

BIL & VERKSTAD

Media plan 2014



The Magazine that reaches 16 700 companies in the Swedish car industry!

Through advertising in Bil & Verkstad You will reach all garage for passenger cars, trucks, gas stations, tyre services, car electronics, paintshops and retail sales for carparts and accessories.

PUBLISHING 2014

Issue	Deadline:	Publication:
1-2014	29/1	17/2
2-2014	12/3	1/4
3-2014	16/4	5/5
4-2014	14/5	2/6
5-2014	25/8	11/9
6-2014	22/9	9/10
7-2014	29/10	17/11
8-2014	24/11	11/12

Tips and news, send to:
catharina.olsson-lindh@svenskamedia.se

ATTACHMENTS

20g: 1 sek/each 40g: 1,20 sek/each 50g: 1,40 sek/each
Price of finished materials. Max dimensions: 205x275mm.
Larger sizes? Call for Price!

REFERENCES

We have always had great response to our ads in Bil & Verkstad - even long after the release. A customer called about one month after receiving the magazine and was interested in a leak detector, the newspaper had been on the toilet so it had been a long reflection.
Daniel, Sjöro Svagström

We advertise in Bil & Verkstad because many people read the magazine and it is left in the shop for a long time.
Anders, Torparens Tools



PROVISION OF MATERIALS

Internet: www.biloverkstad.se - Click on "Annonslämning"
Mail: Helena Järveryd, +46(0)651-69 90 08, helena@svenskamedia.se
FTP: ftp.svenskamedia.se (Username: media Password: svenskamedia)

BOOKING

Stefan Jonsson, Bil & Verkstad

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SVENSKA
media

PRICELIST

Size	Price: SEK	Size:	Bleed dimensions
Spread	22 900:-	394x270	420x297 (+5mm bleed)
Cover*	19 900:-	185x270	210x297 (+5mm bleed)
1/1-page	16 900:-	185x270	210x297 (+5mm bleed)
1/2-page	9 900:-	185x132 / 90x270	210x147 / 100x297 (+5mm bleed)
1/4-page	5 900:-	90x132 / 185x65	
1/8-page	3 400:-	90x65	

* Dimensions for the last cover is 210x267 mm + 5 mm bleed.

Discounts: When co-booking: 10% at 2 insertions, 20% at 3 and 30% at 4. When booking a full year (8 entries) 40% discount. VAT not included. Advertising tax is included.

Tech Specs: Printable (300dpi) PDF files.

Circulation: TS-audited circulation of 16 900 copies.

Ad made from the following programs: InDesign, Illustrator or Photoshop.

1/1-page: 185x270 mm bleed:* 210x297 mm	Horizontal 1/2: 185x132 mm bleed:* 210x147 mm	Vertical 1/2: 90x270 mm bleed:* 100x297 mm	1/4-page: 90x132 mm 185x65 mm
Spread: 394x270 mm bleed:* 420x297 mm			1/8-page: 90x65 mm 185x30 mm

*In case of bleed - add 5 mm bleed in all directions!

WEB ADVERTISING

Top: 468x60 pixels	2 000 SEK / month
Square: 125x125 pixels	1 500 SEK / month
Doublesquare: 270x125 pixels	2 500 SEK / month
Newsletter top: 768x90 pixels	2 500 SEK / 4 editions
Newsletter square: 240x240 pixels	1 800 SEK / 4 editions

