

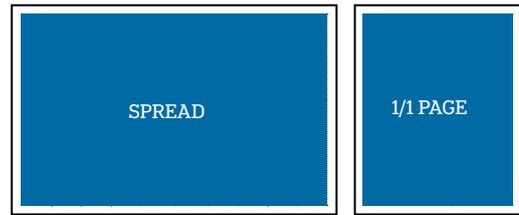
# *MotorMagasinet*

The Motor Trades Leading Newspaper

Media info 2021

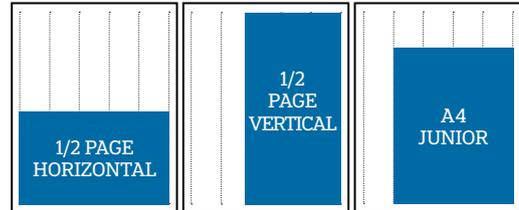
[motormagasinet.se](http://motormagasinet.se)

No	Publ. date	Material	Theme
1	January 7	December 2	Oil / Chemistry
2	January 13	December 28	Tyreshop / Wheel alignment
3	January 20	January 7	Vehicle lifts / Jacks
4	January 27	January 13	Alignment- / Measuringequipment
5	February 3	January 20	Body / Varnish
6	February 10	January 27	Exchange parts / Spare parts
7	February 17	February 3	Summer tires / Rims
8	February 24	February 10	Profitable workshop
9	March 3	February 17	Carwash / Car care
10	March 10	February 24	Brakes / Exhaust
11	March 17	March 3	Workshop equipment
12	March 24	March 10	Styling / Tuning
13	April 7	March 24	Batteries / Electrification
14	April 14	March 31	Climate control
15	April 21	April 7	Wheel suspension / Spring system
16	April 28	April 14	Tools / Compressed air
17	May 5	April 21	Personnel / Recruitment
18	May 12	April 28	Digital workshop / Business systems
19	May 19	May 5	Small repairs
20	May 26	May 12	Diagnostic
21	June 2	May 19	Vehicle dismantling / Environmental management
22	June 9	May 26	Gear box / <b>Insert: Tires</b>
<b>23</b>	<b>June 16</b>	<b>June 1</b>	<b>MotorMagasinet Deluxe</b>
24	August 11	July 28	Exchange parts / Spare parts
25	August 18	August 4	Workshops and spareparts dealerships
26	August 25	August 11	Vehicle lifts / Jacks
27	September 1	August 18	Lightning / Car electronics
28	September 8	August 25	Oil / Chemistry/Automechanika Frankfurt 14-18/9 2021
29	September 15	September 1	Body / Varnish
30	September 22	September 8	Winter tires / Rims
31	September 29	September 15	Winter equipment / Car heater
32	October 6	September 22	Carwash / Car care
33	October 13	October 29	Wheel suspension / Spring system
34	October 20	October 6	Heavy vehicles
35	October 27	October 13	Hand- / Special tools <b>Insert: Oil</b>
36	November 3	October 20	Profitable workshop
37	November 10	October 27	Workshop equipment
38	November 17	November 3	Diagnostic
39	November 25	November 10	Batteries / Electrification
40	December 1	November 17	Personal equipment / <b>Insert: The past year</b>



528x372 mm  
SEK 65 900

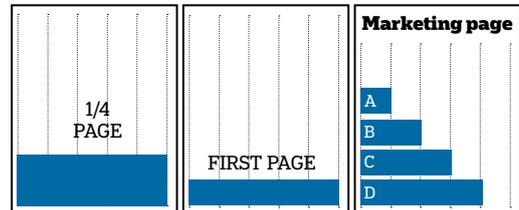
252x372 mm  
SEK 44 500



252x185 mm  
SEK 31 300

149x355 mm  
SEK 31 300

201x280 mm  
SEK 37 500



252x90 mm  
SEK 22 500

252x45 mm  
SEK 14 100

**A.** 47x40 mm SEK 1 840  
**B.** 98x40 mm SEK 3 680  
**C.** 149x40 mm SEK 5 520  
**D.** 201x40 mm SEK 7 360

**Prices free format:**

Text page: SEK 51/spaltmm

Market page: SEK 46/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

**Contacts**



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**Media Manager**

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**Key Account Manager**

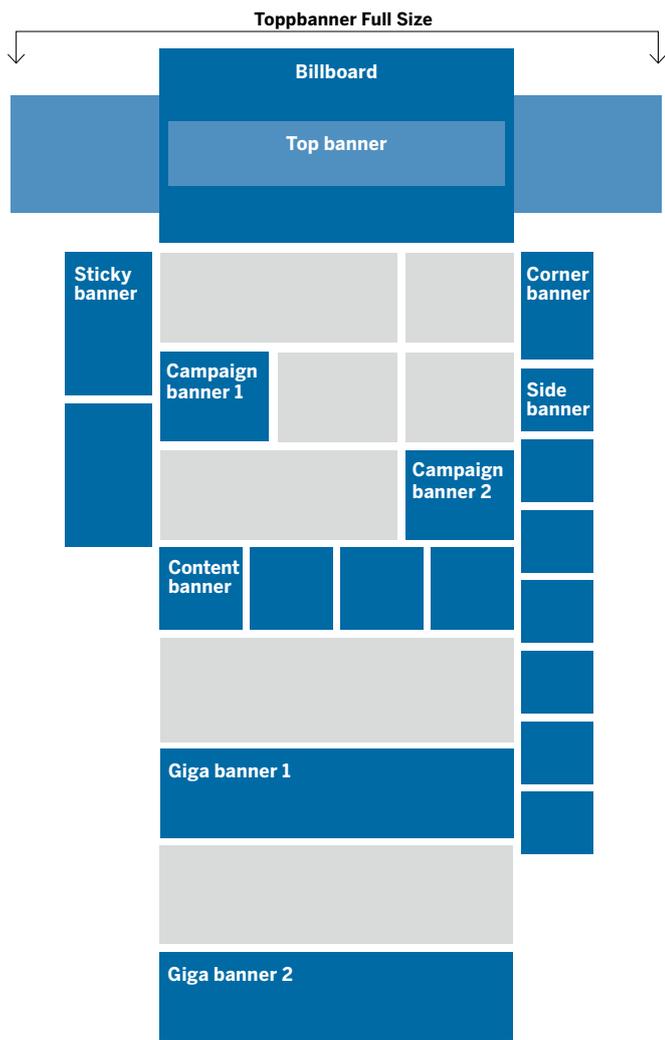
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**Key Account Manager**

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fred.luxemburg@motormagasinet.se

Start page, prices per month



- Top banner Full Size** 1800x450 px, static, max 250 kb.....SEK 29.500
- Billboard** 980x540 px, static or animated, max 150 kb.....SEK 25.500
- 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
- Content banner** 230x230 px, static, max 55 kb.....SEK 3.750
- Campaign banner 1\*** 300x250 px, static or animated, max 70 kb .....SEK 9.500
- Campaign banner 2\*\*** 300x250 px, static or animated, max 70 kb.....SEK 7.000
- Giga banner 1** 930x250 px, static or animated, max 70 kb ..... SEK 12.000
- Giga banner 2** 930x250 px, static or animated, max 70 kb .....SEK 7.000

\* 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  
 Design of the ads included in the price.

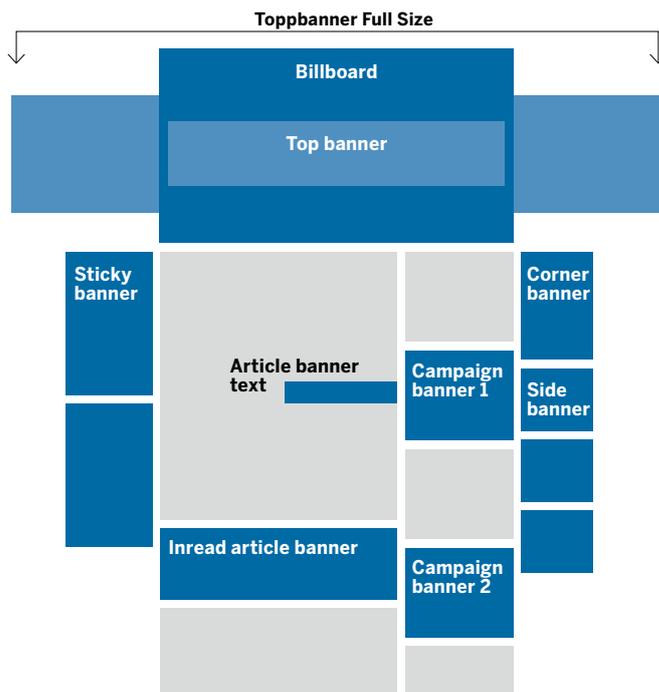
**Membership  
 SEK 8.200/year.  
 As a member  
 you receive  
 membership  
 prices**

**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).

Send digital adverts to: annons@nordiskemedier.se

Article page, prices per month

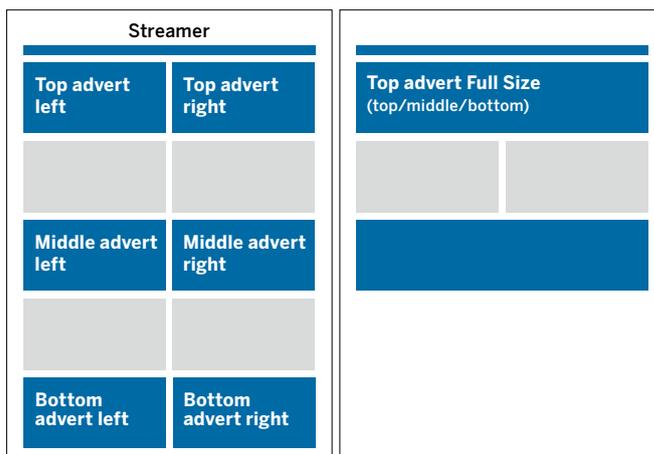


- Top banner Full Size** 1800x450 px, static, max 250 kb.....SEK 29.500
- Billboard** 980x540 px, static or animated, max 150 kb.....SEK 25.500
- Top banner** 930x180 px, static or animated, max 70 kb..... SEK 12.000
- Sticky banner** 240x400 px, static or animated, max 90 kb..... SEK 10.000
- Corner banner** 200x300 px, static or animated, max 70 kb..... SEK 13.000
- 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
- Article banner text** 300x60 px, static, max 20 kb ..... SEK 13.000
- Inread article banner** 660x200 px, static or animated, max 100 kb ... SEK 13.000

**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, prices per mailing



- Streamer** 820x28 px, static, max 50 kb. Price per week .....SEK 7.500
- Top advert** 400x200 px, static, max 50 kb .....SEK 3.000
- Top advert Full Size** 820x200 px, static, max 50 kb..... SEK 6.000
- Middle advert** 400x200 px, static, max 50 kb .....SEK 2.000
- Middle advert Full Size** 820x200 px, static, max 50 kb .....SEK 4.000
- Bottom advert** 400x200 px, static, max 50 kb.....SEK 1.500
- Bottom advert Full Size** 820x200 px, static, max 50 kb.....SEK 3.000

**File types**

Static jpg, gif or png.  
 All banners must be static.  
 Design of the ads included in the price.

**All prices are membership prices**

# 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.

*Daniel Östlund, Chefredaktör*



## Readers value the ads high in Motormagasinet:

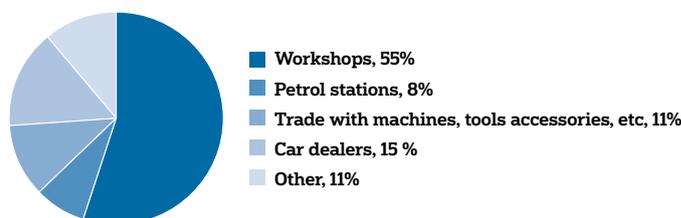
- 25%** of our readers have purchased/ordered product/service
- 71%** of our readers is seeking more information on the Web or other sources
- 22%** of our readers tear out and save the ads
- 60%** of our readers are discussing the ads with colleagues

## 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

## 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 2021

- Apr 2-5 **Bilsport Performance & Custom Motor Show** Jönköping
- Sep 14-18 **Automechanika** Frankfurt
- Inspiration Day, 100% workshop** Stockholm
- The Motor Gala** Stockholm

# MotorGalan

Fordonsbranschen har många framgångsrika, kloka och modiga företag. Galan är en fest där brans-

schens alla hjältar får stå i fokus. Ett evenemang där alla delar av branschen kan mötas, utbyta erfarenheter och tillsammans fira branschens hjältar. Vid galan uppmärksammas fantastiska människor och företag inom fordonsbranschen för att kora årets vinnare i ett flertal kategorier.



## INSPIRATIONS DAGEN Fokus: Bilverkstad

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)

### Subscription

Pressdata, +46 8-799 62 18  
[motormagasinet@pressdata.se](mailto:motormagasinet@pressdata.se)

Subscription prices  
Full year SEK 1 545 within Sweden  
(40 editions)

### 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)