ANLÄGGNINGSVÄRLDEN

The magazine for professionals and decision makers

2018

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.

TARGET GROUPS

Edition: 12.100 copys

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

ONLINE

With us, you get a daily relationchip 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 weakly 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

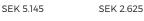
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FULL PAGE 235x333 mm bleeding side 265x375 mm SEK 9 975



HALF PAGE L: 235x165 mm S: 115x333 mm





QUARTER PAGE 1/8th PAGE L: 235x80 mm L: 235x40 mm S: 115x165 mm S: 115x80 mm

SEK 1.470



2-sp: 75x120 mm

1/16th PAGE 115x40 mm

ODD FORMAT SEK 15/column-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



Book ad in Anläggningsvärlden? Phone + 46 174-653 10

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^{**} Extra edition of 3,000 copys to the largest private forest owners.

² Fairs where Anläggningsvärlden exhibits with its own stand.