

A close-up, blue-tinted photograph of several spark plugs from an engine. The spark plugs are arranged in a row, with their hexagonal bases and central electrodes clearly visible. The background is blurred, showing other engine components.

MotorMagasinet

The Motor Trades Leading Newspaper

Media info 2019

motormagasinet.se

Publishing plan 2019

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

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)

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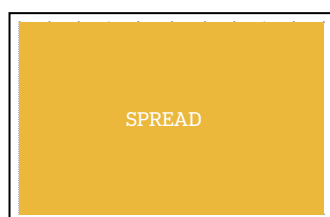
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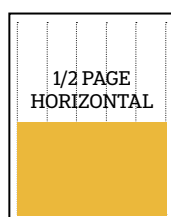
Prices and format 2019



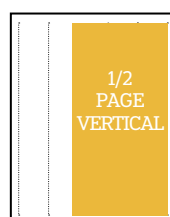
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Price SEK 65 700



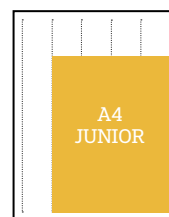
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Price SEK 43 900



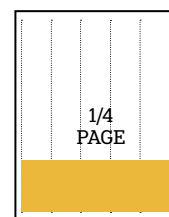
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Price SEK 30 700



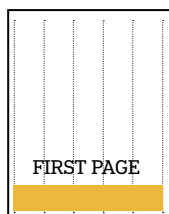
149x355 mm
Price SEK 30 700



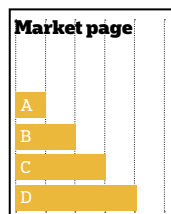
201x280 mm
Price SEK 36 900



252x90 mm
Price SEK 22 100



252x45 mm
Price SEK 13 700



Market page:
A. 47x40 mm SEK 1 720
B. 98x40 mm SEK 3 440
C. 149x40 mm SEK 5 160
D. 201x40 mm SEK 6 880

Prices free format:
Text page: SEK 48/spaltmm
Market page: SEK 43/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

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

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.

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

Theme register 2019

Theme	Issue
Alignment- / Measuringequipment	12
Batteries	13, 39
Body / Varnish	5, 29
Brakes / Gear box	10, 25
Business systems	36
Carwash / Car care	9, 32
Connected garage	6
Climatecontroll	15
Engine overhaul	14
Exchange parts / Spare parts	2, 24
Exhaust / Diagnostics equipment	20
Hand- / Specialtools	35
Lightning / Car electronics	27
MotorMagsinet Deluxe	23
Oil / Chemistry	1, 28

Theme	Issue
Personal equipment / Consumables	40
Plasticrepair / Glass	19
Profitable workshop	8
Shock absorbers / Springs	4, 33
Tools / Compressed air	16
Tyres / Rims	7, 30
Tyreshop / Wheel alignment	18
Vehicle dismantling / Environmental management	21, 34
Personnel / Recruitment / Inspiration day, Malmö	17
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

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 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

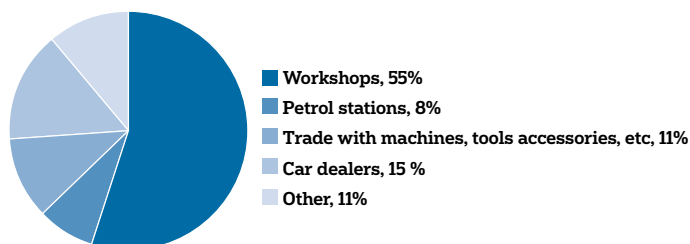
- MotorMagasinet has **58,000** readers
- The majority read the newspaper for more than **30 minutes**
- MotorMagasinet has an average of **4** readers per copy
- **95%** of MotorMagasinet's readers have influence in decision-making
- **93%** of MotorMagasinet's readers see ads as an integral part of 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 2019

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