

Reach your target group! Advertise in the magazine Åkeri & Entreprenad and you will reach Swedens:

- Hauliers
- Land- and facility construction
- Forest construction
- Workshop for truck and machine
- Tire center
- Plate-, refinish- and glass repair



PUBLICATION SCHEDULE 2024 PRINT

No	Deadline	Publication
1	15 Jan	31 Jan
2	19 Febr	6 March
3	18 March	5 Apr
4	29 April	17 May
5	20 June	9 Aug
6	2 Sept	18 Sept
7	7 Oct	23 Oct
8	11 Nov	27 Nov

Tips and product news, please send to:
catharina.olsson-lindh@svenskamedia.se

MATERIAL PRINT

Delivery: Use the unique link in your order confirmation to upload your ad or materials. *In cooperation with Picapoint.*

Technical specifications: 300 dpi PDF-files

Further Information: www.svenskamedia.se/annonsmaterial

SALES CONTACT

Tommy Flodberg
+46 (0)76-492 87 34
tommy.flodberg@svenskamedia.se

PRICE & FORMAT PRINT

Format	Price SEK	Width x Height mm	Bleed*
Spread	26 000 SEK	420x297	+ 5 mm
Cover 2 or 3	22 600 SEK	210x297	+ 5 mm
Cover 4 (back)	22 600 SEK	210x267	+ 5 mm
1/1 Page	19 100 SEK	210x297	+ 5 mm
1/2 Page	11 200 SEK	210x147 / 100x297	+ 5 mm
1/4 Page	6 700 SEK	90x132 / 185x65	
1/8 Page	3 900 SEK	90x65 / 185x30	

* Add 5 mm bleed and cropmarks all around



ADVERTORIAL - editorial advertising

Price 24 500 SEK/page

Material send by e-mail to: annons@svenskamedia.se

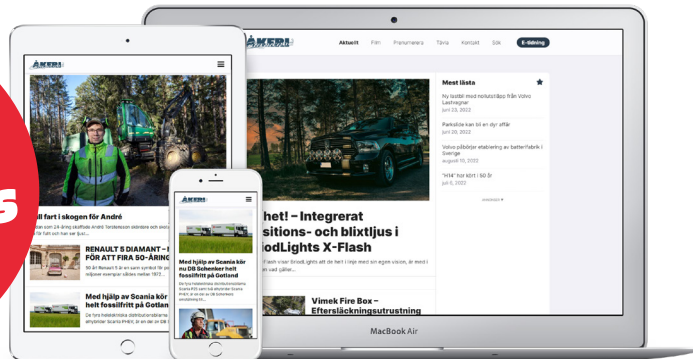
INSERTS

20g: 1.10 SEK/each **40g:** 1.25 SEK/each **50g:** 1.45 SEK/each

Price applies to finished materials. Maximum dimensions: 205x292 mm.

Price proposal submitted on printing costs and if insert exceeds maximum dimensions. Call for prices!

Digital platforms



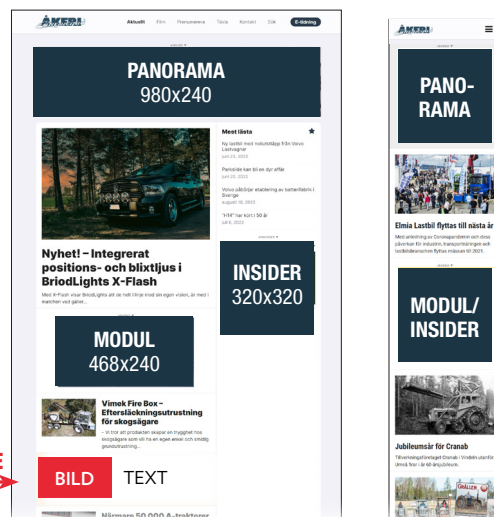
NEWS SITE

The website **akerioentreprenad.se** cover the latest industry news. Reach your target group with display advertising!

Format	SOV	Desktop px	Mobil px	Price
Panorama	50%	980x240	320x320	3 400 SEK/month
Modul	33%	468x240	320x320	2 900 SEK/month
Insider		320x320	320x320	2 300 SEK/month
Takeover		1920x1080	320x480	11 200 SEK/week

Max 200 kB. Mobile size of panorama has the highest priority and will be placed above content, other ads have random placement (inside articles and in the main feed).

NATIVE



NATIVE ADVERTISING

Article on harligahund.se labeled with "advertisement". The entry is pinned as the third article in the news feed during one week. A booking also includes a placement in the newsletter (position 3) and one sharing on Facebook.

Format	Price
Native advertising	5 600 SEK/week

NEWSLETTER

Åkeri & Entreprenads **newsletter** is sent once a week to presenting the latest news and reviews.

Format	Size px	Price x 4 issues
Modul	468x240	1 800 SEK/each

OBS! Animated banners do not work in all mail clients! We recommend static banners in GIF or JPG for the newsletters. Maximum 150 kB.



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MATERIAL DIGITAL

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Technical specifications: www.svenskamedia.se/annonsmaterial