

Svensk VERKSTAD

I N D U S T R I

PUBLICATION PLAN FOR MAGAZINE

THEMES
FORMATS
RATES

2022

The best of two worlds

Since the launch in 1915, Svensk Verkstad has represented the manufacturing industry's innovative and personal face.

Svensk Verkstad's printed magazine, digital magazine, newsletters and website has as its main purpose to convey news, events and knowledge as well as delivering brand awareness and product news.

In every media, digital as well as print, we reflect industry through stories about interesting companies and industrial profiles, talking with buyers and informing about new machines, tools and products. Each edition contains strong themes and current events.

We also cooperate with Sweden's most important industrial fairs where we do interviews and videos directly from the leading players. Svensk Verkstad is controlled by the official organ "TS-Tidningsstatik" for magazine and newspaper statistics. Svensk Verkstad Magazine is owned by Qimtek, a network for the Swedish manufacturing industry with 12 000 users. Svensk Verkstad is also the official member magazine for "Mekaniska Verktädernas Riksförbunds" an organisation for metalworking plants.

Statistics

Magazine

Circulation: 18 500 (TS-controlled edition
incl. E-magazine 16 800)

Web and Newsletter

120 000 pageviews a month
50 000 visitors a month
14 000 subscribers of the newsletter

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THEMES

Release Schedule / Fairs

Svensk Verktad is a TS-controlled magazine, five issues a year and distributed to over 18 500 decision makers in the Swedish manufacturing industry.

Themes And Dates**No 1**

Transforming our Industry - Automation - Robots / Update Elmia Production Fairs / Maintenance Fair 31 may - 3 june / Purchasing Barometer 2021-Buyers on 2022.

Release: March 11 • Material: February 24.

No 2

Elmia Production Fairs 10-13 May / Machine Tools & Tools, Automation, Additive Manufacturing, Sheet Metal Processing / Hannover Messe 30 may - 2 june / Smarter Manufacturing & Products / Material Handling News.

Release: May 3 • Material: April 18.

No 3

Automation – Scanautomatic Fair 18-20 Oct. / CNC machining / Sheet metal - EuroBlech 25-28 oct. / Steel & Materials in industry.

Release: September 19 • Material: September 1.

No 4

Elmia Subcontractor 15-17 Nov / Manufacturing Industry in Sweden / Automation - Robots - Holding Tools / MID - Metal Inspiration Days - the exhibitors.

Release: October 28 • Material: October 12.

No 5

CNC machining & Tools - Trend survey 2023 / Welding / The subcontractors - Elmia Subcontractor / Annual Chronicle 2022.

Release: December 7 • Material: December 2.

Exhibitions:

- ▶ **Elmia Production Fairs**
10-13 May
- ▶ **Hannover Messe**
30 may - 2 june
- ▶ **Maintenance Fair**
31 may - 3 june
- ▶ **Scanautomatic & Process Teknik**
18-20 October
- ▶ **EuroBlech**
25-28 October
- ▶ **Elmia Subcontractor**
15-17 November
- ▶ **Metal Inspiration Days**
November

And more.

Enclosures

Enclosures must be in place at V-Tab, Älåkratan 4, Vimmerby, no later than 3 weeks before material days for each issue. See exact date on your order confirmation.



In every issue:

**MACHINING/MACHINE TOOL • SHEET METAL/FABRICATION • AUTOMATION
WELDING • NEWS • WORK • INVESTMENTS • ENVIRONMENTAL ENGINEERING**

A Broad Industrial Coverage

With a broad industrial coverage Svensk Verktad Media reaches companies within; Aerospace, Electronics, Energy, Automotive, Defense, Industrial Machinery, Consumer Goods, Marine, Process, Forest & Paper, Transport, Workshop, Appliances.

ADVERTISEMENT

Prices / Format

Svensk Verktad is a TS-controlled magazine, five issues a year and distributed to over 18 500 decision makers in the Swedish manufacturing industry.

Advertising Sizes Print to "edge" + 5 mm bleed

SPREAD 338 x 279 mm edge: 420 x 297	FULL PAGE 1/1 182 x 279 mm edge: 210 x 297	HORIZONTAL 1/8 , 182 x 32 mm	VERTICAL 1/2 - PAGE 89 x 279 mm	VERTICAL 1/4 - PAGE 89 x 137 mm	COVER 4 THE BACKSIDE 200 x 262 mm edge: 210 x 267
		HORIZONTAL 1/4 182 x 66 mm			
		HALF PAGE 1/2 HORIZONTAL 182 x 137 mm			

Advertising Rates

Size

Spread Premium (page 2-3, 6-7 och Center)	32 000:-	14 900:-
Spread - Other Premium pages - to page 22-23	27 500:-	12 900:-
Spread - Standard (other pages)	24 500:-	9 900:-
Cover 4 (the backside)	32 800:-	8 500:-
Cover 3	24 300:-	7 900:-
1/1-page next to editorial	24 500:-	10 900:-
1/1-page Premium - page 5-23	23 400:-	8 900:-
1/1-page right side	17 800:-	7 900:-
1/1-page left side	14 500:-	6 900:-
1/2-page standing, right side	12 900:-	6 200:-
1/2-page standing, left side	9 900:-	4 600:-
1/2-page horizontal	10 900:-	4 900:-
1/4-page, vertical	7 900:-	3 800:-
1/4-page, vertical next to editorial	8 900:-	3 800:-
1/8-page	4 900:-	2 500:-
1/8-page, horizontal next to editorial	7 200:-	3 200:-

Recruitment Advertising

Size	Magazine issue (no 1-4)	E-magazine (nr 5)
1/1 page	17.800:-	7.500:-
1/2 page	10.900:-	4.900:-
1/4 page	7.900:-	3.500:-

*Included in prices above:
Clickable ads in the digital
version of each magazine.*

Technical Info

Format: A4

Lines per inch: 133 lpi

Binding: Glued

Circulation: Printed 18 500 ex.

(TS-controlled edition incl. E-magazine 16 800)

Edition: 5 issues/year 2022

(og witch nr 5 is a E-magazine)

File Format

Printable PDF files (300 dpi).

Originals made in the following programs: InDesign, Illustrator or other vector graphics application. Photoshop or other pixel graphics application can be accepted.

Enclosures

A4 (205x290 mm) max 20 gram.
Distribution included. 23 800:-
For larger enclosures over
20 grams, please contact
us for price.

*Send your customer magazine or brochure
with Svensk Verktad Magasin and you
reach the industry's decision-makers in a
cost-effective manner.*

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.](#)

Submission Of Material

Please send the material to:
material@svenskverkstad.se
Label with: "SVV".

AUDIENCE DESCRIPTION

Audience / Contact

Svensk Verktad is a TS-controlled magazine, five issues a year and distributed to over 18 500 decision makers in the Swedish manufacturing industry.

Swedens Largest Industrial Magazine

Svensk Verktad has a large readership with a focus on manufacturing companies and suppliers in the industry. It is the group of companies that invest the most in machinery, tools and products. Unique from other newspapers, Svensk Verktad survey the suppliers and buyers through 50 000 of phone calls every year. This is done in collaboration with Qimtek - a network for the manufacturing industry with over 12 000 users. Our collaboration and media partnership with major industrial fairs will give your news and ads an additional valuable exposure.

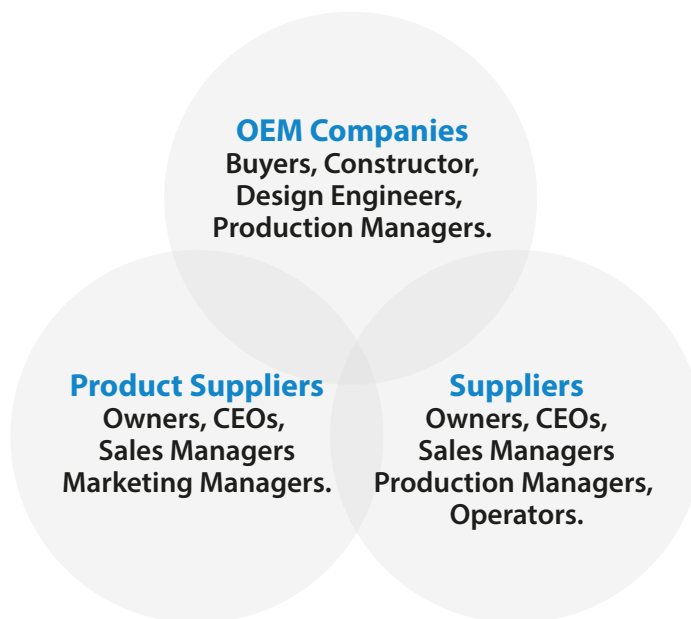


Svensk Verktad is also the official membership magazine for the Association of Mechanical Engineering companies.



TS-KONTROLLERAD
www.ts.se

Svensk Verktad is TS controlled



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