



MotorMagasinet

The Motor Trades Leading Newspaper

Media info 2020

motormagasinet.se

Publishing plan 2020

No	Publ. date	Material	Theme
1	January 8	December 2	Oil / Chemistry / Automässan 15-18/1
2	January 15	January 2	Connected garage / Automässan 15-18/1
3	January 22	January 8	Vehicle lifts
4	January 30	January 16	Alignment / Measuringequipment
5	February 6	January 23	Body / Varnish
6	February 13	January 30	Exchange parts / Spare parts
7	February 20	February 6	Tyres / Rims
8	February 27	February 13	Profitable workshop
9	March 6	February 20	Carwash / Car care
10	March 13	February 27	Brakes / Gear box
11	March 18	March 4	Workshop equipment
12	March 25	March 11	Shock absorbers / Springs
13	April 1	March 18	Batteries
14	April 15	March 1	Engine overhaul
15	April 22	April 8	Climatecontrol
16	April 29	April 15	Tools / Compressed air
17	May 6	April 22	Personnel / Recruitment / Inspiration day, Malmö
18	May 13	April 29	Tyreshop / Wheel alignment
19	May 20	May 6	Plasticrepair / Glass
20	May 27	May 13	Exhaust / Diagnostic equipment
21	June 3	May 20	Vehicle dismantling / Environmental management
22	June 10	May 27	Workshops and spareparts dealerships
23	June 17	June 1	MotorMagasinet Deluxe
24	August 12	July 29	Exchange parts / Spare parts
25	August 19	August 5	Brakes / Gear box
26	August 26	August 12	Vehicle lifts
27	September 2	August 19	Lightning / Car electronics / Ahead of Automechanika
28	September 9	August 26	Oil / Chemistry
29	September 16	September 2	Body / Varnish
30	September 23	September 9	Tyres / Rims
31	September 30	September 16	Winterequipment / Car heater
32	October 7	September 23	Carwash / Car care
33	October 14	October 30	Shock absorbers / Springs
34	October 21	October 7	Heavy vehicles
35	October 28	October 14	Hand- / Specialtools
36	November 4	October 21	Profitable workshop / Business systems
37	November 11	October 28	Workshop equipment
38	November 18	November 4	Diagnostic equipment
39	November 25	November 11	Batteries
40	December 2	November 18	Personal equipment / Consumables

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

Advertising Material, send to:

annons.motormagasinet@nordiskemedier.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 %.

Subscription

Pressdata, +46 8-799 62 18

motormagasinet@pressdata.se

Subscription prices

Full year SEK 1 375 within Sweden

(40 editions)

Contacts



Editorial

Editor-In-Chief

Daniel Östlund

+46 (0)73 682 53 255

daniel.ostlund@motormagasinet.se



Reporter

Jens Trulsson

Tel +46 (0)8-670 41 11,

+46 (0)73-682 53 79

jens.trulsson@motormagasinet.se



Reporter

Sanne Väli-Tainio

Tel +46 (0)8-670 41 58,

+46 (0)73-682 53 58

sanne.vali-tainio@motormagasinet.se



Marketing department

Media Manager

Mikael Köhler

+46 (0)73-682 53 49

mikael.kohler@motormagasinet.se



Key Account Manager

Jimmy Karlsson

+46 (0)70-995 13 41

jimmy.karlsson@motormagasinet.se



Key Account Manager

Fred Luxemburg

+46 (0)73-682 53 05

fred.luxemburg@motormagasinet.se

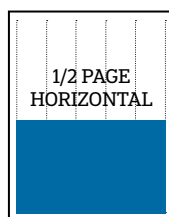
Prices and format 2020



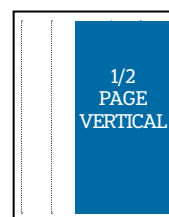
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Price SEK 65 900



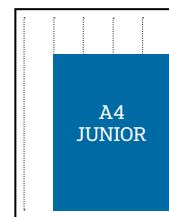
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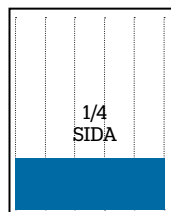
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Price SEK 30 900



149x355 mm
Price SEK 30 900



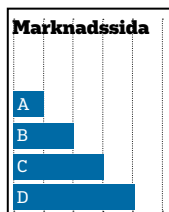
201x280 mm
Price SEK 37 100



252x90 mm
Price SEK 22 300



252x45 mm
Price SEK 13 900



Marknadssida
A. 47x40 mm SEK 1 800
B. 98x40 mm SEK 3 600
C. 149x40 mm SEK 5 400
D. 201x40 mm SEK 7 200

Prices free format:
Text page: SEK 50/spaltmm
Market page: SEK 45/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.

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.

Job ad

Place your job ad in Motor-Magasinet, 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.

If you need help to write the article, contact marketingdepartment for prices.

Theme register 2020

Theme	Issue
Alignment- / Measuringequipment	4
Batteries	13, 39
Body / Varnish	5, 29
Brakes / Gear box	10, 25
Business systems	36
Carwash / Car care	9, 32
Connected garage / Automässan 15-18/1	2
Climatecontrol	15
Diagnostic equipment	38
Engine overhaul	14
Exchange parts / Spare parts	6, 24
Exhaust / Diagnostics equipment	20
Hand- / Specialtools	35
Heavy vehicles	34
Lightning / Car electronics	27
MotorMagsinet Deluxe	23

Theme	Issue
Oil / Chemistry / Automässan 15-18/1	1, 28
Personal equipment / Consumables	40
Personnel / Recruitment	17
Plasticrepair / Glass	19
Profitable workshop	8, 36
Shock absorbers / Springs	12, 33
Tools / Compressed air	16
Tyres / Rims	7, 30
Tyreshop / Wheel alignment	18
Vehicle dismantling / Environmental management	21
Vehicle lifts	3, 26
Welding / Jointning	38
Winterequipment / Car heater	31
Workshop equipment	11, 37
Workshops and Spareparts dealerships	22

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, 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.

Daniel Östlund, Chefredaktör



Fairs and events 2020

May	Inspiration Day, 100% workshop, Malmö
May 22 - 26	Autopromotec, Bologna
Oct	Inspiration Day, 100% workshop, Stockholm
Nov	The Motor Gala, Stockholm

*More opportunitys
with Motor-Magasinet!*

INSPIRATIONSDAGEN 100% verkstad

Together with Sveriges Fordonsverkstäders Förening we arrange a day for the automotive industry. Purpose and objective is to highlight key industry issues, to show what happens in the market, highlight current topics and show products and services in workshops. The target group is the country's auto repair, both free and certified is invited to this day. Marketing is done through advertisements in MotorMagazine, website, newsletters, direct e-mail and SFVFs newsletter. As a partner the logotype will be seen in all marketing communications we do.

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

Readers value the ads high in Motor-Magasinet:

- 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

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:

