

# Svensk VERKSTAD.se

I N D U S T R I

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## DIGITAL MEDIA 2023

WEBSITE  
NEWSLETTER  
RATES

## A complete platform creates greater credibility

Svensk Verkstad's digital platform supplies daily Swedish manufacturing industry with the latest news and products.

Our well-reputed and popular magazine creates an extra credibility to our digital media containing of newsletters and newsweb and native advertising. This strengthens Svensk Verkstad's brand in its entirety and gives you as a customer a stronger platform for your news, pressreleases and advertising.

## Leading media channel with important collaborations

With a strong digital platform and a recognized magazine, we create the credibility and spread of news, product news and reports that are being sought today.

The unique cooperation with Sweden's largest industrial network Qimtek, allows us to communicate your message through further a strong channel. This makes us a unique platform for your communication and news toward the Swedish manufacturing industry.

## Statistics

### Web and Newsletter

120 000 pageviews a month

40 000 visitors a month

13 000 subscribers of the newsletter

### Magazine

Circulation: 14 500 (TS-controlled edition)

## Native Advertising

Advertising that melts into the editorial material.

Native Advertising are ads with a content designed to melt into it's editorial surroundings. All Native -advertising will be clearly labeled ANNONS. (Advertising) Prices, see the regular price list for 1/1-pages and spreads. Production Native-advertising 4 800 kr.

**If you need tips for your native advertising or help to produce yours material please contact us.**

**Read more [here](#).**

Our newsletter is sent daily Monday-Friday



**DIGITAL ADVERTISING**

Webpage / Newsletter

Prices per month - For other periods, see our discount packages or ask for quotation. We also have discounted packages for our Key Account customers.

**Price And Placement - Website**

Placement	Format	Price	Mobile (included)
<b>Side Banner</b>	300 x 250 px	3.400 kr	300 x 250 px
<b>Side Banner Top</b>	300 x 250 px	7.500 kr	300 x 250 px
<b>Widescreen</b>	300 x 250 px	13.500 kr	300 x 250 px
<b>Modul</b>	670 x 300 px	8.900 kr	300 x 250 px
<b>Panorama</b>	980 x 180 px	19.500 kr	320 x 320 px

**Price And Placement - Newsletter**

Placement	Format	Price	Svensk Verkstad Video/Play
<b>Foot Banner</b>	Full width: 600 x 300 px	3.800 kr	Prices apply for 1x entry. Request a quote for more entries. (Webb incl. 1 newsletter)  Video fr. 7.500 kr
	Half width: 300 x 250 px (scaled to 264 x 220)	2.300 kr	
<b>Modul Mid</b>	600x300	5.400 kr	
<b>Panorama Top</b>	600x300	7.300 kr	

**Banner Campaign - Newsletter**

Placement	Entries	Price	Entries	Price	Entries	Price
<b>Foot Banner</b>	5 Entries:	9.500 kr	10 Entries:	15.000 kr	15 Entries	18.750 kr
<b>Modul Mid</b>	5 Entries:	14.800 kr	10 Entries:	24.800 kr	15 Entries	31.500 kr
<b>Panorama</b>	5 Entries:	22.500 kr	10 Entries:	38.000 kr	15 Entries	49.200 kr

+30% For full width

**Prices are valid for 2023**

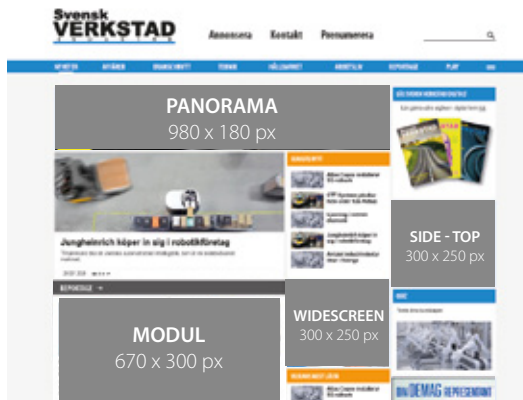
Banners on the website can be animated gif or flash. The banners in the newsletter should be static jpg or gif.

If you need help with production of materials, we will be happy to assist you.

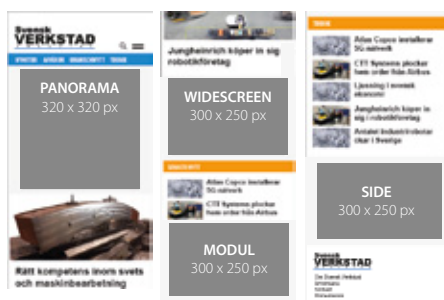
**NEWSLETTER**



**WEBSITE**



**WEBSITE - MOBIL VERSION**



**Placement**

- Panorama 5 places
- Widescreen 3 places
- Module Banner 4 places
- Side Banner Top 3 places
- Side Banner 5 places

**Technical info**

Animated banners: Delivered as jpg, html, gif or script. Max weight mobile 150 kb. Max weight desktop 200 kb.

The animation should stay within 30 seconds.

Static banners: jpg, gif eller png. Max 200 kb.

**Send ads to**

material@svenskverkstad.se

## CONTENT

Target Groups / Contact

### Target groups

Svensk Verkstad web and newsletter have a large readership focusing on manufacturing companies (OEM) and subcontractors as well as industry-based buyers. Those are the companies that invest the most in machinery, tools and products as well as manufacturing.

You reach companies within; Aerospace, Automotive, Electronics, Energy, Defense, Industrial Machinery, Consumer Goods, Marine, Process, Forest & Paper, Transport, Heavy Vehicle, Workshop, Home Appliances.

### The best of two worlds

Svensk Verkstad combines the best of two worlds - the fast and direct communicative digital newsletter and news web with today's news and product news, as well as the printed magazine with deep reports, interviews and industry fairs.

In 2020 we will be focusing on the digital channels with several upgrades for Native Advertising - Digital Svensk Verkstad Magazine - Play - JobForum - Social Media. Svensk Verkstad is a complete media channel that complies with the opportunities that suit all readers and advertisers, digital as well as print.

**OEM Companies**  
Buyers, Constructor,  
Design Engineers,  
Production Managers.

**Product Suppliers**  
Owners, CEOs,  
Sales Managers  
Marketing Managers.

**Suppliers**  
Owners, CEOs,  
Sales Managers  
Production Managers,  
Operators.



## Contact

### Editorial board

Björn Uppfeldt, Andreas Khysing,  
Hans Wigart, Mikael Harrison  
och Johan Sköldberg

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### Adverts

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### News and PM

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### Print

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## Editorial staff

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#### Head Of Media/Editor In Chief

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### Mikael Harrison, Editor

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