

# Welcome!

# 2018

## ANLÄGGNINGSVÄRLDEN

The magazine for professionals and decision makers

**Anläggningsvärlden** are an important tool for our readers. We write about the construction and forestry industry for professionals and decision makers who want to follow the development of the entire sector. In our printed magazine and on our digital platforms we publish quick news, business reports and key macroeconomic figures related to the companies in the industry. Anläggningsvärlden is distributed to selected managers and decision makers at the most well-managed companies in the construction- and forestry industry in Scandinavia.

	MATERIAL DAY	PUBLICATION	THEME
Nr. 1	26 january	2 february	Rock material
Nr. 2	23 february	2 march	Spring cleaning
Nr. 3	29 march	6 april	Forest owners <sup>2</sup> Nordbygg*
Nr. 4	11 may	18 may	Svenska Maskinmässan* Skogsmaskindagarna*
Nr. 5	21 june	28 june	Elmia Lastbil 2018* Mittia Gård & Skog*
Nr. 6	17 august	24 august	Load Up North* EntreprenadLive*
Nr. 7	21 september	28 september	Winter road Maint. Elmia Lantbruk*
Nr. 8	19 october	26 october	Demolition & Recycling
Nr. 9	9 november	16 november	Forest & timber
Nr. 10	7 december	14 december	Wood chips/biomass

\* National & international trade fairs

<sup>2</sup> Extra edition printed in 3000 copys distributed to forest owners.

### TARGET GROUPS

Edition: 14.000 copys

Receivers:

- Construction & Machinery Companies
- Forestry & Logging Companies
- Haulage
- Stone & Gravel Companies
- Demolition companies
- Recycling & Energy Companies

### ONLINE

With us, you get a daily relationship with machine buyers and contractors in Scandinavia that want to read the latest news about the industry. We offer an independent news portal for construction, forestry and logging industry. On the site there also are an practical suppliers guide the readers use frequently.

### THE DIGITAL NEWSLETTER

Anläggningsvärldens weekly newsletter sums the week's most important industry news. It's a great addition to advertising on anlaggningsvarlden.se when it reaches the reader who do not visit the site as often, but simply want to get information via the newsletter.

### NATIVE ADVERTISING/CONTENT MARKETING

Content marketing or native advertising is both expression describing marketing and communication in an editorial context. (Contact Marketing) We can help you get the message out in a credible manner.

### PRICE LIST ad formats

Material address: [annons@anlaggningsvarlden.se](mailto:annons@anlaggningsvarlden.se)



**SPREAD**  
490x333 mm  
bleeding side  
530x375 mm  
Quoted



**FULL PAGE**  
235x333 mm  
bleeding side  
265x375 mm  
SEK 9.500



**HALF PAGE**  
L: 235x165 mm  
S: 115x333 mm  
SEK 4.900



**QUARTER PAGE**  
L: 235x80 mm  
S: 115x165 mm  
SEK 2.500



**1/8th PAGE**  
L: 235x40 mm  
S: 115x80 mm  
2-sp: 75x120 mm  
SEK 1.400



**1/16th PAGE**  
115x40 mm  
SEK 800

### SPECIAL FORMAT FIRST PAGE:

Business Card 123x40 mm (Above the head): SEK 2.900  
1/8th PAGE (in the bottom) SEK 5.000

ODD FORMAT SEK 15/column-mm



### Book ad in Anläggningsvärlden?

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Printed and postdistributed paper copys: 9.000.

Digital edition: 3.100 subscribers.

The edition is verified by third party company TS Mediafakta.

SKOGS OCH  
**ANLÄGGNINGSVÄRLDEN**  
THE MAGAZINE FOR CONSTRUCTION & FORESTRY BUSINESS



GOOD CREDITWORTHINESS

Anläggningsvärlden Förlags AB

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