

2013



Byggvärlden

Sweden's largest construction newspaper!

According Orvesto Business 2013 is Byggvärlden the most read construction newspaper in Sweden with **33,000 readers**, an increase of 11,000 readers compared to 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 21,900*, 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, 21 900 (2012).

Fact file:

TS print run: 21 900 copies (2012)
Orvesto Business 2013: 33 000 readers.
Publication: Journal, 18 issues a year
Format: Tabloid
Newsletter: 80 issues a year
Current print run, 2013:
 approx 23 000 copies.

Contact us

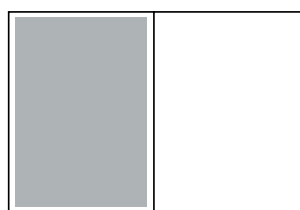
To book space or to request additional information, please contact: **Annonskraft AB**
Roger Nilsson, tel +46 651-169 81, roger.nilsson@annonskraft.se
Göran Cavallin, tel +46 651-169 82, cavallin@annonskraft.se
Hans Engblom, tel +46 651-169 83, engblom@annonskraft.se
Marko Grönholm, tel +46 651-169 86, marko.gronholm@annonskraft.se

Publication plan 2013

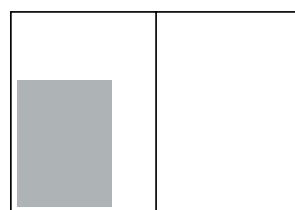
No.	Deadline for material	Publication	No.	Deadline for material	Publication		
1	jan	14-jan	23-jan				
2	feb	28-jan	6-feb				
3	feb	11-feb	20-feb				
4	mar	25-feb	6-mar				
5	mar	11-mar	20-mar				
6	april	1-apr	10-apr	Prefab & Module			
7	april	15-apr	24-apr				
8	may	6-may	15-may				
9	may	20-may	29-may				
10	june	3-jun	12-jun	Recruitment			
			11	aug	12-aug	21-aug	
			12	sep	26-aug	4-sep	Roof & Facade
			13	sep	9-sep	18-sep	
			14	oct	23-sep	2-oct	Carrier & Pickups
			15	oct	7-okt	16-oct	
			16	nov	28-oct	6-nov	
			17	nov	11-nov	20-nov	
			18	dec	2-dec	11-dec	



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



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



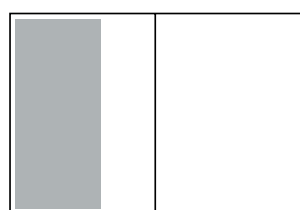
A4
4-colour SEK 32 400
Text face 204 x 272



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



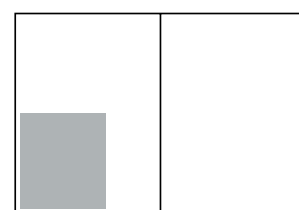
2-column, full height
4-colour SEK 25 100
Text face 100 x 364



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



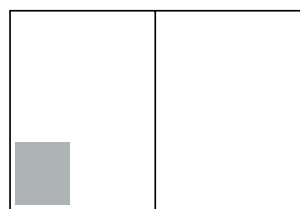
1/4-page 1/4-page back cover
4-colour SEK 17 100 SEK 19 600
Text face 256 x 88



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 12,500 subscribers, (may 2013).
- Average opening rate of the newsletters are 36% (april 2013).

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

Marko Grönholm, tel +46 651-169 86, marko.gronholm@annonskraft.se

Examples of clicks statistics - job advertisements:

Anbudsingenjör Göteborg february 2013, 813 click.	Senior projektledare Umeå february 2013, 745 click.	VD mars 2013, 524 click.	Arbetschef Stockholm april 2013, 458 click.
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Other advertising 2013

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.

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byggvarlden.se 2013

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. More than 12,500 subscribers, (may 2013).

Average opening rate of the newsletters are 36% (april 2013).

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 2013

Submission of advertisements

Print Ads submitted on 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 (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

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.