

# Byggvärlden

## 2012

### With an advertisement in Byggvärlden, you will reach:

Work supervisors, Site, project and production managers, Regional/departmental managers, CEOs, Architects & consultants, Construction managers & construction engineers, Technology/survey managers, Property managers/administrators, Purchasers, HR managers

## Advertise in the biggest trade journal for the construction sector!

**Byggvärlden** is a modern trade journal in tabloid format. With a TS-controlled print run of 21,400\*, it is the largest construction journal in Sweden for decision makers.

In 2011, Byggvärlden was distributed through a working relationship with the Sverige Bygger organisation to around 5,000 consultants and architects who annually order goods and services worth up to SEK 200 billion for construction projects. As a result of this addition to our readership, Byggvärlden now covers decision makers within the construction sector as a whole to an even greater extent.

**Byggvärlden** is published monthly (18 issues a year) and issues a newsletter – **Byggvärlden direkt** – twice a week..

\* TS-audited print run, 21 400 (2011).



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### Fact file:

**TS print run:** 21 400 copies (2011)  
**Publication:** Journal, 18 issues a year  
**Format:** Tabloid  
**Newsletter:** 80 issues a year  
**Current print run, 2012:**  
approx 23 000 copies.

### Contact us

To book space or to request additional information, please contact:  
Annonskraft AB  
**Nisse Olsson**, tel: +46 651-16 993, [nisse.olsson@annonskraft.se](mailto:nisse.olsson@annonskraft.se)  
**Hans Engblom**, tel: +46 651-16 983, [engblom@annonskraft.se](mailto:engblom@annonskraft.se)  
Or contact **Maria Senkerik**, Business Manager  
**Maria Senkerik** [maria.senkerik@byggvarlden.se](mailto:maria.senkerik@byggvarlden.se), tel +46 704-325 212

### Publication plan 2012

No.	Deadline for material	Publication	Nr	Deadline for material	Publication
<b>1</b>	Jan 9-jan	<b>19-jan</b>	<b>11</b>	aug 13-aug	<b>23-aug</b>
<b>2</b>	Feb 23-jan	<b>02-feb</b>	<b>12</b>	sep 3-sep	<b>13-sep</b> Working environment and safety
<b>3</b>	Feb 13-feb	<b>23-feb</b>	<b>13</b>	sep 17-sep	<b>27-sep</b>
<b>4</b>	Mars 5-mar	<b>15-mar</b>	<b>14</b>	okt 1-okt	<b>11-okt</b> Transport and Logistics
<b>5</b>	April 26-mar	<b>04-apr</b>	<b>15</b>	okt 15-okt	<b>25-okt</b>
<b>6</b>	April 9-apr	<b>19-apr</b>	<b>16</b>	nov 5-nov	<b>15-nov</b>
<b>7</b>	maj 23-apr	<b>03-maj</b>	<b>17</b>	nov 19-nov	<b>29-nov</b> Energy efficiency
<b>8</b>	maj 7-maj	<b>16-maj</b>	<b>18</b>	dec 3-dec	<b>13-dec</b>
<b>9</b>	maj 21-maj	<b>31-maj</b>			
<b>10</b>	juni 11-jun	<b>20-jun</b>			



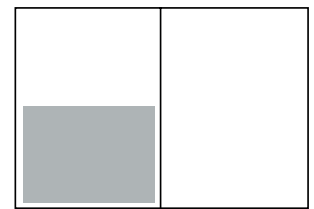
Spread  
4-colour SEK 67 500  
Text face 528 x 364



Full page  
4-colour SEK 39 500  
Text face 256 x 364



A4  
4-colour SEK 32 400  
Text face 204 x 272



Half-page  
4-colour SEK 27 900  
Text face 256 x 180



2-column, full height  
4-colour SEK 25 100  
Text face 100 x 364



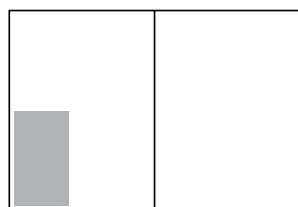
3-column, full height  
4-colour SEK 30 700  
Text face 152 x 364



1/4-page 1/4-page back cover  
4-colour SEK 17 100 SEK 19 600  
Text face 256 x 88



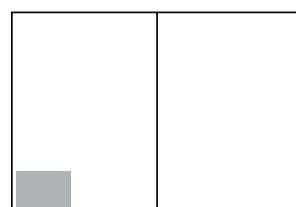
3-column, half height  
4-colour SEK 19 500  
Text face 152 x 180



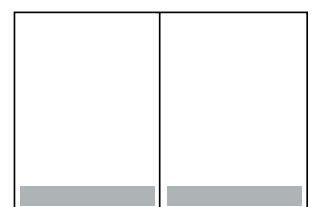
2-column, half height  
4-colour SEK 16 200  
Text face 100 x 180



2-column, 130 mm  
4-colour SEK 12 000  
Text face 100 x 130



2-column, 88 mm  
4-colour SEK 8 200  
Text face 100 x 88



Stripe Stripe, front cover  
4-colour SEK 10 500 SEK 14 900  
Text face 256 x 42

### Requested placement

Requested placement with the formats listed above: +10%. For other placements or formats, please contact Annonskraft AB.

Placement	Supplement	Text face	Price
Page 3	+15%	256x364	SEK 45 425
Page 7	+10%	256x364	SEK 43 450
3rd spread	+15%	256x364	SEK 45 425

## Byggvärlden, construction industry's leading career forum

Job advertisements in the construction sector's most up-to-date forum. Our primary target group comprises students and active professionals looking to advance their careers.

### Job advertisements in the journal Byggvärlden

Full page .....	256x364 .....	SEK 35 000
Half page (landscape) .....	256x180 .....	SEK 23 000
Quarter page (landscape).....	256x88 .....	SEK 15 500
2-column, 130mm .....	100x130 .....	SEK 9 000

*All prices are ads in the four-color*

**Free format:** SEK 50/column mm

**Requested placement:** +10%

### Job advertisements on byggvarlden.se

- Publication for up to 30 days. byggvarlden.se/jobbb.
- Logo and link to the job advertisement.
- The latest job advertisements headlines are displayed on the front page of byggvarlden.se
- Statistics about the number of searches.
- Clickable job advertisement header and company logo in two issues of the Byggvärlden direkt newsletter. More than 11,000 subscribers, (may 2012).
- Average opening rate of the newsletters are 39% (mars 2012).

**Price job advertisement webb:** SEK 4 900 excluding VAT for each position

For more information or booking of job advertisement contact:

**Lasse Sundberg**, tel. +46 651-169 52, sundberg@annonskraft.se

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## Other advertising 2012

### Inserts

Inserts, (whole print run)

20 g SEK 26 100

30 g SEK 27 700

40 g SEK 29 300

50 g SEK 30 900

60 g SEK 32 500

Selection fee: SEK 2 500

Max. format: 280x397 mm

For more detailed technical information contact Annonskraft AB

### Annonsbörsen

**Module advertisements in the credit titles "Annonsbörsen"**

1 module, text face 82 x 58 mm, price SEK 3 000

For additional information or to book space, contact Annonskraft AB.

**Nisse Olsson**, tel: +46 651-16 993,

nisse.olsson@annonskraft.se

**Hans Engblom**, tel: + 46 651-16 983,

engblom@annonskraft.se



## byggvarlden.se 2012

Welcome to the most up-to-date site for construction sector news! byggvarlden.se is a news and business forum for all players in the construction sector. The website presents the latest news, finances, a calendar, new projects and our own job bank.

### Price list, byggvarlden.se

Format	Size	Max	Price
Panorama	844x178 pxl	50 Kb	SEK 7 700/week
Sticky	250x360 pxl	50 Kb	SEK 6 600/week
TWS	250x360 pxl	50 Kb	SEK 6 600/week
Module large	468x240 pxl	50 Kb	SEK 6 000/week
Module medium	468x180 pxl	50 Kb	SEK 5 500/week
Button 1-2	200x100 pxl	50 Kb	SEK 3 500/week

When you book an extra week: -10%.

When you book four weeks: -20%



## Byggvärlden direkt

Byggvärlden publishes up-to-date newsletters. Byggvärlden direkt is issued twice a week to all subscribers, presenting the latest news and reviews. Banner advertising in the newsletter is available:

### Pricelist byggvärlden direkt

Format	Size	Max	Price
Panorama	690x90 pxl	15 Kb	SEK 4 500/week
Module large	468x240 pxl	15 Kb	SEK 4 000/week
Module medium	468x180 pxl	15 Kb	SEK 3 500/week
Module small	468x60 pxl	15 Kb	SEK 3 000/week
Button 1-2	200x100 pxl	15 Kb	SEK 2 000/week

## Additional information 2012

### Submission of advertisements

Print Ads submitted on [www.svenskamedia.se/send/](http://www.svenskamedia.se/send/) or on our ftp: 80.65.199.21 (username: media, password: dagsfordex) in the folder Byggvärlden or by mail at the address [helena.jarveryd@byggvarlden.se](mailto:helena.jarveryd@byggvarlden.se) (max 10 MB). We also receive materials on CD at: Byggvärlden, Svenska Media Docu AB, Tingsgatan 2, 827 32 Ljusdal. Mark the material with byggvärlden and the paper edition. Banners submitted by e-mail to [helena.jarveryd@byggvarlden.se](mailto:helena.jarveryd@byggvarlden.se)

### Price conditions

The prices apply only to the submission of finalised digital material that complies with the publisher's specifications. We charge SEK 600 per hour for finalising digital material that does not meet our specifications. Prices include the currently applicable advertising tax of 3%. VAT will be added.

**Payment terms:** We must have received payment no later than 20 days after the date publication.

**Complaints:** Byggvärlden's liability for errors is limited to no more than the cost of the advertisement in question.

**Cancellation:** In writing, 14 days prior to the date of publication.