

# ***MotorMagasinet***

**The Motor Trades Leading Newspaper**

**Media info 2018**

## Publishing plan 2018

No	Publ. date	Material	Theme
1	January 10	December 4	Oil / filter
2	January 17	January 3	Exchange parts / Spare parts
3	January 24	January 10	Vehicle lifts / Autogloben 31/1-1/2 2018
4	January 31	January 17	Shock absorber / Springs
5	February 7	January 24	Body / Varnish / Afterreport Autogloben
6	February 14	January 31	Connected garage
7	February 21	February 7	Tyres / Rims / Accessories
8	February 28	February 14	Profitable workshop
9	March 7	February 21	Batteries
10	March 14	February 28	Brakes / Clutch / Gear box
11	March 21	March 7	Workshop equipment
12	April 4	March 14	Alignment- / Measuringequipment
13	April 11	March 21	Carwash / Car care
14	April 18	March 28	Engine overhaul / Spare parts
15	April 25	April 11	Climatecontrol
16	May 2	April 18	Tools / Compressed air
17	May 9	April 25	Vehicle education
18	May 16	May 2	Tyreshop / Wheel alignment
19	May 23	May 9	Plasticrepair / Smallrepair / Glass
20	May 30	May 16	Exhaust / Test equipment / Diagnostic
21	June 5	May 23	Vehicle dismantling / Recycling
22	June 13	May 30	Workshops and spareparts dealerships
23	June 20	June 5	MotorMagasinet Deluxe
24	August 15	August 1	Exchange parts / Spare parts / Elmia Lastbil 22/8-25/8
25	August 22	August 8	Brakes / Clutch / Gear box
26	August 29	August 15	Vehicle lifts
27	September 5	August 22	Lightning / Car electronics / Automechanica 11/9-15/9
28	September 12	August 29	Oil / Filter
29	September 19	September 5	Body / Rust protection / Varnish
30	September 26	September 12	Tyres / Rims / Accessories
31	October 3	September 19	Winterequipment /Car heater/Inspiration day 100%
32	October 10	September 26	Carwash / Car care
33	October 17	October 3	Shock absorber / Springs
34	October 24	October 10	Vehicle dismantling / Recycling
35	October 31	October 17	Hand- / Specialtools
36	November 7	October 24	Profitable workshop / Business systems
37	November 14	October 31	Workshop equipment / Test equipment
38	November 21	November 7	Welding / Jointnring
39	November 28	November 14	Batteries
40	December 5	November 21	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](http://www.motormagasinet.se)

### Advertising Material, send to:

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

[mentoronline.se](mailto:mentoronline.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](mailto:motormagasinet@pressdata.se)

Subscription prices

Full year SEK 1 095 within Sweden

(40 editions)

## Contacts

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### Marketing department



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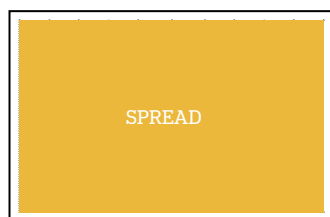
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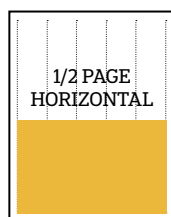
## Prices and format 2018



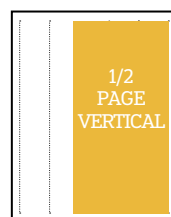
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Price SEK 65 700



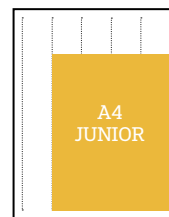
252x372 mm  
Price SEK 43 900



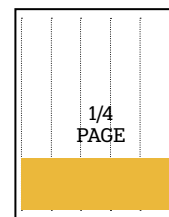
252x185 mm  
Price SEK 30 500



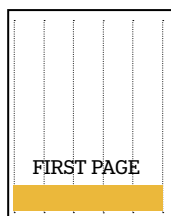
149x355 mm  
Price SEK 30 500



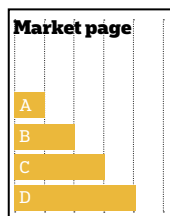
201x280 mm  
Price SEK 36 900



252x90 mm  
Price SEK 21 900



252x45 mm  
Price SEK 13 500



**Market page**  
A. 47x40 mm SEK 1 680  
B. 98x40 mm SEK 3 360  
C. 149x40 mm SEK 5 040  
D. 201x40 mm SEK 6 720

### Prices free format:

Text page: SEK 47/spaltmm

Market page: SEK 42/spaltmm

### Job ad

Place your job ad in Motor-Magasinet, on the website and in our newsletter.

For more information and prices contact the marketing department.

## 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.

### Advertorials

From 2016 we offer advertorial ads in the magazine. 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.

For more information and quotation, please contact the marketing department.

*New!*

### 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 10 000 SEK/week

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

## Theme register 2018

Tema	Utgåva
Alignment / Measuringequipment	12
Batteries	9, 39
Body / Rust protection / Varnish	5, 29
Brakes / Clutch / Gear box	10, 25
Business systems	36
Carwash / Car care	13, 32
Connected garage	6
Climatecontrol	15
Engine overhaul / Spare parts	14, 24
Exchange parts / Spare parts	14, 24
Exhaust / Test equipment / Diagnostics	20
Fair Automechanika Frankfurt	24
Fair Elmia Truck Jönköping	27
Hand- / Specialtools	35
Inspiration Day 100% Workshop 2018	31
Lightning / Car electronics /	27

Motor-Magsinet Deluxe	23
Oil / Filter	1, 28
Personal equipment / Consumables	40
Plasticrepair / Smallrepairs / Glass	19
Profitable workshop	8, 36
Shock absorbers / Springs	4, 33
Tools / Compressed air	16
Tyres / Rims / Accessories	7, 30
Tyreshop / Wheel alignment	18
Vehicle dismantling / Recycling	21, 34
Vehicle education	17
Vehicle lifts	3, 26
Welding / Jointning	38
Winterequipment / Car heater	31
Workshop equipment	11, 37
Workshop equipment / Test equipment	37
Workshops and Spareparts dealerships	22

# MotorMagasinet - For those who want to follow the industry

Welcome to a new year with MotorMagasinet, the leading industry magazine, which is one of the industry's most important tools. Technical progress is raging rapidly and we are on the road to new types of vehicles and completely new ways to access cars. The demands of the country's workshops are also increasing, more and more knowledge is required, new equipment and quality monitoring.

These are some of the topics we will tell you in MotorMagasinet during the year. The traditional paper magazine once a week, or a total of 40 numbers during the year, is also complemented by an e-magazine and, in particular, the well-known website [motormagasinet.se](http://motormagasinet.se) with newsletters at least twice a week. Each number of MotorMagasinet also contains one or more themes as well as news and tech-

nology from all over the world. In addition, reports and articles from industry companies, written by initiated editors.

Do you want to stay informed about what's happening in the industry - then follow MotorMagasinet!



Olle Holm  
Editor-in-Chief



## Facts taken from MotorMagasinet's reader survey made in May / June 2016

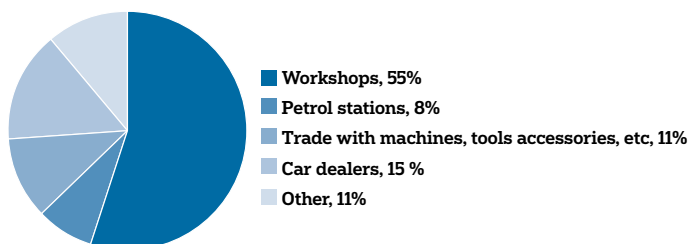
- MotorMagasinet has **58,000** readers
- The majority read the newspaper for more than **30 minutes**
- MotorMagasinet has an average of **4** readers per copy
- **95%** of MotorMagasinet's readers have influence in decision-making
- **93%** of MotorMagasinet's readers see ads as an integral part of 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:



## Fairs and events 2018

- 21 Jan - 1 Feb **Autogloben, Stockholm**
- May 29 - June 1 **Tire Colone Fair, Köln**
- 22 - 25 Aug **Elmia Truck, Jönköping**
- 11 - 15 Sep **Automechanika Frankfurt**
- October **Inspiration Day, 100% workshop, Stockholm**

*More opportunities  
with Motor-Magasinet!*



**INSPIRATIONS DAGEN**  
**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.



Mentor Communications AB - ett företag inom Mentor Communication Group

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