

Welcome!

2018

ANLÄGGNINGSVÄRLDEN

The magazine for professionals and decision makers

Anläggningsvärlden (Forestry & Construction World) 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.

	MATERIALDAG	UTGIVNING	TEMA
Nr. 1	25 januari	1 februari	Forest owners**
Nr. 2	22 februari	1 mars	Spring cleaning Elmia på väg*
Nr. 3	29 mars	5 april	Rock material
Nr. 4	10 maj	17 maj	Maskin-Expo* ² Emia Skog* SkogsNolia* ²
Nr. 5	21 juni	28 juni	Mittia Skogstransport* ²
Nr. 6	16 augusti	23 augusti	Load Up North* Entreprenad Live*
Nr. 7	20 september	27 september	Winter road maint. Gallringsdagarna* ² Elmia Nordic Rail*
Nr. 8	18 oktober	25 oktober	Demolition
Nr. 9	8 november	15 november	Wood and wood chips
Nr. 10	6 december	13 december	Tyres, chains, and tracks

* Important trade fairs in connection with the publication.

** Extra edition of 3,000 copies to the largest private forest owners.

² Fairs where Anläggningsvärlden exhibits with its own stand.

TARGET GROUPS

Edition: 12.100 copies

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



SPREAD

490x333 mm
bleeding side
530x375 mm

Quoted



FULL PAGE

235x333 mm
bleeding side
265x375 mm

SEK 9 975



HALF PAGE

L: 235x165 mm
S: 115x333 mm

SEK 5.145



QUARTER PAGE

L: 235x80 mm
S: 115x165 mm

SEK 2.625



1/8th PAGE

L: 235x40 mm
S: 115x80 mm
2-sp: 75x120 mm

SEK 1.470



1/16th PAGE

115x40 mm

SEK 840

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



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SKOGS OCH
ANLÄGGNINGSVÄRLDEN
THE MAGAZINE FOR CONSTRUCTION & FORESTRY BUSINESS



GOOD CREDITWORTHINESS

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