ANLÄGGNINGSvärlden

Business magazine for contracting, forestry & transport

MEDIAINFORMATION 2027



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 companiesin 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:

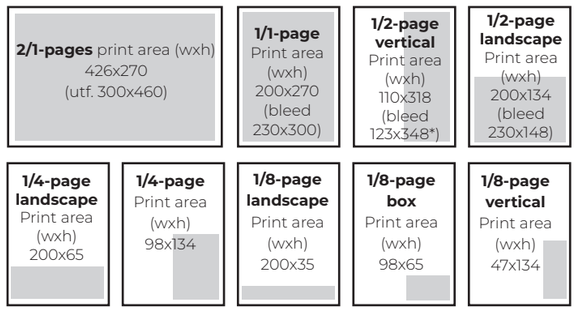
Odd format ..... 20 SEK/gap-millimeter
Booked annually.

PUBLISHING SCHEDULE

EDITION	MAIL-OUT	DEADLINE
# 1	2 february	27 january
# 2	2 march	26 february
# 3	6 april	1 april
# 4	11 may	5 may
# 5	22 june	17 june
# 6	24 august	19 august
# 7	21 september	16 september
# 8	19 october	14 october
# 9	16 november	11 november
# 10	21 december	16 december

THEME ISSUES:

# 2	Spring cleaning
# 4	Fair number for Forest Expo 27
# 6	Fair number for EntreprenadLive
# 7	Winter road maintenance



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

MAIN TARGET GROUPS:

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

MORE ABOUT OUR TARGET 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 20.000.

FORMAT

Topbanner- Double panorama	3.000 SEK
Panorama #1	1.500 SEK
Panorama #2	1.000 SEK
Panorama #3, 4 och 5	800 SEK

Filtypes: JPG, GIF, Javascript, HTML, max 1MB

Topbanner - Double panorama
Format (witdth 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 20,000 recipients ..... 7.500 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



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HIGHEST CREDITWORTHINESS
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