



# ***MotorMagasinet***

The Motor Trades Leading Newspaper

## **Media info 2024**

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

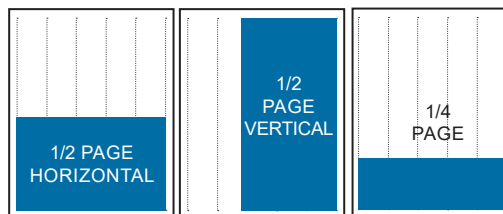


No	Publ. date	Material	Theme
1	10 January	19 december	Body / Varnish
2	17 January	3 januari	SERMI
3	24 January	10 January	Vehicle lifts / Jacks
4	31 January	17 January	Alignment- / Measuringequipment
5	7 february	24 January	Workshops and spareparts dealerships
6	14 February	31 January	Exchange parts / Spare parts
7	21 February	7 February	Brakes / Exhaust
8	28 February	14 February	Profitable workshop
9	6 March	21 February	Carwash / Car care
10	13 March	28 February	Tires / Rims
11	20 March	6 March	Workshop equipment
12	27 March	13 March	Personnel / Recruitment
13	10 April	27 March	Oil / Chemistry
14	17 April	3 April	Climate control
15	24 April	10 April	Wheel suspension / Spring system
16	2 May	19 April	Tools / Compressed air
17	8 May	24 April	Digital workshop / Business systems
18	22 May	8 May	Diagnostic
19	29 May	15 May	Gear box
20	5 June	22 May	Batteries / <b>Insert: Tires</b>
<b>21</b>	<b>12 June</b>	<b>29 May</b>	<b>Motormagasinet Deluxe</b>
22	7 August	24 July	Electrification
23	14 August	31 July	Exchange parts / Spare parts
24	21 August	7 August	Carwash / Car care
25	28 August	14 August	Vehicle lifts / Jacks
26	4 September	21 August	Lightning/Car electronics <b>Automechanika 10-14/9 Frankfurt</b>
27	11 September	28 August	Oil / Chemistry
28	18 September	4 September	Body / Varnish
29	25 September	11 September	Tires / Rims
30	2 October	18 September	Winter equipment / Car heater
31	9 October	25 September	Workshops and spareparts dealerships
32	16 October	2 October	Wheel suspension / Spring system
33	23 October	9 October	Heavy vehicles / <b>Insert: Oil</b>
34	30 October	16 October	Hand- / Special tools
35	6 November	23 October	Profitable workshop
36	13 November	30 October	Workshop equipment
37	20 November	6 November	Diagnostic
38	27 November	13 November	Batteries
39	4 December	20 November	Vehicle dismantling / Environmental management
40	11 December	27 November	Tyreshop / <b>Insert: The past year</b>



528x372 mm  
SEK 79 900

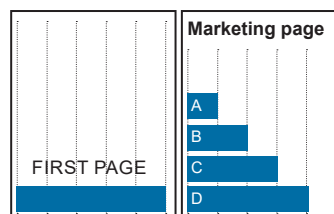
252x372 mm  
SEK 53 800



252x185 mm  
SEK 37 700

149x355 mm  
SEK 37 700

252x90 mm  
SEK 26 900



252x45 mm  
SEK 16 900

A. 47x40 mm SEK 2 280  
B. 98x40 mm SEK 4 560  
C. 149x40 mm SEK 6 840  
D. 201x40 mm SEK 9 120

**Prices free format:**

Text page: SEK 63/spaltmm

Market page: SEK 57/spaltmm

**Advertorials**

We offer advertorial ads in the magazine. This is 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.

**Job ad**

Place your job ad in Motormagasinet, on the website and in our newsletter.

**Supplements**

Let Motormagasinet be the marketing channel for your brochures, fact sheets, invitations, product presentations, offers and more. Contact the marketingdepartment for more information and prices.

**Advertising Material, send to:**

annons.motormagasinet@nordiskemedier.se

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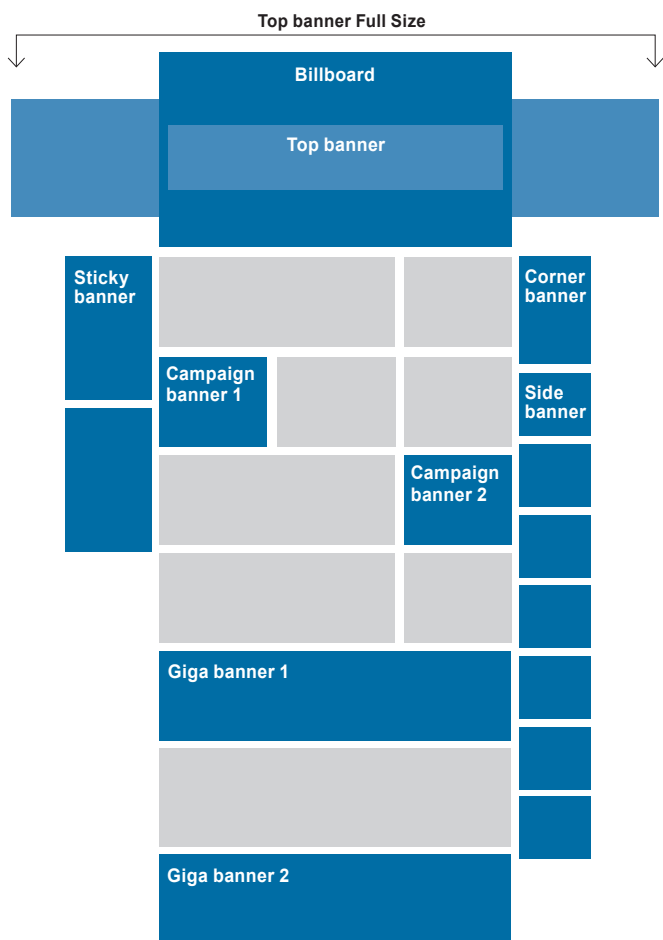


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Start page, prices per month



<b>Top banner Full Size</b> 1800x450 px, static, max 250 kb .....	SEK 69 800
<b>Billboard</b> 980x540 px, static or animated, max 150 kb .....	SEK 60 600
<b>Top banner</b> 930x180 px, static or animated, max 70 kb .....	SEK 29 600
<b>Sticky banner</b> 240x400 px, static or animated, max 90 kb .....	SEK 25 000
<b>Corner banner</b> 200x300 px, static or animated, max 70 kb .....	SEK 17 000
<b>Side banner</b> 200x175 px, static or animated, max 40 kb .....	SEK 6 000
<b>Campaign banner 1*</b> 300x250 px, static or animated, max 70 kb .....	SEK 23 900
<b>Campaign banner 2**</b> 300x250 px, static or animated, max 70 kb .....	SEK 18 000
<b>Giga banner 1</b> 930x250 px, static or animated, max 70 kb .....	SEK 29 600
<b>Giga banner 2</b> 930x250 px, static or animated, max 70 kb .....	SEK 18 000

\* 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.  
 Sticky banner, corner banner and side banner are only showed on desktop.

**Native advertising**

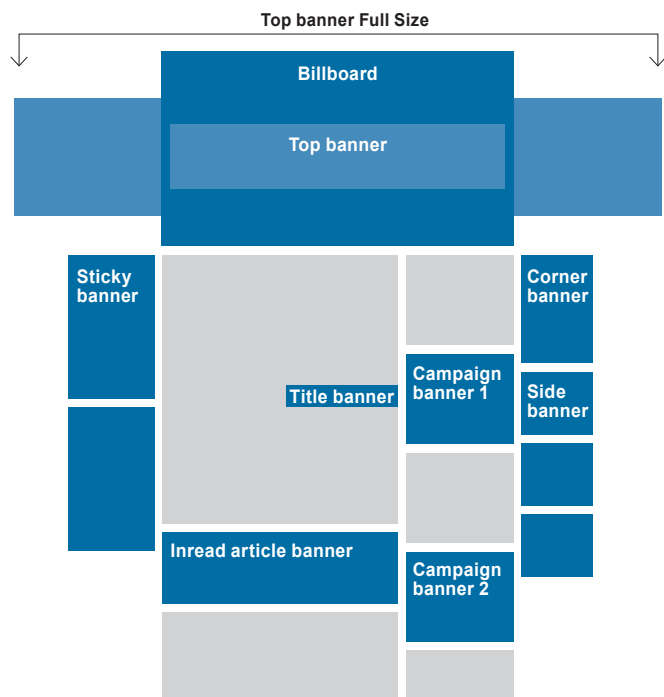
Native advertising is a sponsored text on motormagasinet.se that is marked as an ad.  
 The content is designed so that the reader perceives it as a natural part of the platform. The sponsored content should, for maximum effect, be relevant to the target audience and add value to the reader.  
 Price: SEK 15.000/week (Including telephone interview by text author).

**Membership  
 SEK 12 900/year.  
 As a member  
 you receive  
 membership  
 prices\***

Send digital adverts to: [annons@nordiskemedier.se](mailto:annons@nordiskemedier.se)

\* Members receive a 50% discount on digital advertising.

Article page, prices per month

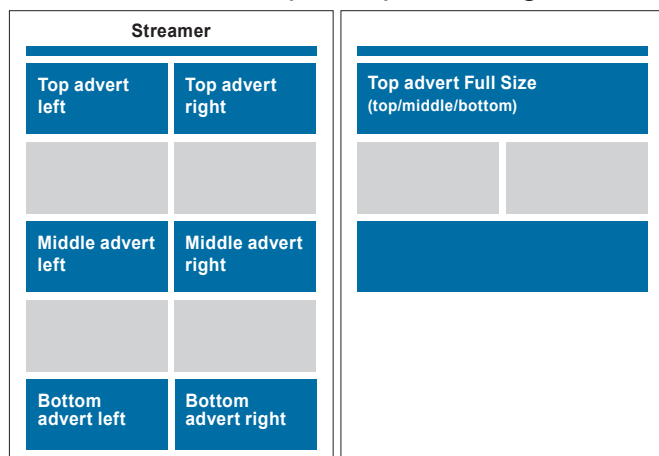


<b>Top banner Full Size</b> 1800x450 px, static, max 250 kb .....	SEK 69 800
<b>Billboard</b> 980x540 px, static or animated, max 150 kb .....	SEK 60 600
<b>Top banner</b> 930x180 px, static or animated, max 70 kb .....	SEK 29 600
<b>Sticky banner</b> 240x400 px, static or animated, max 90 kb .....	SEK 25 000
<b>Corner banner</b> 200x300 px, static or animated, max 70 kb .....	SEK 17 000
<b>Side banner</b> 200x175 px, static or animated, max 40 kb .....	SEK 6 000
<b>Campaign banner 1</b> 300x250 px, static or animated, max 75 kb .....	SEK 23 900
<b>Campaign banner 2</b> 300x250 px, static or animated, max 75 kb .....	SEK 18 000
<b>Title banner</b> 300x60 px, static, max 20 kb .....	SEK 20 000
<b>Inread article banner</b> 660x200 px, static or animated, max 100 kb .....	SEK 30 000

**File types**

Static jpg, animated gif, Html (zip-file) Script  
 All banners must be responsive. Animations should keep within 20 seconds.  
 Sticky banner, corner banner and side banner are only showed on desktop.

**Newsletter, prices per mailing**



<b>Streamer</b> 820x28 px, static, max 50 kb. Price per week .....	SEK 17 200
<b>Top advert</b> 400x200 px, static, max 50 kb .....	SEK 8 000
<b>Top advert Full Size</b> 820x200 px, static, max 50 kb .....	SEK 15 800
<b>Middle advert</b> 400x200 px, static, max 50 kb .....	SEK 5 800
<b>Middle advert Full Size</b> 820x200 px, static, max 50 kb .....	SEK 11 400
<b>Bottom advert</b> 400x200 px, static, max 50 kb .....	SEK 3 800
<b>Bottom advert Full Size</b> 820x200 px, static, max 50 kb .....	SEK 7 500

**File types**

Static jpg, gif or png.  
 All banners must be static.

# MotorMagasinet - For those who want to follow the industry

Motormagasinet is the automotive aftermarket industry's leading news source in print and digital. Here you get information and inspiration about everything that happens in the industry. Technology is moving fast and we are facing a thorough transformation of the vehicle fleet, with new types of drive systems and completely new forms of ownership and access to cars. Demands are increasing in the country's vehicle workshops for new knowledge, new types of equipment. Various forms of quality assurance and follow-up are required.

All this and much more is covered by Motormagasinet.

It is offered as a newspaper once a week, both in print and as an e-paper. In addition, we are available online through the well-visited website [motormagasinet.se](http://motormagasinet.se), in social media and in newsletters at least twice a week.

In each issue of Motormagasinet you will receive top news, coverage of the industry and in-depths in one or more themes, all written by our initiated reporters.

If you want to stay informed about what is happening in the industry – then you should follow Motormagasinet.

## Readers value the ads high in Motormagasinet:

- 25%** of our readers have purchased/ordered product/service
- 71%** of our readers is seeking more information on the Web or other sources
- 22%** of our readers tear out and save the ads
- 60%** of our readers are discussing the ads with colleagues

## Facts taken from Motormagasinet's reader survey

- Motormagasinet has **58,000** readers
- The majority read the newspaper for more than **30 minutes**
- Motormagasinet has an average of **4** readers per copy
- **95%** of Motormagasinet's readers have influence in decision-making
- **93%** of Motormagasinet's readers see ads as an integral part of the newspaper
- **78%** of Motormagasinet's readers see the paper as an important source of information in their professional capacity

## Fairs and events 2024

Automechanika Frankfurt 10-14 / 9

Motormagasinet's Branschdag – Fokus verkstad

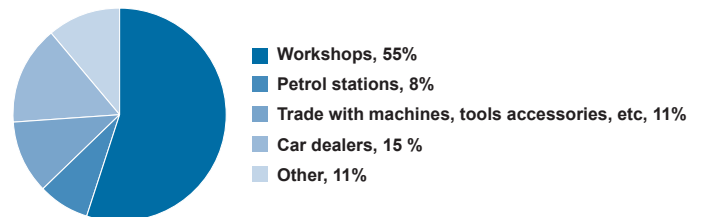
## Target Group

Motormagasinet is read at car workshops, petrol stations, car dealers, retailers and wholesalers with accessories and work equipment, tyre varnish and body workshops, and manufactures of vehicles and spare parts. The target group is divided up as follows:



Motormagasinet arranges a full day for the automotive industry.

Purpose and goal is to highlight important industry issues, show what taking place in the market, highlighting current topics and showcasing products and services in workshops. The target group is all the country's workshops, both free and authorized are invited to this day. Inspiration day is free of charge for visitors. Marketing takes place via advertisements in Motormagasinet, website, newsletter and direct e-mailing. As a partner you will be visible in all marketing communications before, during and after the event.



## Technical Print Information

### Advertising

Print-optimized PDF. Colour images and colours in the document must be saved in cmyk. Typefaces and images must be enclosed/embedded. Use only PostScript or Open-type typefaces. A hourly rate of SEK 950 is charged for any extra work.

### Pictures

Image resolution 170 dpi  
Amount of colours 240 %  
ICC-profile is to download at [www.motormagasinet.se](http://www.motormagasinet.se)

### Prices

All prices exclusive of VAT. Terms of payment against invoice, 10 days. Booked advert can not be cancelled later than 30 days before publishing date. For advertising material that arrives late, the advert is charged in its entirety even if it was not possible to insert correctly.

### Additional charges

Specified placement: 10 %.

### Advertising Material, send to:

[annons.motormagasinet@nordiskemedier.se](mailto:annons.motormagasinet@nordiskemedier.se)