

The leading B2B magazine in Sweden about Recycling and Waste management!

# ReCycling

The background image shows a large industrial facility, likely a waste-to-energy plant or a recycling center. In the foreground and middle ground, there is a massive pile of mixed municipal waste, including plastic bags, paper, and other debris. A mechanical claw with multiple tines is suspended from above, positioned over the waste pile. The facility has a high ceiling with visible structural beams and some lighting fixtures. The overall scene conveys the scale of waste management operations.

## Media info 2021

Print / Web / Events

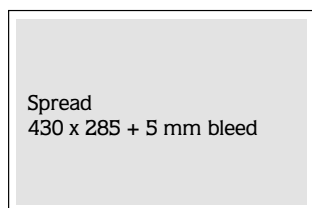
[recyclingnet.se](http://recyclingnet.se)

# Editorial Programme 2021

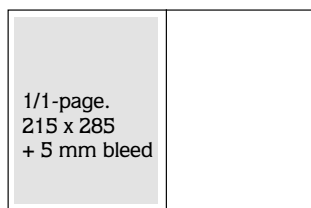
Issue	Publ date	Material	Features*	Events we cover
1	Feb 26th	Feb 5th	Remediation/Hazardous waste	
2	April 16th	March 26th	Curbside collection, Route Planning	
3	June 9th	May 19th	Food Waste, Biogas, Waste Systems	
4	Sept 17th	Aug 26th	Recycling & Waste management, Recycling Machines- and equipment	Rapport Avfall Sverige vårmöte Västerås 1-2 jun
5	Oct 29th	Oct 8th	Scrap-, Metal- & Electronics Recycling	
6	Dec 14th	Nov 23rd	Building and Construction Waste, Decontamination, Contracting	
Supplement 1	Supplement in No 6	Nov 23rd	Product news	
Supplement 2	Supplement in No 6	Nov 23rd	Calender	

\*Subject to any changes.

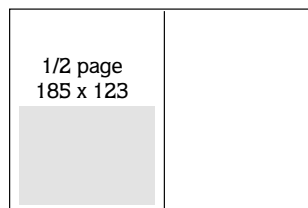
## Format and price PRINT



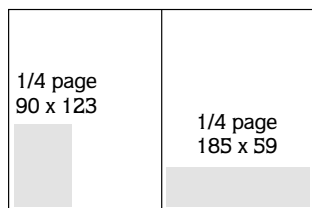
Spread SEK 48.900



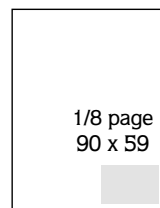
1/1-page SEK 34.000



1/2-pagez SEK 20.500



1/4-page SEK 11.800



1/8-page SEK 5.400

Cover page 2 SEK 34.500  
Cover page 3 SEK 33.360  
Cover page 4 SEK 35.500

NOTE! Location of Print Address (30 mm) at the top of cover page 4.

Supplement Magazine  
2-pages SEK 28.600  
4-pages SEK 30.700  
Max 50 g



## Material

Advertising material are sent to: [annons.recycling@nordiskemedier.se](mailto:annons.recycling@nordiskemedier.se)

## Advertorials

Recycling 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 to be interviewed by a journalist. We compile, write and design your ad in a editorial way as a complete concept, which you approve.

For more information and quotation, please contact the marketing department.

## Job advertisements

**For quotation or booking contact:**

Jerker Evaldsson  
phone +46 70-975 99 40  
[jerker.evaldsson@nordiskemedier.se](mailto:jerker.evaldsson@nordiskemedier.se)

## Newsletter

<b>Advertising portal</b>		
<b>Prices are valid for members / month.</b>		
<b>Top banner</b>		
Start page + Other pages		SEK 9.000
Article page		SEK 9.000
930x180 px - max 70kb		
<b>Billboard</b>		
Start page + Other pages		SEK 17.000
Article page		SEK 17.000
980x540 px - max 150kb		
<b>Top banner Full Size</b>		
Start page + Other pages		SEK 19.750
Article page		SEK 19.750
1800x450 px - max 250kb		
<b>Sticky banner</b>		
Start page + Other pages		SEK 7.500
Article page		SEK 7.500
240x400 px - max 90kb		
<b>Corner banner</b>		
Start page + Other pages		SEK 4.750
Article page		SEK 4.750
200x300 px - max 70kb		
<b>Side banner</b>		
Start page + Other pages		SEK 1.400
Article page		SEK 1.400
200x175 px - max 40kb		
<b>Campaign banner 1</b>		
Start page 300x250 px		SEK 7.250
Article page 300x250 px		SEK 5.750
Other pages 300x250 px		SEK 2.850
max 75kb		
<b>Campaign banner 2</b>		
Start page 300x250 px		SEK 5.000
Article page 300x250 px		SEK 4.500
Other pages 300x250 px		SEK 2.850
max 75kb		
<b>Giga banner 1</b>		
Start page		SEK 9.000
930x250 px - max 150kb		
<b>Giga banner 2</b>		
Start page		SEK 5.000
930x250 px - max 150kb		
<b>Article banner text</b>		
Article page		SEK 14.000
300x60 px, - max 20kb		
<b>Inread article banner</b>		
Article page		SEK 18.000
660x200 px, - max 100kb		

**Advertising newsletter**  
Prices are valid for members / day.

**Streamer**  
SEK 6.500 / day  
820x28 px, max 50kb

**Top advert Full Size**  
SEK 5.000 / day  
820x200 px, max 50kb

**Middle advert Full Size**  
SEK 5.000 / day  
820x200 px, max 50kb

**Bottom advert Full Size**  
SEK 5.000 / day  
820x200 px, max 50kb

**Top advert**  
SEK 2.500 / day  
400x200 px, max 50kb

**Middle advert**  
SEK 2.000 / day  
400x200 px, max 50kb

**Bottom advert**  
SEK 1.500 / day  
400x200 px, max 50kb

- 12 months side banner on web
- 1 top advert in newsletter
- 2 middle adverts in newsletter
- 2 bottom adverts in newsletter
- 1 year membership

# SEK 15.000

All banners on the portal in addition to the title banner can seat up to three others and rotate at page shift. Page banners rotate both horizontally and vertically.

Ads and banners are linked to your website, and you may want to attach another link as you leave your material.

## File types

- Static jpg, max 75 kb
- Animated gif, max 75 kb
- Html (zip-file) Script
- Animations should keep within 20 seconds.

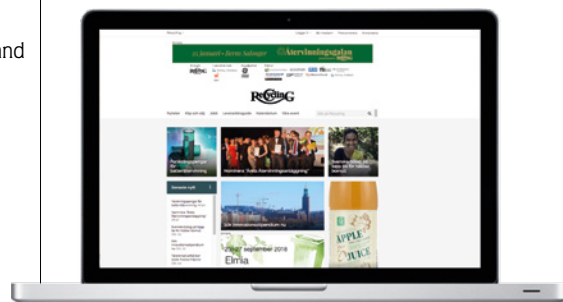
Static banners: jpg, gif eller png.  
(In the newsletter all banners should be static.)

All banners must be responsive.



Native Advertising is a sponsored text on recyclingnet.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.

All ad prices are member prices. Prices for non members is double. Contact us for more information.



**Send the material incl. landing page to:**  
**annons@nordiskemedier.se**  
**Mark the material with "recycling"**



## Welcome to an exciting 2021 with Recycling!

Sweden's leading magazine in the field of waste management and recycling will publish seven issues during the year. Daily news about these topics are published on our website [www.recyclingnet.se](http://www.recyclingnet.se), and every Tuesday and Thursday we also send out our newsletter reaching 6500 decision makers in the business.

News publication is an important pillar for us, but we also arrange a number of highly appreciated events each year. In 2021 these are:

- The Recycling Gala at Berns in Stockholm

- The Recycling Day, in Helsingborg in the spring and in Stockholm in the autumn.
- Recycling Cup, a golf competition for the waste and recycling business.

So, whether you prefer print magazines, web sites, digital newsletters and/or events, Recycling carries your message best!

Peter Olofsson  
Editor in chief, Recycling



## Events

Recycling organizes a variety of events. Contact us for more information.



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

 **Återvinningsgalan**  
presenteras av   
[atervinningsgalan.se](http://atervinningsgalan.se)

 **Recycling  
dagen**  
[recyclingdagen.se](http://recyclingdagen.se)

## Contact



**Editor in Chief**  
Peter Olofsson  
phone +46 70-833 54 86  
[peter.olofsson@nordiskemedier.se](mailto:peter.olofsson@nordiskemedier.se)



**Media Manager**  
Jerker Evaldsson  
phone +46 70-975 99 40  
[jerker.evaldsson@nordiskemedier.se](mailto:jerker.evaldsson@nordiskemedier.se)



**Media Sales**  
Ingela Engman  
phone +46 325-340 81  
[engmanengman@telia.com](mailto:engmanengman@telia.com)