

Leveranstidningen **Entreprenad**

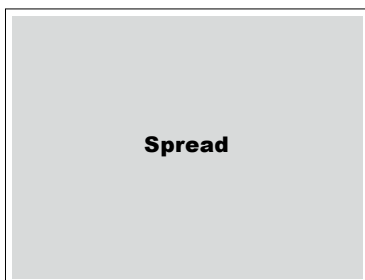
MEDIA INFO **2022**

Sweden's
leading
construction
magazine

**When you want to reach
the construction and
earthmoving business.**

PRINT

Advertisement specifications and prices for 2022



Spread

SEK 49 000

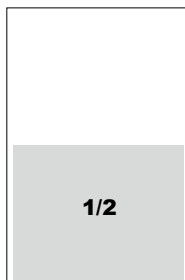
Bleed: 480x340 mm
+ 3 mm



Full page

SEK 30 500

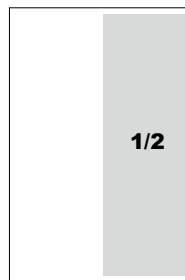
Type area: 204x302 mm
Bleed: 240x340 mm
+ 3 mm



1/2

SEK 17 500

Type area: 204x148 mm
Bleed: 240x168 mm
+ 3 mm



1/2

SEK 17 500

Type area: 100x302 mm
Bleed: 118x340 mm
+ 3 mm

Leveranstidningen Entreprenad

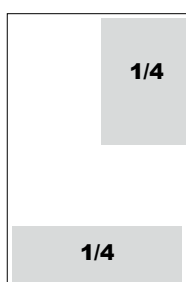
is the obvious choice of news channel for the construction industry. The readers are mainly contractors working with construction machinery, excavation, earthmoving, transport, demolition, recycling, mines and quarries.

Premium position

Top stripe, **cover** **SEK 5 500**
Exklusiv stripe, **cover**
240x45 + 3 mm **SEK 11 800**
Full page, **page 2** **SEK 34 500**
1/4 landscape, **page 4** **SEK 10 800**
1/4 landscape, **page 5** **SEK 10 800**
Full page, **page 7** **SEK 31 500**
Full page, **last inside** **SEK 31 500**
240x309, **back cover** **SEK 38 000**

Supplements / Leaflets

The magazine offers distribution of supplements and leaflets. There is also the possibility to issue supplements that target specific geographic areas.



1/4

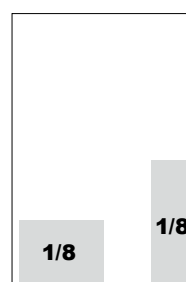
1/4

SEK 10 800

Landscape:
Type area: 204x72 mm
Bleed: 240x94 mm
+ 3 mm

SEK 9 800

Portrait: 100x148 mm



1/8

1/8

SEK 5 700

Landscape:
Type area: 100x72 mm
Portrait:
Type area: 47x148 mm

Terms of payment

Prices are excluding VAT. Advertising tax is included. Payment within 20 days. Invoicing fee will be added.

Production cost

Production costs are charges for production of advertisements, or adjustment/change of advertising material.

CANCELLATION In order to be approved, cancellation of ordered advertisements must reach Leveranstidningen Entreprenad not later than 30 days before the distribution date and for supplements not later than 60 days before the distribution date.

SUPPLEMENT

Used machinery

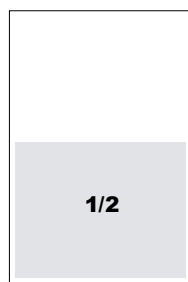
advertising for buy and sell
used machinery & rental



Full page

SEK 16 000

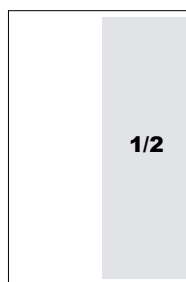
Type area: 204x302 mm



1/2

SEK 8 100

Type area: 204x148 mm



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SEK 8 100

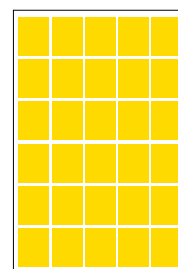
Type area: 100x302 mm

Providers & Entrepreneurs

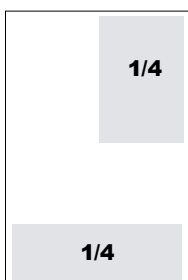
Prices

Full year
SEK 10 400

Half year
SEK 6 400
(9 issues spring)
(9 issues autumn)



37x46 mm

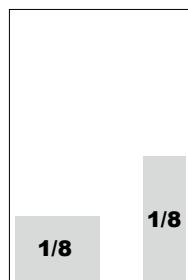


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SEK 4 050

Landscape: 204x72 mm
Portrait: 100x148 mm



1/8

1/8

SEK 2 025

Landscape: 100x72 mm
Portrait: 47x148 mm

Technical printing information

ADVERTISING MATERIAL Peter Hall, Exakta Creative
Tel: +46 (0)40-694 24 07 • annons.entreprenad@nordiskemedier.se

DIGITAL ADVERTISING MATERIAL Printing optimized PDF (color images and colors in document must be saved in cmyk). Font and images must be enclosed/embedded. Use only Postscript or Open- Type- font. If additional work is generated, the customer will be charged SEK 950/hour

IMAGES Image resolution 300 dpi • Color saturation 300%. ICC profile can be obtained at: entreprenad.com

PRINTING AND FORMAT Print Sheet-offset 4 color (cmyk) • Format 240x340 mm • Type area 204x302 mm • Wire-stitched

An advertisement on the Internet is perfect for:

- rapidly disseminating news
- strengthening the effect of your magazine advertisements
- increasing the number of visitors to your own website

14 000
unique visitors
weekly

27 000
page visits/
week

Prices

Billboard, 980x540px

SEK 25 500/month. Article page

SEK 23 000/month. Front page

Sticky Banner, 240x400px

displayed only on desktop

SEK 8 000/month.

Article page, Front page

Corner Banner, 200x300px

displayed only on desktop

SEK 6 500/month.

Article page, Front page

Side Banner, 200x175px

displayed only on desktop

SEK 2 000/month.

Article page, Front page

Campaign Banner 1, 300x250px

SEK 7 750/month. Article page

SEK 9 500/month. Front page

Campaign Banner 2, 300x250

SEK 6 000/month. Article page

SEK 7 000/month. Front page

Title Banner 300x60px

SEK 13 000/month. Static banner

Article page

Inread Article Banner, 660x200px

SEK 13 000/month. Article page

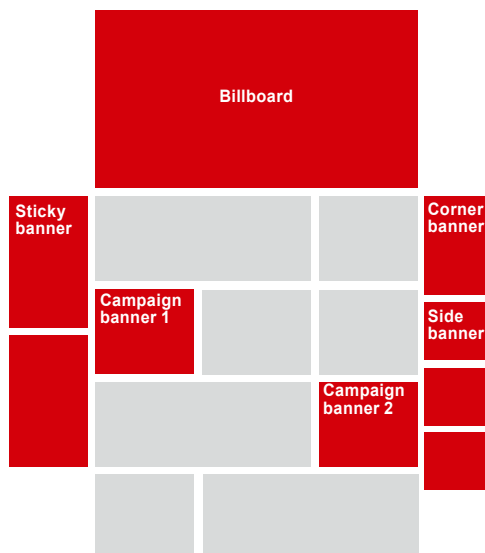
All banners, except the Title banner, share their spot with up to three others. Rotation is executed after page reload. Our site is responsive and banners adapt to the screen they are displayed on. All banners, except, Sticky, Corner and Side banners, appears on all types of screens (mobile, ipad).

Membership

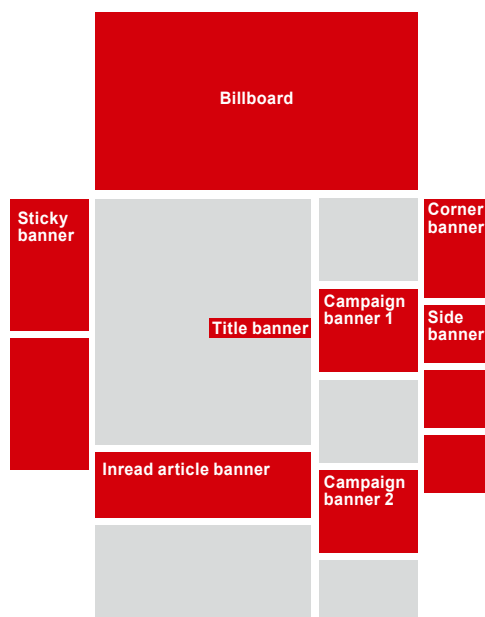
- Daily news from the branch and possibilities to comment the articles
- Company profile with all your information. Searchable on the website, and Google and other search engines
- Advertise products, machines and skills
- Your news directly to your target audiences in the section "News from Members"
- Place job adverts
- Inform about events and courses.
- Greater online visibility through a complete company profile, link to your site etc.
- Half the price on advertising when you are a member.

Price SEK 11 800/year

Front page



Article page



Newsletter

is distributed to 34,000 recipients in the construction industry every day Mon-Fri. An advertisement is highly effective and an affordable way to reach out with the right message to your customers. For maximum effect, combine advertisements in the magazine, internet and newsletter.

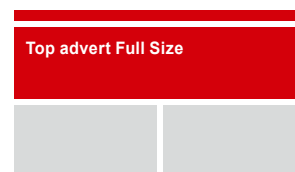
33 000
recipient/
dispatch

Newsletter, prices for members/day

Streamer



The newsletter is issued once a day.



Streamer 820x28 px SEK 7 500
Fullsize 820x200 px SEK 7 500
Top advert 400x200 px .. SEK 4 500
Midadvert 400x200 px ... SEK 2 000
Bottom advert 400x200 px SEK 2 000

File types: Static only – jpg, gif or png.

Max 50 kb.

Design of the ads are included in the price (one proof, then SEK 1 000 per started hour).

Native advertising & Advertorials

Ad labeled article in print and on website
Contact our salesmen for more info (see next page)

Send ad material for website and newsletter to:
annons@nordiskemedier.se

ISSUE	PUBLICATION	MATERIAL DAY
1	February 3	January 20
2	March 3	February 17
3	March 24	March 10
4	April 7	March 24
5	April 28	April 12
6	May 12	April 28
7	May 30	May 13
8	June 23	June 9
9	August 25	August 11
10	September 8	August 25
11	September 22	September 8
12	October 6	September 22
13	October 20	October 6
14	November 10	October 27
15	November 24	November 10
16	December 15	December 1

Exhibition Special

Exhibition Special

Five reasons to advertise

One important item to remember when you advertise is who the target readers are and how they perceive the magazine. If the reasons below are important to you, then we are the perfect forum for you to be visible.

90%

of the readers have influence in the purchasing decision-making process.

70%

of the readers react in some way after seeing one of our advertisements.

80%

of our readers find interesting information among our advertisements.

93%

of the readers feel that the magazine is good or very good.

85%

85% of our readers find the magazine is a good or really good industry medium.

Job Advertisements

Difficult finding the right people?

Having qualified personnel is one of the key ingredients for a company. However, finding the right personnel is both a long and expensive process, where the wrong recruitment could be devastating. Placing a job advertisement for qualified personnel through us will facilitate your recruitment. With us, you pay a fixed price for job advertisement on the website, newsletter and in print.

PLATSANNONS GULD

Webb+nyhetsbrev+tidning. Halvsida liggande, satsyta: 204x148 mm

SEK 13 995

PLATSANNONS SILVER

Webb+nyhetsbrev+tidning. Kvartsida stående, satsyta: 100x148 mm

SEK 7 995

Contact our advertising department



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Dennis Ivarsson

Key Account Manager
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