



Svensk
VERKSTAD.se
I N D U S T R I

MEDIA PLAN DIGITAL

WEB • NEWSLETTERS • RATES 2018

www.svenskverkstad.se

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.

Web and Newsletter

110 000 page views a month

35 000 unique visitors a month

17 000 subscribers of the newsletter

Our newsletter is sent daily Monday-Friday



The best of two worlds

Svensk Verkstad combines the best of two worlds – the fast and direct communication containing a digital newsletter and newsweb with the latest news and product as well as the printed magazine with deep reports, interviews and industry fairs.

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.

Toppbanner
980 x 120-200 px

The screenshot shows the Svensk Verkstad website interface. At the top, there is a navigation bar with the logo and menu items: Home, Nyheter, Branschnytt, Teknik, Reportage, Affärer, and Play. Below the navigation bar, the main content area is divided into several sections:

- Toppbanner:** A large orange banner at the top right with the text "Toppbanner 980 x 120-200 px".
- Mittbanner:** A large orange banner in the middle left with the text "Mittbanner 468 x 240 px".
- Sidbanner:** A large orange banner on the right side with the text "Sidbanner 180 x 200 px".
- Content Articles:** Several articles are displayed, including "Ytterligare Boeing-order till Nyköping" (with an image of a Boeing 737-800), "Impact Coatings får genombrottsorder inom automotive" (with an image of industrial machinery), and "Årets julkapp 2016 - i år vill vi ha teknikprylar av tomten" (with an image of a gift box).
- Right Sidebar:** Contains a "MEST LÄSTA" (Most Read) section, a "Svensk Verkstad Nyhetsbrev" (Newsletter) sign-up section, a "SENASTE NYTT" (Latest News) list with 10 items, and a "Robothon-vinnare" (Robot Competition Winner) announcement.

Leading media channel with 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.

Native Advertising

Native advertising are ads with a content designed so that it melts into its surroundings.

- Natural advertising.
- Advertising that merges into other editorial material.
- Editorial advertising.

We can also assist in producing your material.



DIGITAL ADVERTISING

WEB & NEWSLETTER · PLAY · NATIVE

Book a discount package or customize your advertising on your demand
Please contact us at +468-753 48 00 or by e-mail info@svenskverkstad.se

Svensk Verkstad Web

svenskverkstad.se

Side banner 180x200px

Sponsor banner 250x250px

Middle banner 468x240px

Top banner 980x120px

First page

2.000 SEK/month

3.300 SEK/month

3.900 SEK/month

8.800 SEK/month

The following pages

1.000 SEK/month

1.150 SEK/month

1.950 SEK/month

4.400 SEK/month

Svensk Verkstad Newsletter

Side ad 180x200px

2.200 SEK

Middle ad 468x240px

3.000 SEK

Top ad 600x60-90px

5.300 SEK

Svensk Verkstad Play

Web and newsletter

from 5.500 SEK

Native Advertising

See separate pdf on website.

Rates are based on one entry.

For longer periods and more entries request our best quote.

Prices are valid for 2018. Svensk Verkstad print advertisers and Qimtek members are given 30% Discount on all digital advertising, however, this does not apply for already discounted packages. Banners on the website can be animated gif. or flash. The banners in the newsletter should be static jpg.



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Discount packages 12 months

Base 18.000 SEK/year

Banner at svenskverkstad.se

- 6 month side banner first and news pages
- 6 months side banner other pages

Ads in the Newsletter

- 12 side ads

Medium 24.000 SEK/year

Banner at svenskverkstad.se

- 6 months middle banner first and news pages
- 6 months side banner other pages

Ads in the Newsletter

- 12 sidannonser

Premium 36.000 SEK/year

Banner at svenskverkstad.se

- 6 month middle banner first and news pages
- 6 months middle banner other pages

Ads in the Newsletter

- 12 page ads

Premium Gold 55.000 SEK/year

Banner at svenskverkstad.se

- 6 months top banner first and news pages
- 6 months top banner other pages

Ads in the Newsletter

- 12 top ads

Mobile banners are included in the 12-months discount packages