel Johansson**  
Media Manager  
+ 46 736-82 53 65  
gorel.johansson@nordiskemedier.se



**Mikael Mildén**  
Editor-in-Chief  
+46 73-682 53 11  
mikael.milden@nordiskemedier.se



**Paulina Stjernholm**  
Media Manager (parental leave from Febr. 2019)  
+46 708-22 66 72  
paulina.stjernholm@nordiskemedier.se



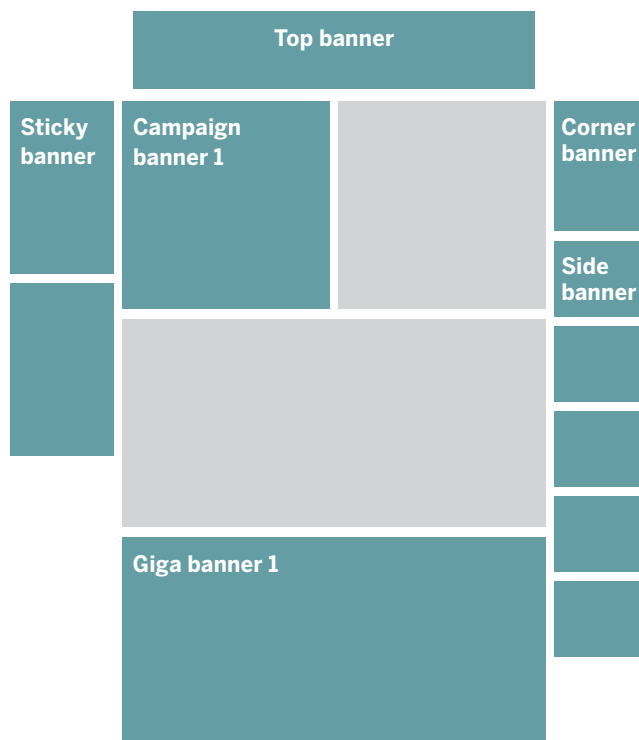
**Ingela Engman**  
Media Sales  
+46 325-34080  
engmanengman@telia.com

**Send print material to:**  
annons.transportidag@nordiskemedier.se  
**Send material for web/newsletter to:**  
annons@nordiskemedier.se

**Subscription**  
transportidag@pressdata.se  
Phone +46 8-799 62 18  
Fax +46 8-98 45 72

# Format & prices web/newsletter

## Start page for members/month

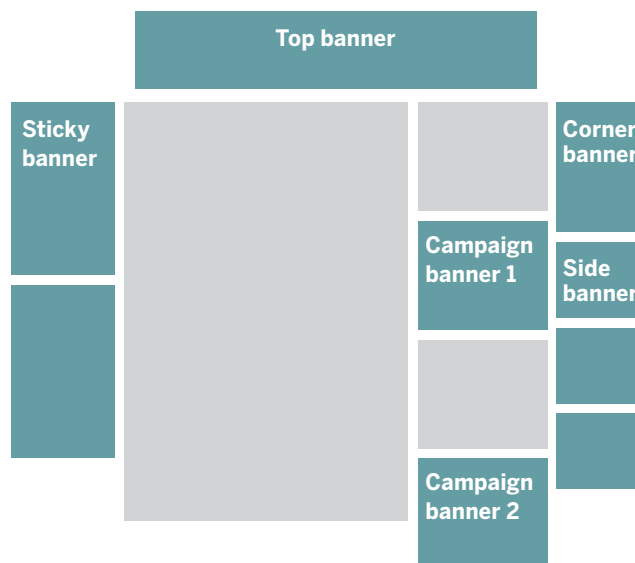


**Top banner** 930x180 px, static or animated, max 70 kb..... SEK 12 000  
**Sticky banner** 240x400 px, static or animated, max 90 kb..... SEK 10 000  
**Corner banner** 200x300 px, static or animated, max 70 kb..... SEK 6 500  
**Side banner** 200x175 px, static or animated, max 40 kb .....SEK 2 000  
**Campaign banner 1** 480x480 px, static or animated, max 75 kb .... SEK 9 500  
**Giga banner 1** 980x480 px, static or animated, max 150 kb ..... SEK 12 000

### 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.

## Article page for members/month

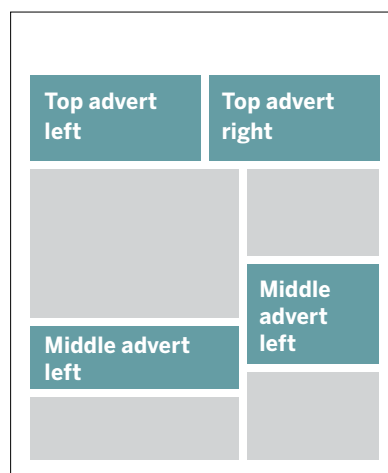


**Top banner** 930x180 px, static or animated, max 70 kb..... SEK 12 000  
**Sticky banner** 240x400 px, static or animated, max 90 kb..... SEK 10 000  
**Corner banner** 200x300 px, static or animated, max 70 kb..... SEK 6 500  
**Side banner** 200x175 px, static or animated, max 40 kb .....SEK 2 000  
**Campaign banner 1** 300x250 px, static or animated, max 75 kb .....SEK 7 750  
**Campaign banner 2** 300x250 px, static or animated, max 75 kb .....SEK 6 000

### 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 for members/day



**Top advert left** 400x200 px, static, max 50 kb.....SEK 3 000  
**Middle advert left** 490x147 px, static, max 50 kb .....SEK 2 000  
**Middle advert right** 310x235 px, static, max 50 kb .....SEK 2 000

### File types

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

## Native advertising

Native Advertising is a sponsored text on transportnet.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.

## Membership SEK 6.800/year

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

# Transport Logistik idag

Transport & Logistik Idag is the business magazine for the whole of the transports and logistics trade, including material handling and real estate. Our readers are Procurement Directors and Managers in supply chain management, as well as Managers in forwarding, material handling, road carriers, shipping companies, railroad freight and air freight.

Transportnet.se collects the latest news in transport and logistics as well as news about infrastructure and transport policy. Twice a week – Tuesday and Thursday – we deliver Sweden's most widespread newsletter on transports and logistics.

