



Sweden's leading trademagazine!

Anläggningsvärlden is an important work tool for the industry's entrepreneurs and decision makers. We write about the construction and forestry industry for professional users who want to follow the development in the entire sector. In our magazine and on our digital platforms, we publish news, company reports and important macro figures that affect the companies in the industry. The e-magazine is distributed to selected managers and decision-makers at the most well-run companies in contracting, construction and forestry.

ADVERTISING RATES

SIZE	RATES
2/1-page	21.000 SEK
1/1-page	11.000 SEK
1/2-page	6.000 SEK
1/4-page	3.500 SEK
1/8-page	2.000 SEK

For anual plans contact us for a price quote.

ADVERTISING SIZES

SIZE	WIDTH X HEIGHT:
2/1-page	426x270 mm
2/1-page, bleed	300x460 mm
1/1-page	200x270 mm
1/1-page, bleed	230x300 mm
1/2-page, landscape	200x134 mm
1/2-page, landscape bleed	230x149 mm
1/2-page, vertical	98x270 mm
1/2-page, vertical, bleed	115x300 mm
1/4-page	98x134 mm
1/4-page landscape	200x65 mm
1/8-page landscape	200x35 mm
1/8-page, vertical	47x134 mm
1/8-page, landscape	98x65 mm

SPECIAL FORMAT

SPECIAL FORMAT First page:
Business card (above magazine header) ...3.500 SEK
1/8-page landscape ...7.000 SEK
SUPPLIER GUIDE:
Odd format20 SEK/gap-millimeter
Booked annually.

PUBLISHING SCHEDULE

EDITION	MAIL-OUT	DEADLINE
Nr. 1	3 february	27 january
Nr.2	3 march	27 february
Nr.3	4 april	31 march
Nr.4	16 may	12 may
Nr.5	19 june	13 june
Nr.6	22 august	18 august
Nr.7	19 september	15 september
Nr.8	17 october	13 october
Nr.9	14 november	10 november
Nr 10	12 december	8 december

THEME ISSUES:

Nr 2 Spring cleaning
Nr 4 Fair number for: Elmia Wood

2/1-pages print area (wxh) 426x270 (utf. 300x460)	1/1-page Print area (wxh) 200x270 (bleed 230x300)	1/2-page vertical Print area (wxh) 110x318 (bleed 123x348*)	1/2-page landscape Print area (wxh) 200x134 (bleed 230x148)
1/4-page landscape Print area (wxh) 200x65	1/4-page Print area (wxh) 98x134	1/8-page landscape Print area (wxh) 200x35	1/8-page box Print area (wxh) 98x65
		1/8-page vertical Print area (wxh) 47x134	

TECHNICAL DATA

Circulation: 23.000 recipients
No. of columns: 4
Col. width x height: 47x270 mm
Print area: 200x270 mm
Magazine format: 230x300 mm
Material: high resolution pdf in RGB colours, 300 dpi

TARGET GROUPS

MOTTAGARE:

- Construction entrepreneurs, machine owners
- Forestry entrepreneurs
- Rock material companies, mining companies
- Demolition contractors
- Recycling and energy companies

MORE ABOUT OUR TARHER GROUP:

Anläggningsvärlden is the industry's leading news magazine. In Anläggningsvärlden, we offer readers an overall view of the month's industry news. Our readers are purchasing power, competent and influential decision makers. They are the leaders and entrepreneurs of today and tomorrow, and they invest smartly and professionally. They have a great interest in machines, vehicles, tools and services.

DIGITAL NEWSLETTER

Anläggningsvärldens newsletter is sent every Tuesday and Friday morning and summarizes the week's most important industry news. The number of subscribers is 23.000.

FORMAT

Topbanner- Double panorama3.000 SEK
Panorama #11.500 SEK
Panorama #21.000 SEK
Panorama #3, 4 och 5800 SEK
Filtypes: JPG, GIF, Javascript, HTML, max 1MB

Topbanner - Double panorama
Format (width x height) : 980x240 pxl.

Panorama
Format (width x height) : 980x120 pxl.

E-MAIL MARKETING

With an e-DR/Mail dispatch, your offer comes close to the decisions straight into the recipient's inbox. For you as the sender, the effect is directly measurable and cost-effective
Mailing to 23,000 recipients7.500 SEK*
* Design and layout of the mailing is included.

CONTENT MARKETING

Content marketing or native advertising are both expressions that describe marketing and communication in editorial text. Properly designed, you are perceived as a knowledgeable advisor who helps customers solve their problems and see new opportunities. Contact us and we will tell you about previous very successful cases and how you can communicate in a credible way. We collaborate with the industry's best writers and photographers.

ADVERTISING



CONTACT:
Tel. + 46 174 653 10
Per Eriksson mobile + 46 70 600 10 11
per@anlaggningsvarlden.se
Granitvagen 5, 747 31 Alunda, Sweden
www.anlaggningsvarlden.se

Materialaddress: annons@anlaggningsvarlden.se

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