



[www.skyddosakerhet.se](http://www.skyddosakerhet.se)

# MEDIA INFO 2018

## **Skydd & Säkerhet writes about:**

The latest developments in  
the safety and security field

Industry and product news

Results of new research and  
international trends

Up-to-date safety  
and security issues –  
business, government,  
municipality

People in the security  
industry

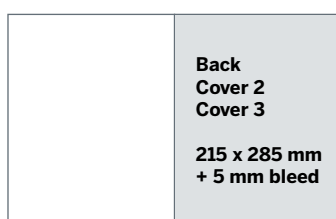
# ▷ Publishing Dates 2018

ISSUE	PUBLISHING DATE	MATERIAL
<b>1</b>	March 28	March 13
<b>2</b>	May 24	May 2
<b>3</b>	Oct 22	Oct 1
<b>4</b>	Dec 10	Nov 19

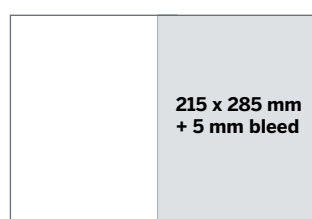
## Formats and Prices



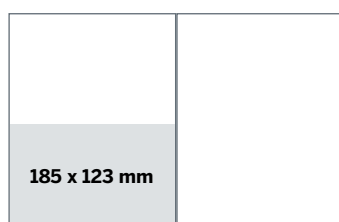
**SPREAD** .....SEK 54.600



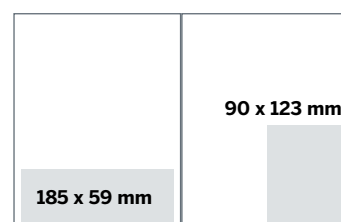
**REQUESTED PLACEMENT**  
..... SEK 40.200



**1/1-PAGE** .....SEK 35.600



**1/2-PAGE** .....SEK 23.500



**1/4-PAGE** .....SEK 17.000

### COVER 4:

Leave 30 mm white boarder at the top of the page, place for addressing.

## Supplements

For price and format  
contact Advertisement Manager.

## Place Ads

### Text link

Web and newsletter in 30 days  
.....SEK 5.995

For print and banners  
contact Advertisement Manager.

## Technical Information

### Advertising material

annons.skyddosakerhet  
@nordiskemedier.se

### Supplement are sent to

Contact Advertisement  
Manager for more information.

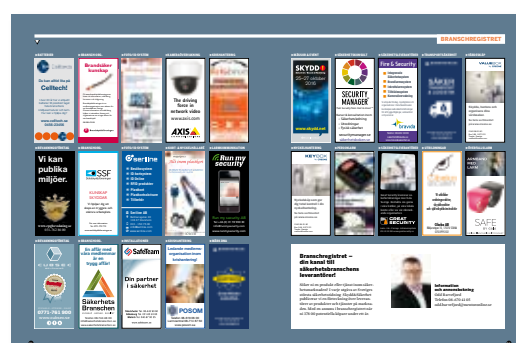
## Trade Registry

Presents current companies that have products and services to offer.

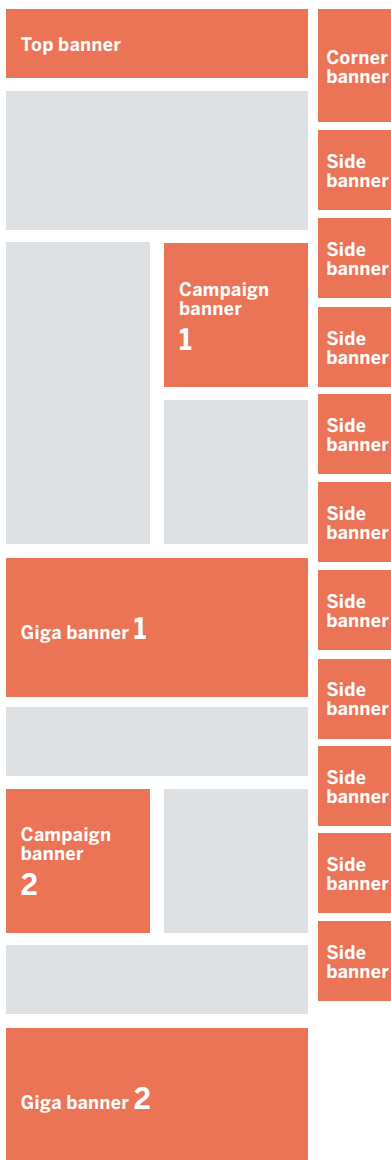
An ad in the Trade Registry is very efficient and cost optimal and reinforce your brand.

**Format** 34 x 75 mm

1 heading .....SEK 4.500/year



## Start page



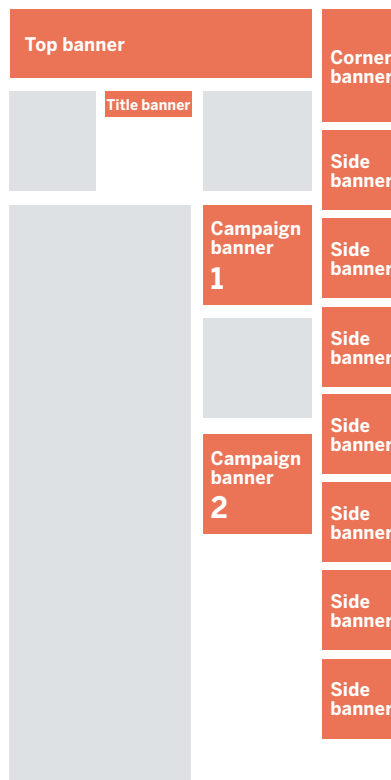
Top banner 930x180 px..... SEK 9.000 / month  
 Corner banner 150x300 px .....SEK 4.750 / month  
 Side banner 150x175 px.....SEK 1.400 / month  
 Campaign banner 1 480x480px SEK 7.550/ month  
 Campaign banner 2 480x480pxSEK 6.000/ month  
 Giga banner 1 980x480 px ..... SEK 9.000 / month  
 Giga banner 2 980x480 px..... SEK 6.000 / month

## File types

Static jpg, max 75 kb  
 Animated gif, max 75 kb  
 Html (zip-file)  
 Script

All banners must be responsive.  
 Animations should keep within 20 seconds.  
 Design of the ads included in the price.

## Article page



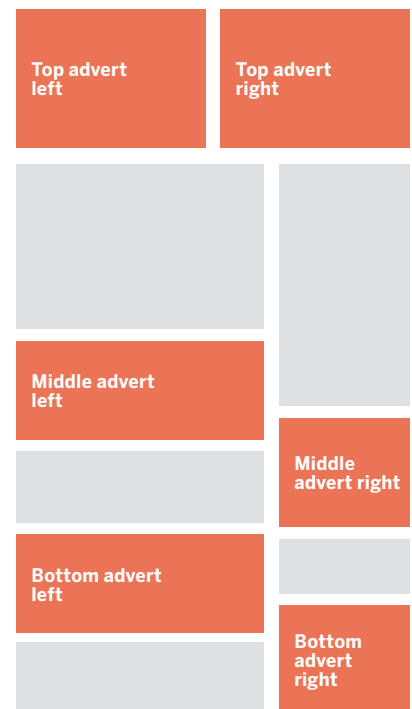
Top banner 930x180 px..... SEK 9.000 / month  
 Corner banner 150x300 px .....SEK 4.750 / month  
 Side banner 150x175 px.....SEK 1.400 / month  
 Title banner, static 200x60 px SEK 9.500 / month  
 Campaign banner 1 300x250pxSEK5.750 / month  
 Campaign banner 2 300x250pxSEK4.500 / month

## Filetypes

Static jpg, max 75 kb  
 Animated gif, max 75 kb  
 Html (zip-file)  
 Script

All banners must be responsive.  
 Animations should keep within 20 seconds.  
 Design of the ads included in the price.

## Newsletter



Top advert left 400x200 px..... SEK 2.000 / day  
 Top advert right 400x200 px ..... SEK 2.000 / day  
 Middle advert left 490x147 px.....SEK 1.500 / day  
 Middle advert right 310x235 px ....SEK 1.500 / day  
 Bottom advert left 490x147 px .....SEK 1.000 / day  
 Bottom advert right 310x235 px...SEK 1.000 / day

## File types

Static jpg, gif or png.

All banners should be static.  
 Design of the ads included in the price.

## Native advertising

Native Advertising is a sponsored text on skyddosakerhet.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.

## Contact



## Roger Folhammar

Advertisement Manager  
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 Mobile: +46 (0)73-682 53 09  
 roger.folhammar@nordiskemedier.se

## DIGITAL WEB MATERIAL

Send to: annons@nordiskamedier.se

▷ The leading Security Magazine

# Magazine at the forefront

**Skydd & Säkerhet** monitor, report and analyze the most important in the security industry. We want to be the broadest and sharpest in our coverage.

Therefore, we use all available means like paper and e-magazine, website, newsletters, social media and events, to follow and reflect the latest developments in security.

As an advertiser, you are part of the rapid and timely news, trends, research and development at all levels.



*Maya Saksi*

**Maya Saksi**  
Editor-in-Chief

## These are our readers:

- Managing directors, security managers, security coordinators, professional buyers, the police authorities, the defence authorities, rescue services, the insurance sector and consultants, among others.
- We also reach members of ASIS Sweden and similar organisations within security, such as OffSÄK, SSF, SäkForum and others.

## Facts

- 66 %** of our readers visit the advertiser's website
- 56 %** are responsible for all the purchases
- 63 %** work professionally with safety and security
- 82 %** get information and ideas about products or services through adverts or editorial articles in the magazine
- 94 %** read all issues or nearly all issues
- 93 %** believe that Skydd & Säkerhet is very reliable

## Seminars and Events 2018



**Security Awards** is the most well-reputed and appreciated yearly competition within the safety and security branch in Sweden. It was founded in 2010 with the ambition to put a light on the fantastic engagement and best practise in the safety and security sector. There are 14 categories and as a partner you "own" one of them and participate in the jury to select the nominees as well as the winner in the category. You also take part in all advertising before, during and after the event. Security Awards 2018 prize ceremony will be arranged in autumn 2018.

## VIP Security Group

**VIP Security Group** is an exclusive group for prominent security companies, where the representatives meet each other for networking as well as making business in an unique forum. A website has been launched for the group [www.vipsecuritygroup.se](http://www.vipsecuritygroup.se). Contact us for more information

**skyddosakerhet.se**  
e-magazine

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