

# Leveranstidningen **Entreprenad**

MEDIA INFO **2021**

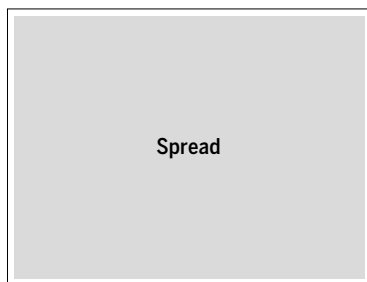


**24.000  
readers!**  
according to  
Orvesto

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

# PRINT

## Advertisement specifications and prices for 2021



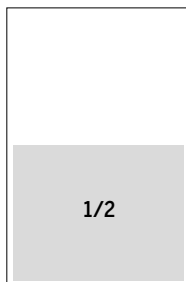
**SEK 49 000**

Bleed: 480x340 mm  
+ 3 mm



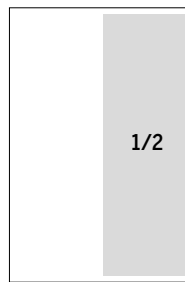
**SEK 30 500**

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



**SEK 17 500**

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



**SEK 17 500**

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

### Leveranstidningen Entreprenad

is the obvious 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.

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

### Premium position

Exklusiv stripe, cover

240x45 + 3 mm

**SEK 11 800**

Full page, page 2

**SEK 34 500**

1/4 landscape, page 4

**SEK 10 800**

1/4 landscape, page 5

**SEK 10 800**

Full page, page 7

**SEK 31 500**

Full page, last inside

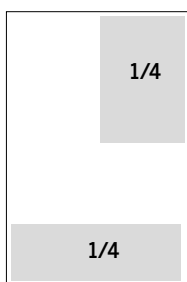
**SEK 31 500**

240x309, back cover

**SEK 38 000**

### Supplements / Leaflets

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

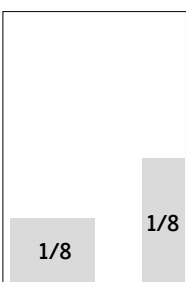


**SEK 10 800**

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

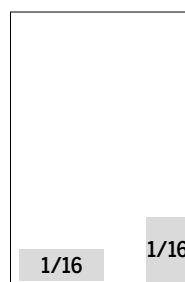
**SEK 9 800**

Portrait: 100x148 mm



**SEK 5 700**

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



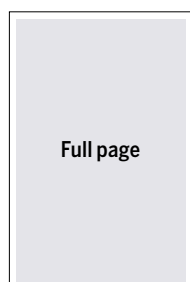
**SEK 3 600**

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

## SUPPLEMENT

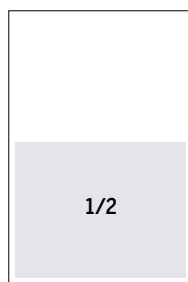
### Used machinery

### advertising for buy and sell used machinery & rental



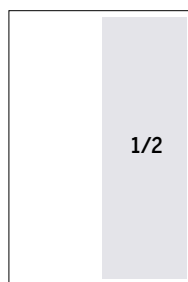
**SEK 16 000**

Type area: 204x302 mm



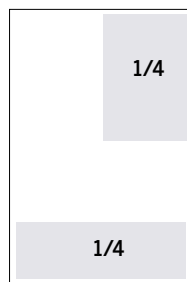
**SEK 8 100**

Type area: 204x148 mm



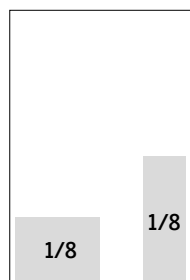
**SEK 8 100**

Type area: 100x302 mm



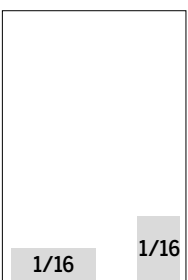
**SEK 4 050**

Landscape: 204x72 mm  
Portrait: 100x148 mm



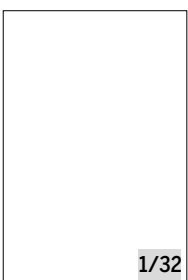
**SEK 2 025**

Landscape: 100x72 mm  
Portrait: 47x148 mm



**SEK 1 000**

Landscape: 100x33 mm  
Portrait: 47x72 mm



**SEK 500**

Type area: 47x33 mm

## Providers & Entrepreneurs

### Classified ads

### Prices

Full year

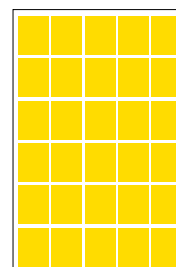
**SEK 10 400**

Half year

**SEK 6 400**

(9 issues spring)

(9 issues autumn)



37x46 mm

### Technical printing information

**ADVERTISING MATERIAL** Peter Hall, Exakta Creative

Tel: +46 (0)40-694 24 07 • annons.entreprenad@nordiskemedier.se

**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

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

**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

**14 000**  
unique visitors  
weekly

**27 000**  
page visits/  
week

## Prices

**Billboard, 980x540px**

**SEK 32 000/month.** Article page

**SEK 25 500/month.** Front page

**Top Banner, 930x180px**

**SEK 22 500/month.** Article page

**SEK 18 000/month.** Front page

**Sticky Banner, 240x400px**

displayed only on desktop

**SEK 8 000/month.**

Article page, Front page

**Corner Banner, 200x300px**

displayed only on desktop

**SEK 6 500/month.**

Article page, Front page

**Side Banner, 200x175px**

displayed only on desktop

**SEK 2 000/month.**

Article page, Front page

**Campaign Banner 1, 300x250px**

**SEK 7 750/month.** Article page

**SEK 9 500/month.** Front page

**Campaign Banner 2, 300x250**

**SEK 6 000/month.** Article page

**SEK 7 000/month.** Front page

**Inread Article Banner 300x60px**

**SEK 13 000/month.** Static banner

Article page

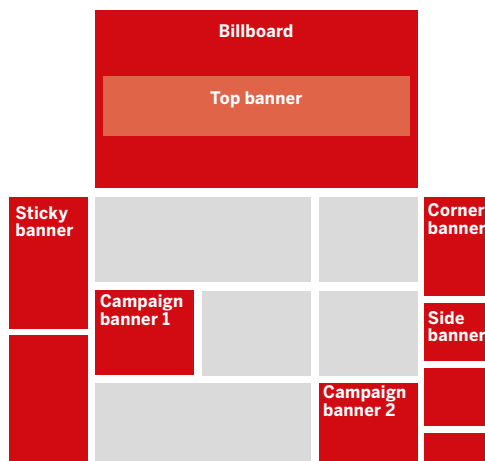
**Article Banner, 660x200px**

**SEK 13 000/month.**

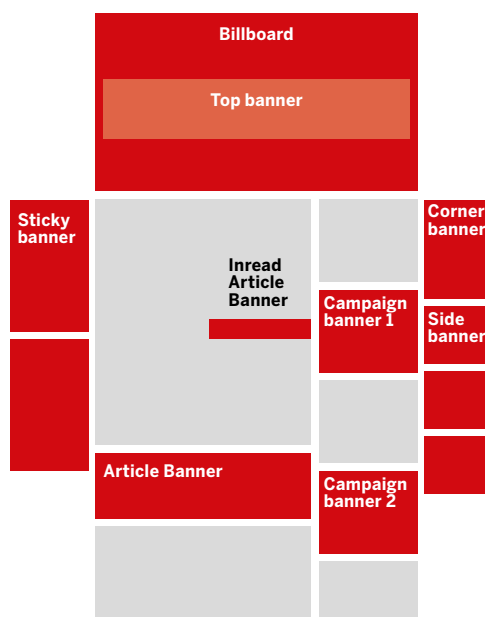
Article page

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, Sticky, Corner and Side banners, appears on all types of screens (mobile, ipad).

Front page



Article page



**DIGITALT**

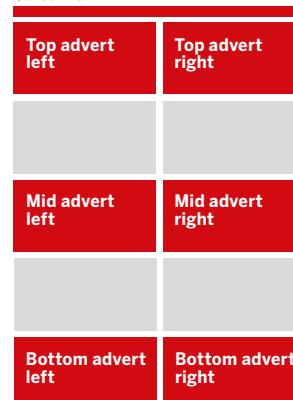
## Newsletter

is distributed to **34,000 recipients** in the construction industry every day Mon-Fri. An advertisement is highly effective and an affordable way to reach out with the right message to your customers. For maximum effect, combine advertisements in the magazine, internet and newsletter.

**33 000**  
recipient/  
dispatch

## Newsletter, prices for members/day

Streamer



The newsletter is issued once a day.



**Streamer 820x28 px ..... SEK 7 500**  
**Fullsize 820x200 px ..... SEK 7 500**  
**Top advert 400x200 px ..... SEK 4 500**  
**Midadvert 400x200 px ..... SEK 2 000**  
**Bottom advert 400x200 px .. SEK 2 000**

File types: Static only - jpg, gif or png.  
Max 50 kb.

## 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 9 800/year**

### Native advertising & Advertorials

Ad labeled article in print and on website  
Contact our salesmen for more info (see next page)

Send ad material for website and newsletter to:  
**annons@nordiskemedier.se**

ISSUE	PUBLICATION	MATERIAL DAY
1	February 4	January 21
2	February 18	February 4
3	March 4	February 18
4	March 18	March 4
5	March 31	March 17
6	April 15	March 30
7	April 29	April 15
8	<b>May 12</b>	<b>April 28</b>
9	June 17	June 3
10	<b>August 26</b>	<b>August 12</b>
11	September 9	August 26
12	September 30	September 16
13	October 21	October 7
14	November 4	October 21
15	November 18	November 4
16	December 2	November 18

Exhibition Special

Exhibition Special

## 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.
- 80%** of our readers find interesting information among our advertisements.
- 93%** of the readers feel that the magazine is good or very good.
- 85%** 85% of our readers find the magazine is a good or really good industry medium.

## 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.

#### PLATSANNONS GULD

Webb+nyhetsbrev+tidning. Halvsida liggande, satsyta: 204x148 mm

**SEK 13 995**

#### PLATSANNONS SILVER

Webb+nyhetsbrev+tidning. Kvartsida stående, satsyta: 100x148 mm

**SEK 7 995**

## Contact our advertising department



**Jonas Jonsson**

Head of media  
+46 7 368 253 85  
jonas.jonsson@nordiskemedier.se



**Dennis Ivarsson**

Key Account Manager  
+46 7 368 253 95  
dennis.ivarsson@nordiskemedier.se