



Underhåll & Driftsäkerhet

MEDIA INFO 2024

Magazine – Web – Event

Pumps/Valves

Lubrication Technology

Safety/Security

Maintenance Technology

Process Industry

Maintenance & Economy

Surface Protection

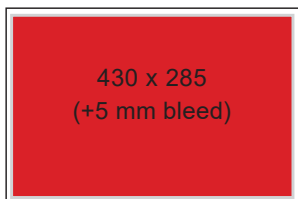
UochD.se

A magazine about maintenance, future and present!

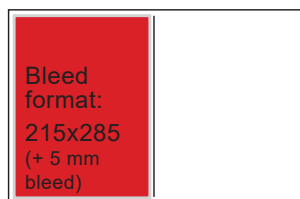
Publishing Dates 2024

Edition	Publ.Date	Deadline	Feature
1	6 march	14 february	Exhibition issue Underhållsmässan, 12-15 march, Gbg
2	24 april	3 april	Pumps, valves & sealings, lubrication
3	7 june	22 may	Surface protection, Automation/Digital security
4	2 october	11 september	Processmässan 8-10 october Efterrapport VA-mässan
5	6 november	16 october	Maintenance technology, Automation/Digitalization
6	13 december	22 november	Surface protection, AI, reliability, IT

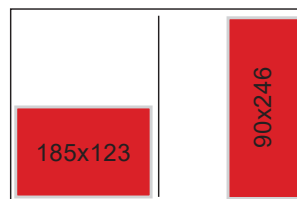
Formats and Prices Print



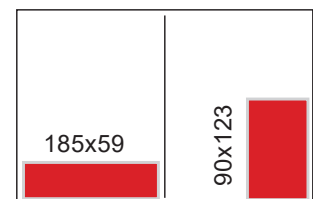
SPREAD
SEK 75 900



1/1-PAGE
SEK 48 000



1/2-PAGE
SEK 29 000



1/4-PAGE
SEK 16 800

COVER PAGES

page	price
omslag 2:*	49 000 SEK
omslag 3:*	48 500 SEK
omslag 4:*	50 000 SEK

* 215x285 + 5 mm bleed

INSERTS

A4 2-side	25 000 SEK
A4 4-side	29 000 SEK

Job Ads

30% on the regular price list.

Request location

10% is added to the regular price.

Discount

Quantity discount according to quote.

Material

E-mail advertisement to:
annons.ud@nordiskemedier.se

Contacts

Editor-in-cheif

Magnus Lilienström
+46 (0) 42 490 19 67
magnus.lilienstrom@nordiskemedier.se

Reporter

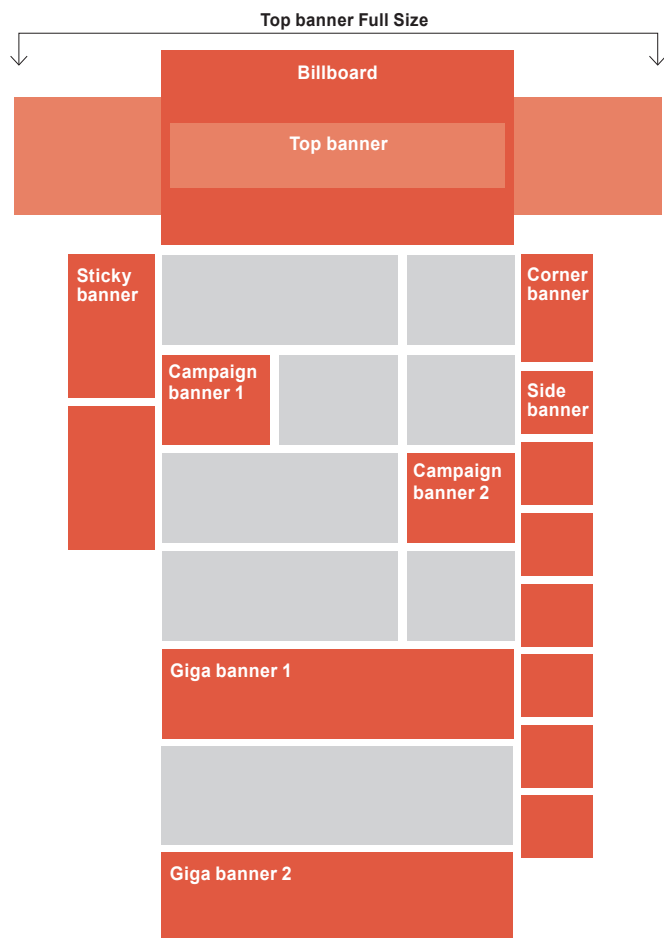
Emelie Werme
+46 (0) 70 090 20 94
emelie.werme@nordiskemedier.se

Media manager

Lena Jacobs
Tel: 073-682 53 19
lena.jacobs@nordiskemedier.se

Ad format & prices web/newsletter

Start page, prices per month



Top banner Full Size 1800x450 px, static, max 250 kb	SEK 45 500
Billboard 980x540 px, static or animated, max 150 kb	SEK 39 200
Top banner 930x180 px, static or animated, max 70 kb	SEK 21 000
Sticky banner 240x400 px, static or animated, max 90 kb	SEK 17 200
Corner banner 200x300 px, static or animated, max 70 kb	SEK 11 000
Side banner 200x175 px, static or animated, max 40 kb	SEK 3 300
Campaign banner 1* 300x250 px, static or animated, max 70 kb	SEK 16 700
Campaign banner 2** 300x250 px, static or animated, max 70 kb	SEK 11 500
Giga banner 1 930x250 px, static or animated, max 70 kb	SEK 21 000
Giga banner 2 930x250 px, static or animated, max 70 kb	SEK 11 500

* When you buy ad slot no 1 you will also be visible at ad slot no 3, further down on the page

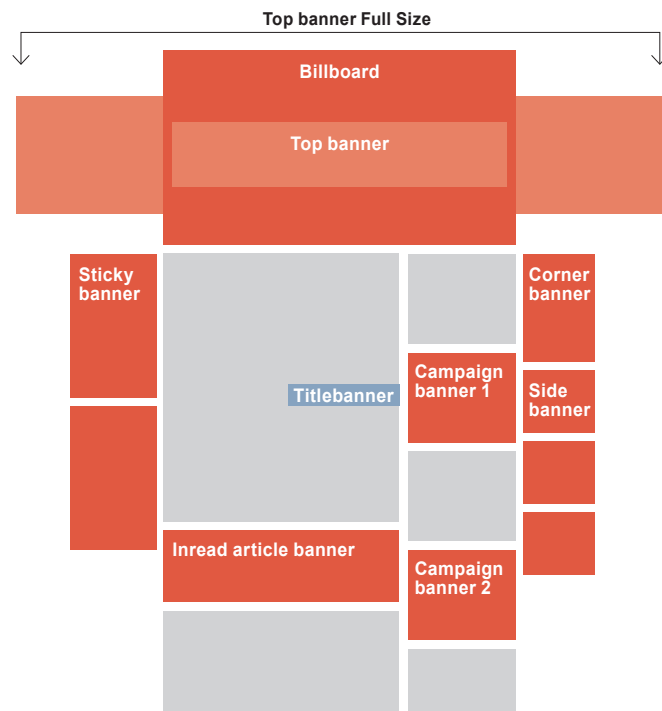
** When you buy ad slot no 2 you will also be visible at ad slot no 4, further down on the page

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.

Article page, prices per month



Top banner Full Size 1800x450 px, static, max 250 kb	SEK 45 500
Billboard 980x540 px, static or animated, max 150 kb	SEK 39 200
Top banner 930x180 px, static or animated, max 70 kb	SEK 21 000
Sticky banner 240x400 px, static or animated, max 90 kb	SEK 17 200
Corner banner 200x300 px, static or animated, max 70 kb	SEK 11 000
Side banner 200x175 px, static or animated, max 40 kb	SEK 3 300
Campaign banner 1 300x250 px, static or animated, max 75 kb	SEK 13 300
Campaign banner 2 300x250 px, static or animated, max 75 kb	SEK 10 400
Title banner 300x60 px, static, max 20 kb	SEK 16 200
Inread article banner 660x200 px, static or animated, max 100 kb	SEK 21 000

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

Streamer			
Top advert left	Top advert right	Top advert Full Size	
Middle advert left	Middle advert right		
Bottom advert left	Bottom advert right		

Streamer 820x28 px.....SEK 22 000/day
Top ad Full Size 820x200 pxSEK 18 400/day
Top ad 400x200 px..... SEK 9 200/day
Middle ad 400x200 px..... SEK 6 340/day
Bottom ad 400x200 px SEK 4 600/day

The newsletter is distributed
two times a week.

Membership package

- 12 months page banner on the portal
- 1 top ad in the newsletter
- 2 center ads in the newsletter
- 2 bottom ads in the newsletter
- 1 year membership

20 700 SEK

Membership

The membership includes:

- Posts on the member page
- Company profile
- 50% discount on digital banners

12 800 SEK/year

Material

E-mail material including landing page to: annons@nordiskemedier.se

Mark the material with uod.se

Welcome to Swedens only Magazine/ Web portal entirely focused on the topic of maintenance!

Underhåll & Driftsäkerhet (Maintenance & Reliability) does not have an equivalent in Sweden. Every page, every issue is to 100 % designated to maintenance and reliability topics. With good maintenance you get good reliability. That is why our name is what it is!

We mainly write about Swedish companies and trade exhibitions, but since many of our larger companies are present on the global arena we also look outside the Swedish borders. The technical development is moving very fast at present. All the time new sensors, improved versions of existing maintenance systems and sometimes completely new solutions and systems are launched. For instance there are quite a few

diligent experiments with drones. They are used to inspect wind turbines, control of internal combustion chambers and newly blasted mine passages. Experts are using augmented reality to guide maintenance personnel, sometimes from the other side of the world. Additive manufacturing, also known as 3D-printing, has opened up the possibility to make spare parts fast and easy, which shortens the often very costly downtime in connection to breakdowns. This and a lot of other topics is what we cover in U&D. Enjoy your reading!

*Magnus Lilienström,
chefredaktör*

exhibitions we monitor

Underhållsmässan,
Processmässan

12-15 mars, Gbg
8-10 oktober

Native advertising

Native advertising is sponsored text on the web that is labeled as an ad. The content is designed so that the user experiences it as a natural part of the platform. The sponsored content must, to give maximum effect, be relevant to the target group and add value for the reader.