



**Svensk** Magasinet för modern tillverkningsindustri  
**VERKSTAD**  
I N D U S T R I

**PUBLICATION PLAN MAGAZINE**

**THEMES • RATES 2018 7 ISSUES**

## Overview

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 12000 users. Svensk Verkstad is also the official member magazine for "Mekaniska Verkstädernas Riksförbunds" an organisation for metalworking plants.

### Magazine

**21 100** printed  
(TS-CONTROLLED 2016)

### Web and Newsletter

**110000** pageviews a month  
**35000** unique visitors a month  
**17000** subscribers of the newsletter



*Svensk Verkstad is a TS-controlled magazine, issued seven times a year and distributed to over 21,000 decision makers in the Swedish manufacturing industry. With a broad industrial coverage. Companies within; Aerospace, Electronics, Energy, Vehicles, Defense, Industrial Machinery, Consumer Goods, Marine, Process, Forest & Paper, Transport, Heavy Vehicle, Workshop, Appliances.*

## Themes

No 1

MÄSSNUMMER

Underhåll

**Themes:** Maintenance Fair March 13-16 • Tube & Wire 16-20 April • Digitized Manufacturing • Industrial Purchaser/Purchase Barometer 2018 • Elmia Fairs 15-18 May.  
**Release date: Feb 20 Deadline material: Feb 7**

No 2

**Themes:** Hannover Messe 23-27 april, Automation • Measurement Control Stuttgart 24-27 April, Additive Manufacturing / 3D  
**Release date: March 27 Deadline material: March 14**

No 3

MÄSSNUMMER

Elmia

**Themes:** Elmia Fair 15-18 May - Machine Tools- Automation- Welding- Sheet Metal- 3D Additive Manufacturing - Polymer  
**Release date: May 3 Deadline material: April 18**

No 4

**Themes:** IMTS 10-15 Sep. "Machine manufacturer" • Cad / Cam / Design • Alihankinta 25-27 sep. • Follow up Elmia Fairs • Automatica 19-22 June  
**Release date: June 7 Deadline material: May 23**

No 5

MÄSSNUMMER

Scanautomatic  
Processteknik

**Themes:** Machine and Tools AMB 18-22 sept. • Euroblech 23-26 Oct. • Automation-Scanautomatic Fair/Process Technology 9-11 Oct.  
**Release date: Sep 13 Deadline material: Aug 30**

No 6

MÄSSNUMMER

Elmia  
Subcontractor

**Themes:** Elmia Subcontractor 13-16 Nov. • Subcontractors and buyers • Follow-up fairs. Logistics & Transportation m.Truckar 7-8 Nov. • JIMTOF 1-6 nov.  
**Release date: Oct 25 Deadline material: Oct 11**

No 7

**Themes:** Welding, Cutting/Holding Tools • Steel/Material - Follow-up Elmia Subcontractor  
**Release date: Dec 7 Deadline material: Nov 23**

**In every issue: Machining/Machine tool • Sheet metal/Fabrication • Automation • Welding**

### Also in every issue:

- The supplier – reports from companies in the manufacturing industry.
- Interview with the CEO – we talk to leaders of interesting companies.
- Operators, machinists and technique – news and interviews.
- Product and industry news.

### Svensk Verkstad covers these fairs during 2018:

- Underhållsmässan 13-16 mars • Hannover Messe 23-27 april • Mätteknik Control Stuttgart 24-27 april • Elmiamässorna 15-18 maj • IMTS 10-15 september • Alihankinta 25-27 september
- AMB 18-22 september • Scanautomatic/Processteknik 9-11 oktober • Euroblech 23-26 oktober
- Elmia Subcontractor 13-16 november • JIMTOF 1-6 november

# Prices & Format

## Advertising rates

Spread, Premium* (page 2-3, 6-7, Center)	29 900:-
Spread, Standard	21 700:-
Cover 4 back	26 800:-
Cover 3 inside	19 300:-
1/1page Premium (Right, page 5-23)	21 400:-
1/1 page (24- )	16 800:-
1/1-page, left	15 500:-
1/2-page, standing, right side outer edge	11 900:-
1/2-page, right side	10 900:-
1/2-page, horizontal / left-hand side	9 900:-
1/4-page, right side	6 900:-
1/4-page, left side	6 200:-
1/8-page, right side	4 900:-
1/8-page, left side	4 300:-

## Enclosures

A4, max 20 grams: Distribution included. 22 800:-

For larger enclosures over 20 grams, please contact us for price.

## Discounts

If booked at the same time:

**10%** at 2 ads.

**20%** at 3-5 ads.

**30%** at 6-7 ads.

## Technical info

**Format:** A4

**Lines per inch:** 133

**Binding:** Glued

**Circulation:** 21 100 ex. TS-controlled (2016)

**Editions:** 7 issues/year

**Founded:** 1915

**Website:** [www.svenskverkstad.se](http://www.svenskverkstad.se)

**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. Send to [info@svenskverkstad.se](mailto:info@svenskverkstad.se)

Technical questions regarding advertising materials Contact Mikael Harrison  
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*Please note that the results are always best if the correct size is kept at the ad production. At Ads outcomes, it is important to add a bleed of 5 mm to avoid the risk of white edges when cutting. We cannot accept responsibility for sent in material.*

## Native Advertising

Advertising that melts into the editorial material. Native Advertising are ads with a content designed to melt into its surroundings. Please contact us for more information.

Spread - 388x297 mm  
Print to edge 420x297 mm + 5 mm bleed

1/1 page  
182x279 mm

Print to edge  
210x297 mm  
+ 5 mm bleed

Cover 4  
backside  
200x262 mm

Print to edge  
210x267 mm  
+ 5 mm bleed

1/4 page  
89x137  
(standing)

1/2 page  
89x279  
(standing)

1/8 page 182x32

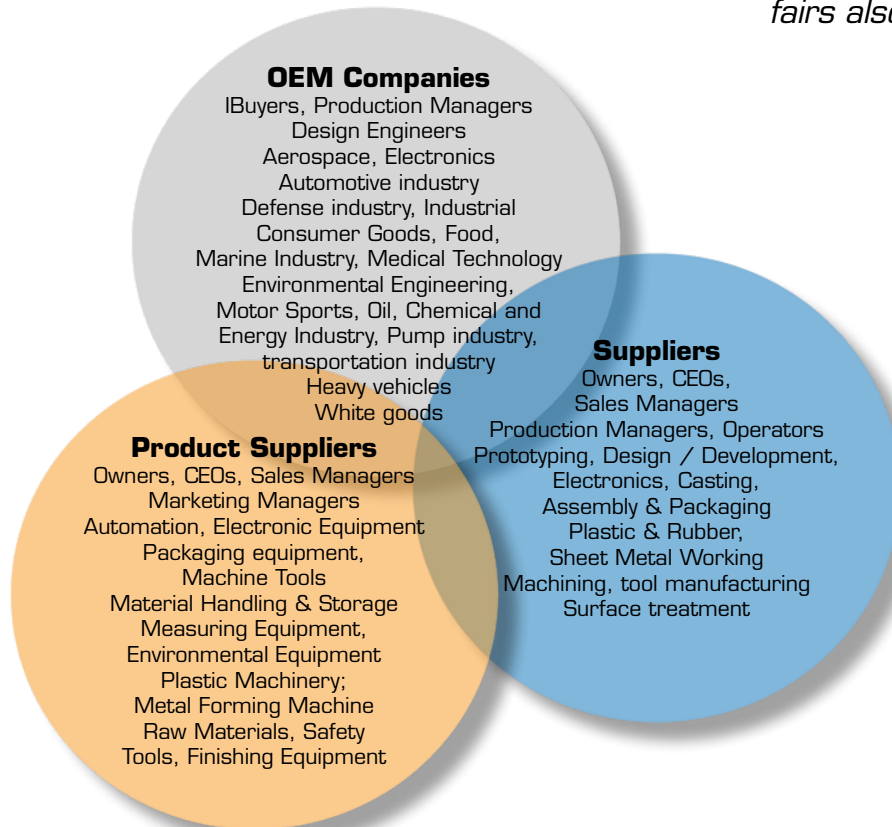
1/4 page 182x66  
(horizontal)

1/2 page 182x137  
(horizontal)

# Svensk VERKSTAD

## Audience Description

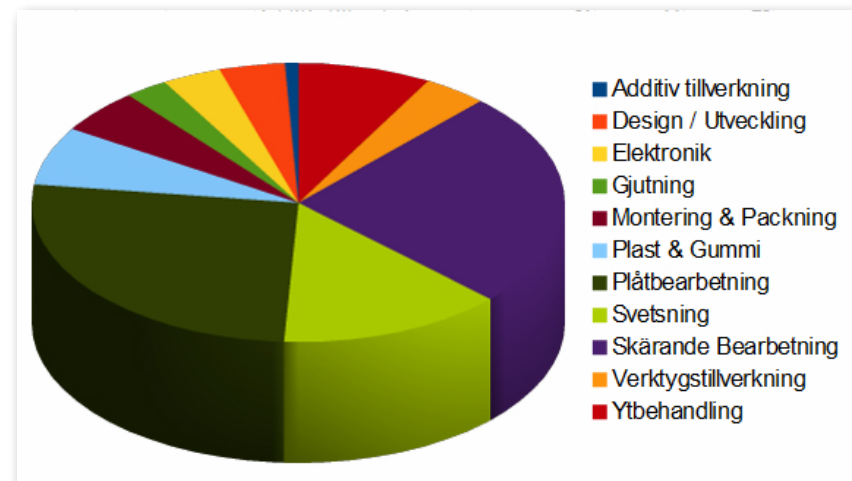
### Three markets



### Sveriges största verkstadstidning

*Svensk Verkstad has the largest 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 12000 users. Our collaboration and media partnership with major industrial fairs also gives your press releases and ads an additional valuable exposure.*

### Manufacturing Categories



### MVR

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

*Svensk Verkstad is TS controlled*



## Contact

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