

Byggvärlden

**Pricelist &
publishing schedule
2015**

**newspaper
and Webb**



Sweden's most read construction newspaper!

According to Orvesto Business 2013 Byggvärlden is 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/departamental 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 22,700* and 33.000 readers Byggvärlden is the most read construction journal in Sweden for decision makers.

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

* TS-audited print run, 22 700 (2014).

Fact file:

TS print run: 22 700 copies (2014)
Orvesto Business 2013: 33 000 readers.
Publication: Journal, 18 issues a year
Format: Tabloid
Newsletter: 80 issues a year
Current print run, 2014:
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

Publication plan 2015

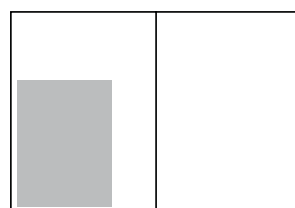
No.		Deadline for material	Publication	No.		Deadline for material	Publication
1	Jan	12-jan	21-jan	11	aug	10-aug	19-aug
2	Feb	26-jan	4-feb	12	sep	24-aug	2-sep
3	Feb	9-feb	18-feb	13	sep	14-sep	23-sep
4	Mars	2-mar	11-mar	14	okt	28-sep	7-okt
5	Mars	16-mar	25-mar	15	okt	12-okt	21-okt
6	April	1-apr	15-apr	16	nov	2-nov	11-nov
7	April	20-apr	29-apr	17	nov	16-nov	25-nov
8	maj	4-maj	13-maj	18	dec	30-nov	9-dec
9	maj	18-maj	27-maj				
10	june	8-jun	17-jun				



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



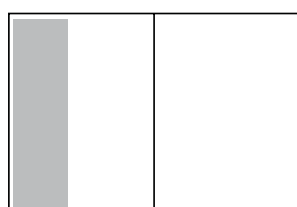
Full page
4-colour SEK 39 500
Text face 256 x 364



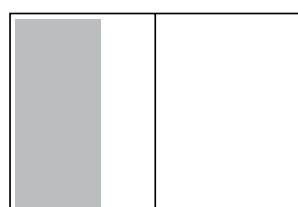
A4
4-colour SEK 32 400
Text face 204 x 272



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



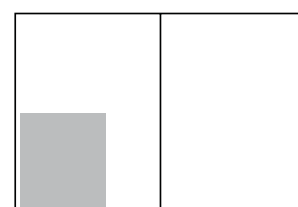
2-column, full height
4-colour SEK 25 100
Text face 100 x 364



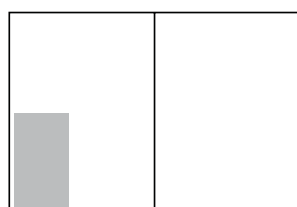
3-column, full height
4-colour SEK 30 700
Text face 152 x 364



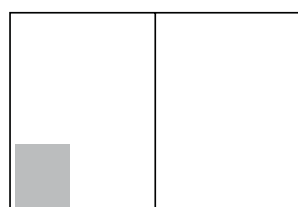
1/4-page
4-colour SEK 17 100
Text face 256 x 88



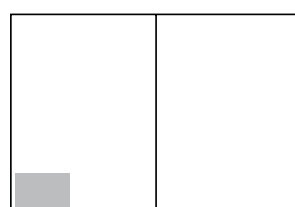
1/4-page back cover
4-colour SEK 19 600
Text face 256 x 88



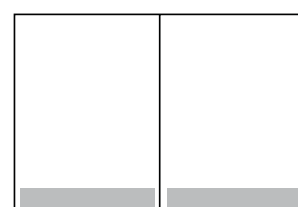
3-column, half height
4-colour SEK 19 500
Text face 152 x 180



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, 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/jobb.
- 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 13,000 subscribers, (feb 2014).
- Average opening rate of the newsletters are 58% (feb 2014).

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 70-191 96 15, sundberg@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.

Other advertising 2015

Inserts

Max. format: 280x397 mm

For price and 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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Hans Engblom, tel +46 651-169 83, engblom@annonskraft.se

byggvarlden.se 2015

Welcome to the most up-to-date site for construction sector news!

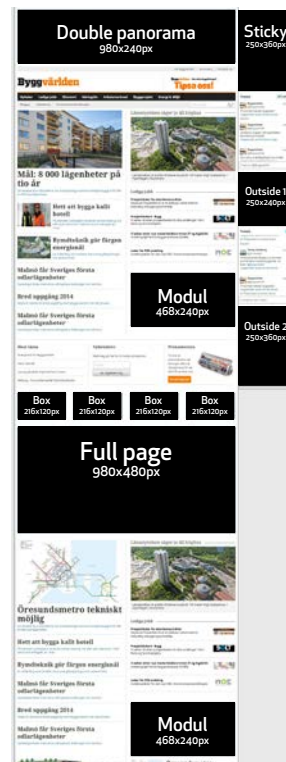
byggvarlden.se is a news and business forum for all players in the construction sector. The website presents the latest news, finances, a calendar, new projects and our own job bank.

Price list, byggvarlden.se

Format	Size	Max	Price
Double panorama	980x240 pxl	50 Kb	SEK 7 700/week
Sticky	250x360 pxl	50 Kb	SEK 6 600/week
Outside 1	250x240 pxl	50 Kb	SEK 5 000/week
Outside 2	250x360 pxl	50 Kb	SEK 4 500/week
Modul 1	468x240 pxl	50 Kb	SEK 6 600/week
Modul 2	468x240 pxl	50 Kb	SEK 6 000/week
Full page	980x480 pxl	50 Kb	SEK 5 500/week
Box 1,2,3,4	216x120 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 13,000 subscribers, (feb 2014).

Average opening rate of the newsletters are 58% (feb 2014).

Pricelist byggvärlden direkt

Format	Size	Max	Price
Panorama	780x120 pxl	15 Kb	SEK 4 500/week
Outside	250x240 pxl	15 Kb	SEK 4 000/week
Module	468x240 pxl	15 Kb	SEK 4 000/week

NOTE! Animated banners do not work in Outlook 2007! we recommend static banners in GIF or JPG for the newsletters. Maximum 15 KB.

Additional information 2015

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.jarverdyd@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.jarverdyd@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.