

Svensk

Magasinet för modern tillverkningsindustri

VERKSTAD

I N D U S T R I

PUBLICATION PLAN MAGAZINE 2021
THEMES • FORMATS • RATES



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 Verkstädernas 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

70 000 visitors a month

14 000 subscribers of the newsletter

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THEMES

Release Schedule / Fairs

Svensk Verkstad 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

Fabrication / Machining – effectivity & automation / Metal Inspiration Days 21-22 april / Automation & Robots (Hannover Messe – 12-16 april) / Smart Industry - Automation & Robots The buyers barometer 2021.

Release: March 5 • Material: February 17

No 2

Smart Manufacturing / Material Handling / Värnamo Industri Expo / Metrology - (Control Stuttgart 4-7 May) / Steel & Material in production / Material handling / Welding-Fusing.

Release: May 5 • Material: April 16.

No 3

The world of Metal (EMO Milano Oct 4-9 Milan) / Investments & Financing machines / Automation (Scanautomatic & Processteknik Oct 4-6) / Sustainability.

Release: September 16 • Material: September 2

No 4

Suppliers & Buyers (Elmia Subcontractor) / Automated Industry - Robots - Gripping Tools / Education & Skills / Innovation / Automation in Fabrication.

Release: October 28 • Material: October 12.

No 5

CNC - Machining - looking towards 2022 / Welding - standards - automation / Steel - Material / Follow up Elmia Subcontractor / Material Handling / Chronicle - Summary 2021.

Release: December 2 • Material: November 26.

Exhibitions:

Please note that som may be cancelled due to the pandemic.

- ▶ **Hannover Messe**
12-16 April
- ▶ **Metal Inspiration Days**
21-22 April
- ▶ **Control Stuttgart**
4-7 May
- ▶ **Smart Manufacturing**
19-20 May
- ▶ **Scanautomatic & Processteknik**
4-6 Oct
- ▶ **EMO Milano**
4-9 Oct
- ▶ **Elmia Subcontractor**
9-12 Nov

Enclosures

Enclosures must be in place at V-Tab, Ålåkragatan 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**

New topic for 2021 - **SMARTINDUSTRY**

A Broad Industrial Coverage

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

ADVERTISEMENT

Prices / Format

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Advertising Sizes Print to "edge" + 5 mm bleed

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.*

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 Verkstad 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.](#)

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 2021
 (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.

Submission Of Material

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

AUDIENCE DESCRIPTION

Audience / Contact

Svensk Verkstad är det enda TS-kontrollerade verkstadsmagasinet. Magasinet ges ut i 5 utgåvor under 2021 och distribueras till över 18 500 beslutsfattare inom svensk tillverkningsindustri.

Swedens Largest Industrial Magazine

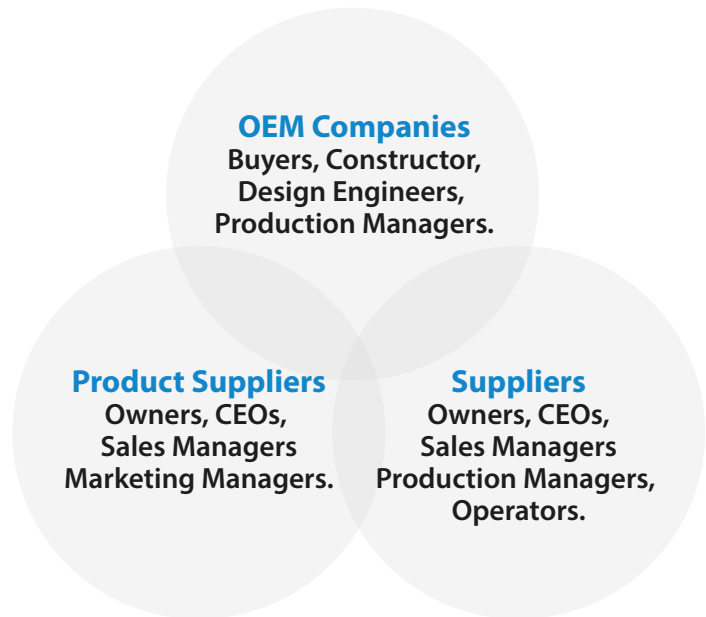
Svensk Verkstad has a large readership with a focus on manufacturing companies and suppliers in the industry. It is the group of companies that invest the most in machinery, tools and products. Unique from other newspapers, Svensk Verkstad survey the suppliers and buyers through 50 000 of phone calls 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 Verkstad is also the official membership magazine for the Association of Mechanical Engineering companies.



Svensk Verkstad is TS controlled



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