

# BIL & VERKSTAD

# Media plan 2015

## The Magazine that reaches 16 800 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 2015

Issue	Deadline:	Publication:
1-2015	3/2	18/2
2-2015	17/3	1/4
3-2015	21/4	7/5
4-2015	21/5	5/6
5-2015	1/9	16/9
6-2015	29/9	14/10
7-2015	2/11	17/11
8-2015	25/11	10/12

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**  
Phone: +46 (0)651-150 62, +46 (0)651-150 50 Mobile: +46 (0)70-311 37 58  
stefan@svenskamedia.se, www.biloverkstad.se

**Svenska Media Docu AB**  
Tingsgatan 2A, SE-827 32 Ljusdal  
www.svenskamedia.se, post@svenskamedia.se

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 16 800 copies (2014).

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

1/1-page:  
185x270 mm  
bleed:\*  
210x297 mm

Spread:  
394x270 mm  
bleed:\*  
420x297 mm

Horizontal 1/2:  
185x132 mm  
bleed:\*  
210x147 mm

Vertical 1/2:  
90x270 mm  
bleed:\*  
100x297 mm

1/4-page:  
90x132 mm  
185x65 mm

1/8-page:  
90x65 mm  
185x30 mm

## WEB ADVERTISING

### Website

Size	Price:	Dimensions:
Top	1500 SEK / month	610 x 100 px
Dubbel Square	1200 SEK / month	270 x 125 px
Square	1000 SEK / month	125 x 125 px

### Newsletter

Size	Price:	Dimensions:
Top	2000 SEK / 4 issues	610 x 100 px
Square	1500 SEK / 4 issues	289 x 115 px

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**16 800**  
companies in  
motor industry!