



**VERK  
STÄDERNA**

**Media Info  
2022**

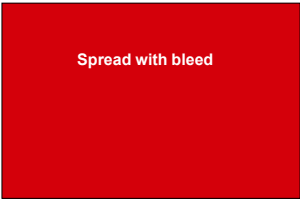
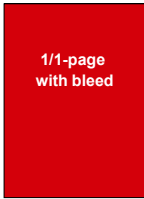

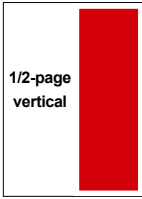
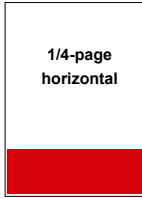
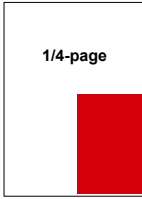
**[verkstaderna.se](http://verkstaderna.se)**



# Publishing schedule 2022

Issue	Publ. date	Material	Editorial Focus, Trade Fairs
<b>1</b>	Febr 24	Febr 3	<b>Topics:</b> CAD/CAM, Automation, steel sheet, previews maintenance trade fair <b>Fairs:</b> Maintenance, Gothenburg, March 15-18, Advanced Engineering, Kista April 6-7
<b>2</b>	April 11	March 21	<b>Topics:</b> Previews Elmia Production trade fairs, trade fair issue <b>Fairs:</b> Hannover Messe April 25-29, Production trade fairs, Jönköping, May 10-13
<b>3</b>	June 8	May 16	<b>Topics:</b> Maintenance, environmental techniques, Elmia reviews, Production trade fair
<b>4</b>	Sept 14	Aug 24	<b>Topics:</b> Automation, industrial robots, previews Scanautomatic <b>Fairs:</b> AMB, Stuttgart September 13-17
<b>5</b>	Oct 10	Sept 20	<b>Topics:</b> Cutting fluids, steel sheet, EuroBLECH, Elmia Subcontractor, trade fair issue <b>Fairs:</b> Scanautomatic, Gothenburg, October 18-20, EuroBLECH, Hannover, October 25-28, Elmia Subcontractor, Jönköping, November 8-11
<b>6</b>	Dec 8	Nov 18	<b>Topics:</b> Additive technique, Automation reviews Elmia Subcontractor

## Advertising format & prices print

					
Format 430x285 + 5 mm bleed <b>Spread</b> SEK 35.700 <b>For centre spread</b> SEK 59.000	Format 215x285 + 5 mm bleed <b>1/1-page</b> SEK 21.900	Format 185x123 mm <b>1/2-page horizontal</b> SEK 14.900	Format 90x123 mm <b>1/4-page vertical</b> SEK 14.900	Format 185x59 mm <b>1/4-page horizontal</b> SEK 10.200	Format 90x59 mm <b>1/4-page vertical</b> SEK 10.200

### Special format

<b>Page 4</b> , 1/1-page, 215x285 + 5 mm bleed .....	SEK 22.800
<b>Page 9</b> , 1/1-page, 215x285 + 5 mm bleed .....	SEK 23.800
<b>2nd Cover</b> , 1/1-page, 215x285 + 5 mm bleed .....	SEK 24.800
<b>3rd Cover</b> , 1/1-page, 215x285 + 5 mm bleed .....	SEK 22.800
<b>4th Cover</b> , 1/1-page, 215x257 + 5 mm bleed sides+bottom.....	SEK 26.800

#### Product news

Guaranteed place in the next issue of Verktädsderna.....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 Verktädsderna 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.irtam@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

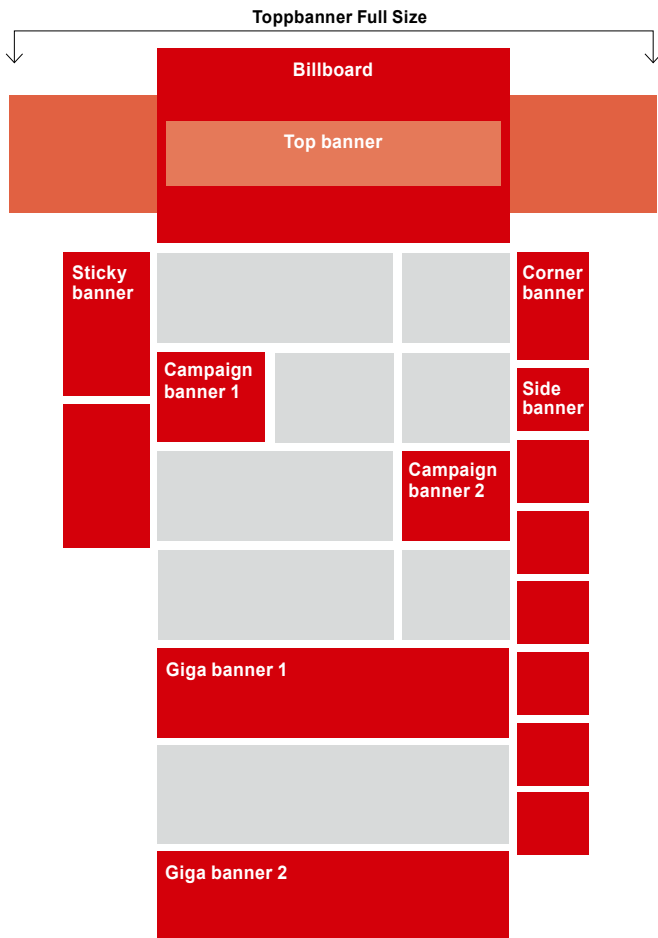
Print-optimized PDF, Resolution: 300 dpi  
Send to: annons.verkstaderne@nordiskemedier.se

### SUBSCRIPTION

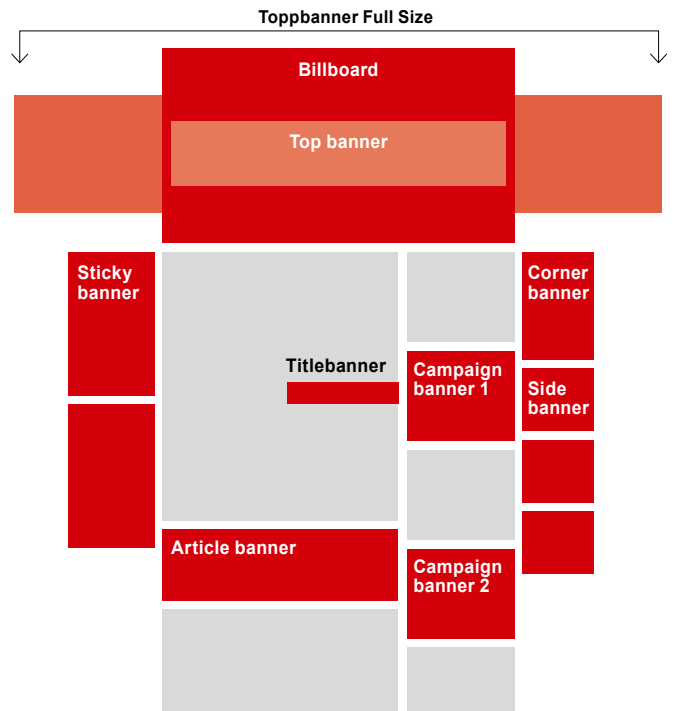
prenumeration@nordiskemedier.se

# Format & prices web/newsletter

## Start page, prices per month



## Article page, prices per month



<b>Top banner Full Size</b> 1800x450 px, static, max 250 kb .....	SEK 39.500
<b>Billboard</b> 980x540 px, static or animated, max 150 kb .....	SEK 34.500
<b>Top banner</b> 930x180 px, static or animated, max 70 kb .....	SEK 24.500
<b>Sticky banner</b> 240x400 px, static or animated, max 90 kb .....	SEK 17.500
<b>Corner banner</b> 200x300 px, static or animated, max 70 kb .....	SEK 11.500
<b>Side banner</b> 200x175 px, static or animated, max 40 kb .....	SEK 3.250
<b>Campaign banner 1*</b> 300x250 px, static or animated, max 70 kb .....	SEK 17.500
<b>Campaign banner 2**</b> 300x250 px, static or animated, max 70 kb .....	SEK 10.000
<b>Giga banner 1</b> 930x250 px, static or animated, max 70 kb .....	SEK 21.500
<b>Giga banner 2</b> 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 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 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).

## Membership SEK 11.800/year.

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

## DIGITAL WEB MATERIAL

Send to: annons@nordiskemedier.se

<b>Top banner Full Size</b> 1800x450 px, static, max 250 kb .....	SEK 39.500
<b>Billboard</b> 980x540 px, static or animated, max 150 kb .....	SEK 34.500
<b>Top banner</b> 930x180 px, static or animated, max 70 kb .....	SEK 24.500
<b>Sticky banner</b> 240x400 px, static or animated, max 90 kb .....	SEK 17.500
<b>Corner banner</b> 200x300 px, static or animated, max 70 kb .....	SEK 11.500
<b>Side banner</b> 200x175 px, static or animated, max 40 kb .....	SEK 3.250
<b>Campaign banner 1</b> 300x250 px, static or animated, max 75 kb .....	SEK 13.750
<b>Campaign banner 2</b> 300x250 px, static or animated, max 75 kb .....	SEK 10.750
<b>Title banner</b> 300x60 px, static, max 20 kb .....	SEK 22.500
<b>Article banner</b> 660x200 px, static or animated, max 100 kb .....	SEK 10.000

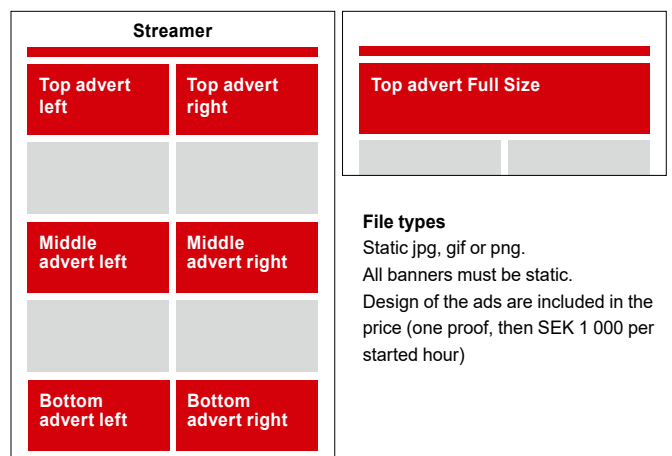
### File types

Static jpg, animated gif, Html (zip-file) Script

All banners must be responsive. Animations should keep within 20 seconds.  
 Design of the ads 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)

<b>Streamer</b> 820x28 px, static, max 50 kb .....	SEK 13.000*
<b>Top advert Full Size</b> 820x200 px, static, max 50 kb .....	SEK 10.500
<b>Top advert</b> 400x200 px, static, max 50 kb .....	SEK 5.000
<b>Middle advert</b> 400x200 px, static, max 50 kb .....	SEK 4.000
<b>Bottom advert</b> 400x200 px, static, max 50 kb .....	SEK 2.500

\* 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

**Maintenance**, Gothenburg March 15-18

**Advanced Engineering**, Kista April 6-7

**Hannover messe** April 25-29

**Production trade fairs**, Jönköping May 10-13

**AMB, Stuttgart** September 13-17

**Scanautomatic**, Gothenburg October 18-20

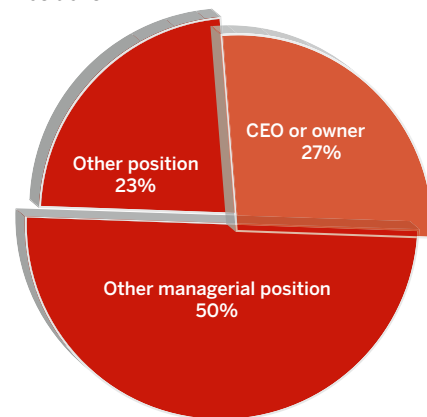
**EuroBlech**, Hannover October 25-28

**Elmia Subcontractor**, Jönköping November 8-11

## 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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