

Sweden's most entertaining, coolest and most diesel smelling magazine!

Traktor Power is Swedens first tractor magazine with everything from modern to classic veteran tractors, they are presented in 14 issues per year with amazing pictures and vivid texts.

Our writers love tractors and are extremely potent within their field. Our readers favorite subjects are renovating and amature mechanics.

Circulation 16 000 ex



PUBLICATION SCHEDULE 2024 PRINT

Issue	Material Day	Publication
1 2024	10 nov 2023	6 dec 2023
2	06 dec 2023	4 jan
3	5 jan	1 febr
4	2 febr	29 febr
Oldies 1 <i>one shot</i>	16 febr	14 mar
5	1 mar	28 mar
6	11 april	10 may
Oldies 2 <i>one shot</i>	24 apr	23 may
7	16 may	13 june
8	24 june	25 july
9	2 aug	29 aug
10	6 sept	3 oct
11	4 oct	31 oct
Oldies 3 <i>one shot</i>	18 oct	14 nov
1 2025	8 nov	5 dec

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

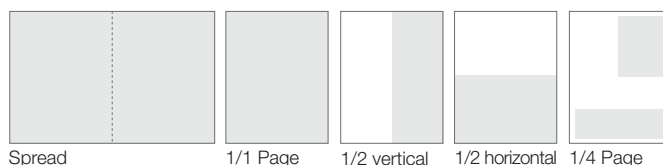
SALES CONTACT

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tommy.flodberg@svenskamedia.se

PRICE & FORMAT PRINT

Format	Price SEK	Width x Height mm	Bleed*
Spread	29 100 SEK	420x297	+ 5 mm
1/1 Page	15 800 SEK	210x297	+ 5 mm
1/2 Page	8 300 SEK	105x297 / 210x145	+ 5 mm
1/4 Page	4 700 SEK	90x130 / 210x75	+ 5 mm
1st spread	33 300 SEK	420x297	+ 5 mm
Cover 2	18 400 SEK	210x297	+ 5 mm
Cover 3	17 300 SEK	210x297	+ 5 mm
Cover 4	19 400 SEK	210x272	+ 5 mm

* Add 5 mm bleed and cropmarks all around



CLASSIFIED

1/4 vertical 90x125 mm 3 600 SEK	1/4 horizontal 185x65 mm 3 600 SEK	1/8 92x61 mm 2 490 SEK	1/16 vertical 43x68 mm 1 020 SEK	1/16 horizontal 90x35 mm 1 020 SEK

INSERTS

Send a insert with the magazine. Contact us for price and information.

THE BRAND TRAKTOR POWER

Traktor Power is much more than a magazine. The brand is strong and well known in the industry. For many years, Traktor Power has been working purposefully with social media where we have reached **respectable levels** as you see below. In the industry, there are few in Sweden who match our numbers when it comes to the number of subscribers and followers. Of those who follow us, **90 percent are men** and the majority of these are in the age range **18-44 years**. In addition to newspaper and site, we can offer marketing on Instagram, YouTube and Facebook. We help you reach out!

SOCIAL MEDIA

The brand **Traktor Power** is leading within the tractor segment:



YouTube
78 100 subscribers
19 million views/year (2020)

Instagram
222 000 followers

Facebook
165 000 followers
56 000 likes

EVENTS

Every year, **Traktor Power** arranges a number of tractor cafés and meetings where our readers and followers are invited to socialize with like-minded people and talk about tractors. At these events, there is room for sponsorship in several different ways. For several years, Traktor Power has also been a co-organizer of a number of trips, for instance, to USA and United Kingdom. Every year we also participate in a number of fairs. Here, too, collaborations may be relevant.

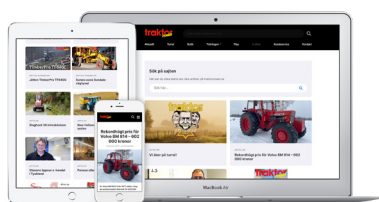


PROFILE PRODUCTS

Traktor Power offers profile products such as caps, t-shirt, decals and more in a webshop.

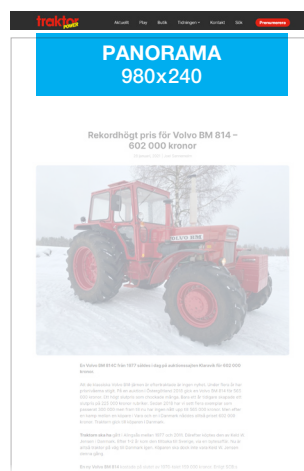


traktorpowers.se



Reach your target group with display advertising! On **traktorpowers.se** you'll find the latest news, cool clips and the webshop
Max 200 kB.

Format	SOV	Desktop px	Mobil px	Price/month
Panorama	50%	980x240	320x320	3 000 SEK



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MATERIAL DIGITAL

Delivery: Send material for digital platforms by e-mail to: annons@svenskamedia.se

Technical specifications: www.svenskamedia.se/annonsmaterial