

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

**24.000  
readers!**  
according to  
Orvesto

W. Bransidinger  
**Entrepreneur**

is the natural 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.

# PRINT

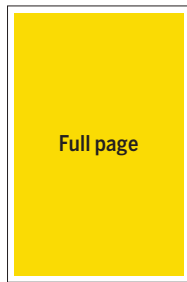
## Advertisement specifications and prices for 2018



Spread

**SEK 55,000**

Bleed: 480x340 mm  
+ 3 mm



Full page

**SEK 30,500**

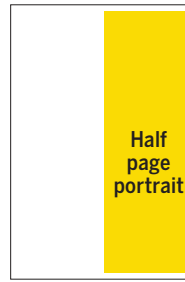
Type area: 204x302 mm  
Bleed: 240x340 mm  
+ 3 mm



Half page landscape

**SEK 17,500**

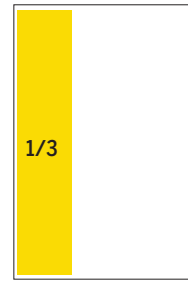
Type area: 204x148 mm  
Bleed: 240x168 mm  
+ 3 mm



Half page portrait

**SEK 17,500**

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



1/3

**SEK 14,000**

Type area: 65x302 mm

In the event of bleeding: 3 mm will be needed for cropping.

### Premium position

Exclusive stripe, cover

240x45 + 3 mm..... **SEK 11,800**

Full page, page 2..... **SEK 34,500**

Quarter page landscape

page 4..... **SEK 10,800**

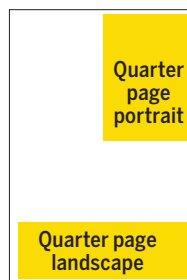
Quarter page landscape

page 5..... **SEK 10,800**

Full page, page 7..... **SEK 31,500**

Full page, last inside.. **SEK 34,000**

240x309, back cover. **SEK 38,000**



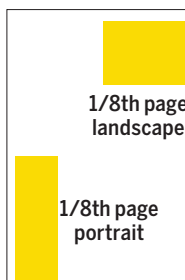
Quarter page portrait

**SEK 10,800**

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

**SEK 9,800**

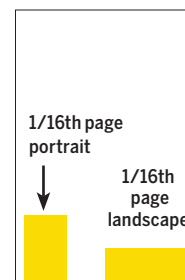
Portrait: 100x148 mm



1/8th page landscape

**SEK 5,700**

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



1/16th page portrait

**SEK 3,600**

Landscape:  
Type area: 100x33 mm  
Portrait:  
Type area: 47x72 mm

### Supplements

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

### 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 Leverans-tidningen Entreprenad not later than 30 days before the distribution date and for supplements not later than 60 days before the distribution date.

## Used machinery

### advertising for buy and sell used machinery

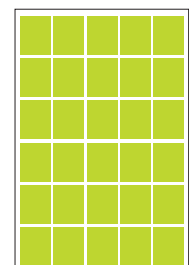
## Leverantörer & Entreprenörer

### classified ads

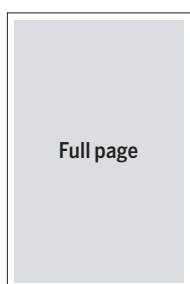
#### Prices

Full year  
**SEK 10,400**

Half year  
**SEK 6,400**  
(11 issues spring)  
(9 issues autumn)



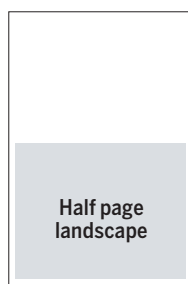
37x46 mm



Full page

**SEK 16,200**

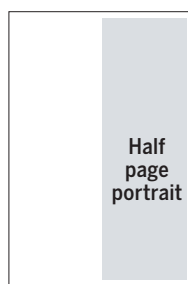
Type area: 204x302 mm



Half page landscape

**SEK 8,100**

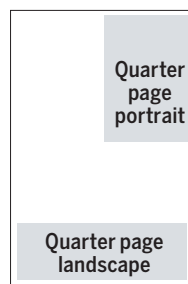
Type area: 204x148 mm



Half page portrait

**SEK 8,100**

Type area: 100x302 mm

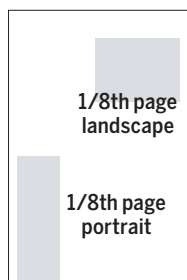


Quarter page portrait

Quarter page landscape

**SEK 4,050**

Landscape: 204x72 mm  
Portrait: 100x148 mm

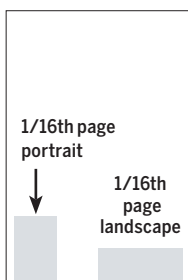


1/8th page landscape

1/8th page portrait

**SEK 2,025**

Landscape: 100x72 mm  
Portrait: 47x148 mm



1/16th page portrait

1/16th page landscape

**SEK 1,000**

Landscape: 100x33 mm  
Portrait: 47x72 mm



1/32th page

1/32

**SEK 500**

Type area: 47x33 mm

### Technical printing information

**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](http://entreprenad.com)

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

**SOFTWARE** Adobe CS5 (InDesign, Photoshop and Illustrator).

**ADVERTISING MATERIAL** Peter Hall, Exaktamedia, tel: +46 (0)40-694 24 07 • [annons.entreprenad@mentoronline.se](mailto:annons.entreprenad@mentoronline.se)



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

**27 000**  
page visits/  
week

**14 000**  
unique visitors  
weekly

## Prices

**Top banner, 930x180px**  
**SEK 12,000/month.** Article page  
or Front page+all other pages

**A Corner banner, 150x300px**  
displayed only on desktop  
**SEK 6,500/month.** Article page  
or Front page+all other pages

**B Side banner, 150x175px**  
displayed only on desktop  
**SEK 2,000/month.** Article page,  
or Front page+all other pages

**Title banner, 200x60px**  
**SEK 13,000/month.** Static banner

**Campaign banner 1, 480x480px**  
**SEK 9,500/month.** Front page  
**SEK 7,750/month.** Article page\*  
**SEK 3,900/month.** All other pages\*

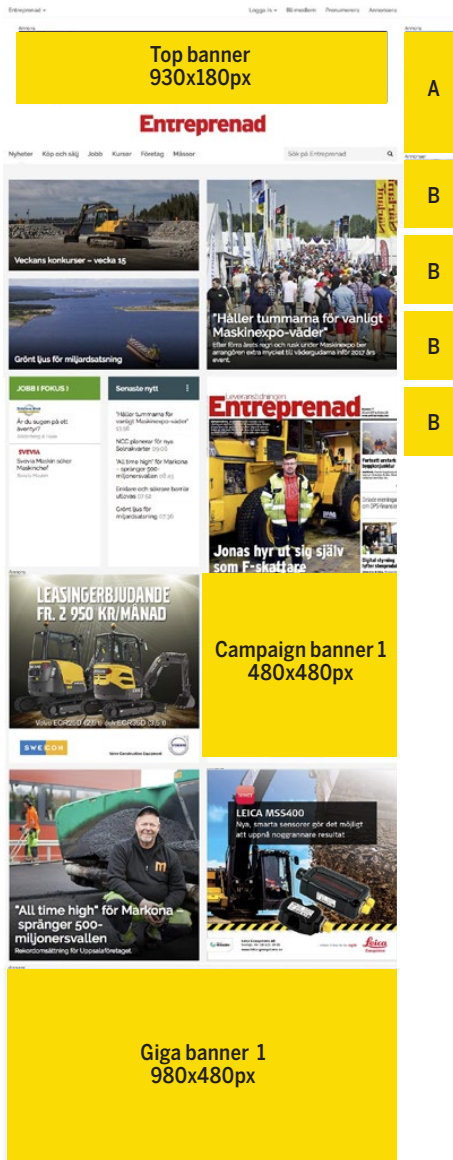
**Kampanjbanner 2, 480x480px**  
**SEK 8,500/month.** Front page  
**SEK 6,000/month.** Article page\*  
**SEK 3,000/month.** All other pages\*

**Giga banner 1, 980x480px**  
**SEK 12,000/month.** Front page

**Giga banner 2, 980x480px**  
**SEK 8,500/month.** Front page

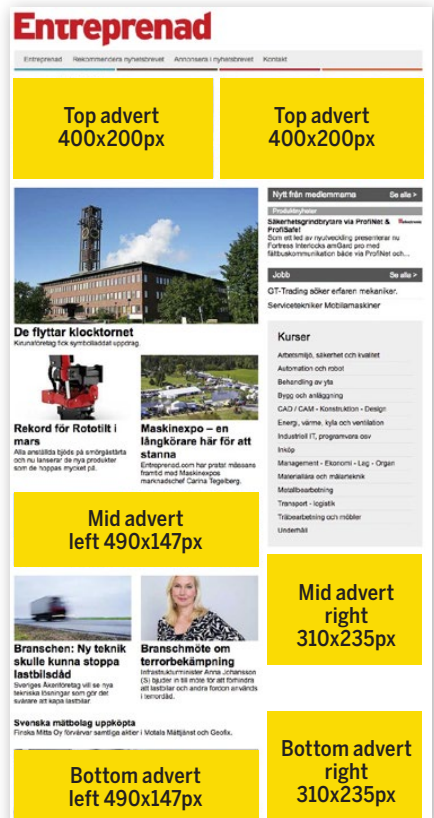
All banners, except the Title banner, share their spot with up to three others. Rotation is executed after page reload. Our site is responsive and banners adapt to the screen they are displayed on. All banners, except Corner and side banners, appears on all types of screens (mobile, ipad).

\* 300x250px



is distributed to 33,000 recipients in the construction industry every day Mon-Fri. An advertisement is highly effective and affordable way to reach out with the right message to your customers. For maximum effect, combine advertisements in the magazine,

**33 000**  
recipient/  
dispatch



## Prices

**Top advert, 400x200px**  
**SEK 3,000/day**

**Mid advert left, 490x147px**  
**SEK 2,000/day**

**Mid advert right, 310x235px**  
**SEK 2,000/day**

**Bottom advert left, 490x147px**  
**SEK 1,500/day**

**Bottom advert right, 310x235px**  
**SEK 1,500/day**

## 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 6,800/year**

## Contact our advertising department



**Jonas Jonsson**  
Head of Media  
Phone: +46 (0)8- 670 41 85  
jonas.jonsson@mentoronline.se



**Henrik Andersson**  
Media salesman  
Phone: +46 (0)8-522 253 28  
+46 (0)70-534 25 11  
henrik@entreprenad.com

## Publication schedule 2018

Leveranstidningen  
**Entreprenad**

| Issue | Publication  | Material day | Theme/Trade fairs                            |
|-------|--------------|--------------|--|
| 1     | January 25   | January 12   | Work equipment and accessories               |
| 2     | February 8   | January 26   | Demolition                                   |
| 3     | February 22  | February 9   | Cleaning streets and roads                   |
| 4     | March 8      | February 23  | Trucks and transport vehicles                |
| 5     | March 22     | March 9      | Equipment sales statistics                   |
| 6     | April 12     | March 28     | Compact equipment                            |
| 7     | April 26     | April 13     | Gravel and rock                              |
| 8     | May 11       | April 27     | Leasing/Rental                               |
| 9     | May 24       | May 11       | Svenska Maskinmässan<br>– Exhibition special |
| 10    | June 7       | May 25       | Recycling                                    |
| 11    | June 21      | June 8       | Follow-up – Svenska Maskinmässan             |
| 12    | August 23    | August 10    | Entreprenad Live – extra upplaga             |
| 13    | September 6  | August 24    | Demolition                                   |
| 14    | September 20 | September 7  | Winter equipment                             |
| 15    | October 4    | September 21 | Gravel and rock                              |
| 16    | October 18   | October 5    | Recycling                                    |
| 17    | November 1   | October 19   | Geodesy and equipment control                |
| 18    | November 15  | 2 November   | Wheel and telescope loader                   |
| 19    | November 29  | November 16  | Spare parts, wear parts and maintenance      |
| 20    | December 13  | November 30  | Safety and theft protection                  |

## 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.

**68%**

find that advertisements are interesting.

**93%**

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

**86%**

find that the magazine is reliable, current and easy to read.

## 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.

### JOB ADVERTISEMENTS GOLD

(Internet+newsletter+magazine)  
Half page landscape • Type area: 204x148 mm

**SEK 13,995**

### JOB ADVERTISEMENTS SILVER

(Internet+newsletter+magazine)  
Quarter page portrait • Type area: 100x148 mm

**SEK 7,995**