

Transport Logistikidag

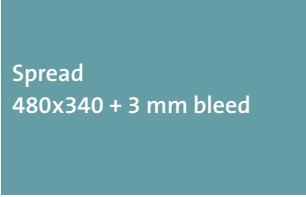
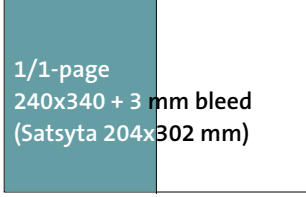
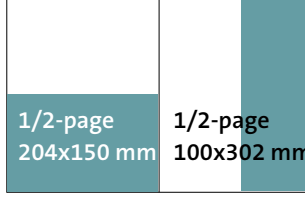
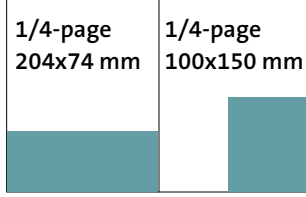
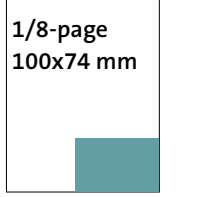
Media Info 2020



Publishing schedule 2020

Issue	Publ. date	Material	Trade fairs
1	February 13	January 23	
2	April 2	March 12	
3	June 11	May 20	
4	August 17	July 27	Elmia Lastbil
5	October 19	September 28	Logistik & Transport
6	November 26	November 5	

Format och prices print

 Spread 480x340 + 3 mm bleed	 1/1-page 240x340 + 3 mm bleed (Satsyta 204x302 mm)	 1/2-page 204x150 mm	 1/2-page 100x302 mm	 1/4-page 204x74 mm	1/4-page 100x150 mm	1/8-page 100x74 mm
SEK 54.600	SEK 31.600	SEK 21.100	SEK 21.100	SEK 16.600	SEK 16.600	SEK 8.500

Special format

2:nd cover, 240x340 + 3 mm bleed **SEK 36.340**

4:th cover, 240x340 + 3 mm bleed,
Note! 30 mm white in top for adress **SEK 39.500**

Special format page 4-5, 480x94 mm **SEK 24.900**

Job ad

Job ad at transportnet.se and in
the newsletter for 30 days **SEK 5.995**

Marknadstorget

Format
100x74 mm
SEK 6.900/year
Note! – books annually

Format
100x150 mm
SEK 9.900/year

Supplements

Price exempel: A4, 4–8 pages,
Max 50 gram **SEK 30.100**

Advertorials

You contribute with facts. We compile/write and
design your ad in an editorial manner as finished
concepts.

Contact



Görel Johansson
Media Manager
+ 46 73-682 53 65
gorel.johansson@nordiskemedier.se



Mikael Mildén
Editor-in-Chief
+46 73-682 53 11
mikael.milden@nordiskemedier.se



Paulina Stjernholm
Media Manager (parental leave from Febr. 2019)
+46 70-822 66 72
paulina.stjernholm@nordiskemedier.se



Ingela Engman
Media Sales
+46 325-34080
engmanengman@telia.com

Send print material to:
annons.transportidag@nordiskemedier.se
Send material for web/newsletter to:
annons@nordiskemedier.se

Subscription
transportidag@pressdata.se
Phone +46 8-799 62 18
Fax +46 8-98 45 72

Format & prices web/newsletter

Start page for members/month

Top banner

Sticky banner

Campaign banner 1

Corner banner

Side banner

Campaign banner 2

Giga banner

Article page for members/month

Top banner

Sticky banner

Campaign banner 1

Side banner

Campaign banner 2

ARTICLE PAGE

Top banner 930x180 px, static or animated, max 70 kb..... SEK 12 000

Sticky banner 240x400 px, static or animated, max 90 kb..... SEK 10 000

Corner banner 200x300 px, static or animated, max 70 kb..... SEK 6 500

Side banner 200x175 px, static or animated, max 40 kb SEK 2 000

Campaign banner 1 300x250 px, static or animated, max 75 kb SEK 7 750

Campaign banner 2 300x250 px, static or animated, max 75 kb..... SEK 6 000

START PAGE

Top banner 930x180 px, static or animated, max 70 kb..... SEK 12 000

Sticky banner 240x400 px, static or animated, max 90 kb..... SEK 10 000

Corner banner 200x300 px, static or animated, max 70 kb..... SEK 6 500

Side banner 200x175 px, static or animated, max 40 kb SEK 2 000

Campaign banner 1 480x480 px, static or animated, max 75 kb SEK 9 500

Campaign banner 2 480x480 px, static or animated, max 75 kb..... SEK 8 500

Giga banner 1980x480 px, static or animated, max 150 kb SEK 12 000

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 included in the price.

Newsletter for members/day

Streamer

Top advert left

Top advert right

Middle advert left

Middle advert right

Bottom advert left

Bottom advert right

Top advert – full size

Streamer 820x28 px SEK 4 000

Top advert 400x200 px SEK 3 000

Top advert full size 820x200 pxSEK 7 000

Middle advert 400x200 px..... SEK 2 000

Bottom advert 400x200 px SEK 2 000

FILE TYPES

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

Design of the ads included in the price.

Native advertising

Native Advertising is a sponsored text on transportnet.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.

Membership

SEK 6.800/year

All ad prices are up prices. Prices for non-members is twice that. Contact us for more information.

Transport Logistik idag

Transport & Logistik Idag is the business magazine for the whole of the transports and logistics trade, including material handling and real estate. Our readers are Procurement Directors and Managers in supply chain management, as well as Managers in forwarding, material handling, road carriers, shipping companies, railroad freight and air freight.

Transportnet.se collects the latest news in transport and logistics as well as news about infrastructure and transport policy. Twice a week – Tuesday and Thursday – we deliver Sweden's most widespread newsletter on transports and logistics.

