

# Byggvärlden

Newspaper ■ byggvarlden.se ■ Newsletter ■ Job advertisements

Largest and leading in the industry  
We reach 18 000  
construction managers

...directly through the morning distribution in time for breakfast.  
Byggvärlden also reaches architects, consultants, engineers  
and decision makers in the construction industry.

**Byggvärlden** is publishing 18 issues a year, newsletter, **Byggvärlden direkt**, twice a week  
and 24 hours/day on [www.byggvarlden.se](http://www.byggvarlden.se)

 controlled **25 000** editions



 Follow Byggvärlden on facebook:  
[facebook.com/byggvarlden](https://facebook.com/byggvarlden)

 Follow Byggvärlden on twitter:  
[twitter.com/byggvarlden](https://twitter.com/byggvarlden)

**TS-print run:** 25 000 ex

**Publishing:** Newspaper 18 issues/year

**Newsletter:** twice a week

**Webb:** about 8000 unique visitors / week

To book an ad or information contact:

**Peter Söderquist**, tel (+46)70-762 76 06, [peter.soderquist@annonskraft.se](mailto:peter.soderquist@annonskraft.se)

**Roger Nilsson**, tel (+46)651-169 81,

[roger.nilsson@annonskraft.se](mailto:roger.nilsson@annonskraft.se)

**Hans Engblom**, tel (+46)651-169 83,

[engblom@annonskraft.se](mailto:engblom@annonskraft.se)

**AnnonsKraft**  
- din mediapartner!

## ■ Newspaper

In the digital future, the paper is more unique than ever.

### Publication schedule 2016

Edition	Material day	Publication
1	11-jan	20-jan
2	25-jan	3-feb
3	8-feb	17-feb
4	29-feb	9-mar
5	14-mar	23-mar
6	31-mar	13-apr
7	18-apr	27-apr
8	9-maj	18-maj
9	23-maj	1-jun
10	3-jun	15-jun
11 - Almedalen 2016	4-jul	13-jul
12	22-aug	31-aug
13	12-sep	21-sep
14	26-sep	5-oct
15	10-oct	19-oct
16	31-oct	9-nov
17	14-nov	23-nov
18	5-dec	14-dec

### Nr 11 - Special Issue Almedalen 2016

Read about the latest in construction industry from Almedalen Week in Visby, Sweden's largest political meeting place.

## ■ Inserts

Inserted in the paper

Weight	Price
<10 gram	1,00 SEK/each
11-19 gram	1,15 SEK/each
20-29 gram	1,25 SEK/each
30-50 gram	1,40 SEK/each
>50 gram	Please contact us

**Maximum size:** 276x396 mm,

**Special inserts** in tabloid format 4,8,12,16,20 pages with own back, contact Annonskraft for quotation and technical information.

## ■ Requested placement

Requested placement with the formats listed above: +10%.

For other placements or formats, please contact Annonskraft AB.

	Addition	Size (mm)	Price
page 3	+15%	254x364	45 425 SEK
page 7	+10%	254x364	43 450 SEK

## ■ Annonsbörsen

Module advertisements in the credit titles "Annonsbörsen"

	Size (mm)	Price
Annonsbörsen	82x58	3 000 SEK

## ■ Ad-size Byggvärlden and Hantverkaren

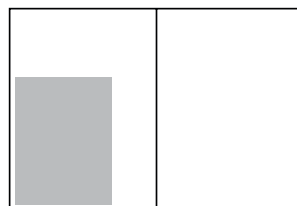
(all size in millimeters).



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



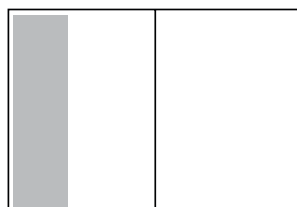
Full page  
4-colour SEK 39 500  
Text face 254 x 364



A4  
4-colour SEK 32 400  
Text face 202 x 273



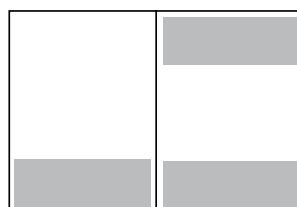
Half-page  
4-colour SEK 27 900  
Text face 254 x 180



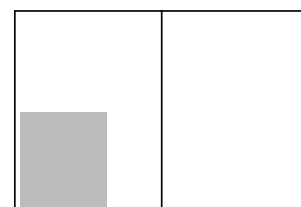
2-column, full height  
4-colour SEK 25 100  
Text face 99 x 364



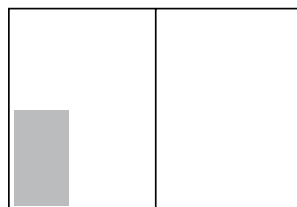
3-column, full height  
4-colour SEK 30 700  
Text face 151 x 364



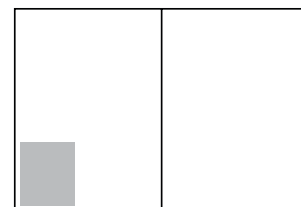
1/4-page 1/4-page back cover up/down  
4-colour SEK 17 100 SEK 21 600  
Text face 254 x 88



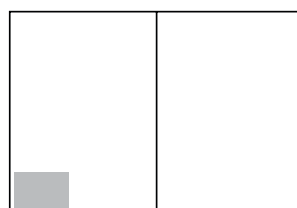
3-column, half height  
4-colour SEK 19 500  
Text face 151 x 180



2-column, half height  
4-colour SEK 16 200  
Text face 99 x 180



2-column, 130 mm  
4-colour SEK 12 000  
Text face 99 x 130



2-column, 88 mm  
4-colour SEK 8 200  
Text face 99 x 88



Stripe Stripe, front cover  
4-colour SEK 10 500 SEK 14 900  
Text face 254 x 42

## ■ byggvarlden.se

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.

### Pricelist

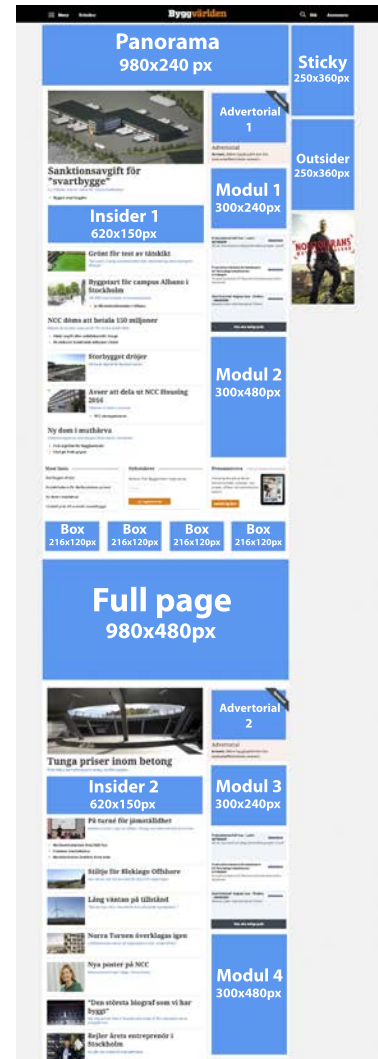
Format	Size - max 100kb	Price/week
Panorama	980x240 pxl	7 700 kr
Sticky	250x360 pxl	6 600 kr
Outsider	250x360 pxl	5 000 kr
Insider 1	620x150 pxl	4 500 kr
Insider 2	620x150 pxl	3 500 kr
Advertorial 1*	620x265 pxl	9 900 kr
Advertorial 2*	620x265 pxl	6 600 kr
Modul 1	300x240 pxl	6 600 kr
Modul 2	300x480 pxl	6 000 kr
Modul 3	300x240 pxl	3 500 kr
Modul 4	300x480 pxl	3 500 kr
Full page	980x480 pxl	5 500 kr
Box 1,2,3,4	216x120 pxl	3 500 kr
Splash (the whole screen)**	1250x675 pxl	6 900 kr

When you book an extra week: -10%. When you book four weeks: -20%

\* **Advertorial:** Editorial advertising, image dimensions: 620x265 pxl, we also need title and text content. The page will be labeled "Sponsrat innehåll"

\*\* Format: image / Html / Flash

See [www.byggvarlden.se/annonsera](http://www.byggvarlden.se/annonsera) for more information regarding advertising.



## ■ Newsletter

**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, (nov 2015).

Average opening rate of the newsletters are 46% (nov 2015).

### Pricelist

Format	Size - max 100kb	Price/week
Panorama	780x120 pxl	4 500 SEK
Outside	250x240 pxl	4 000 SEK
Modul	468x240 pxl	4 000 SEK

**NOTE! Animated banners do not work in Outlook 2007!**

**We recommend static banners in GIF or JPG for the newsletters. Maximum 15 KB.**



## Contact

For booking/information contact:

**Peter Söderquist,** tel (+46)70-762 76 06,

**Roger Nilsson,** tel (+46)651-169 81,

**Hans Engblom,** tel (+46)651-169 83,

**Annonskraft**  
- din mediapartner!

[peter.soderquist@annonskraft.se](mailto:peter.soderquist@annonskraft.se)

[roger.nilsson@annonskraft.se](mailto:roger.nilsson@annonskraft.se)

[engblom@annonskraft.se](mailto:engblom@annonskraft.se)

## Coordinator

Material:

**Helena Järveryd,**

tel 0651-69 90 08,

[helena.jarveryd@byggvarlden.se](mailto:helena.jarveryd@byggvarlden.se)

# Byggvärlden

Job advertisements

## One of the construction industry main career forum

We target both to students and professionals who want to advance their careers.



### Job advertisements in the newspaper Byggvärlden

#### Pricelist

Format	Size (mm)	Price
Fullpage	254x364	35 000 SEK
Halfpage (landscape)	254x180	23 000 SEK
1/4-page (landscape)	254x88	15 500 SEK
2-column 130mm	99x130	9 000 SEK

Requested placement: +10 %

#### Booking of job advertisement

For booking/information contact:

**Lasse Sundberg,**  
tel (+46) 70 191 96 15  
sundberg@annonskraft.se

### Job advertisements on byggvarlden.se

- Publication for up to 30 days. byggvarlden.se
- 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.
- Click able job advertisement header and company logo in two issues of the **Byggvärlden direkt** newsletter. More than 12,500 subscribers, (nov 2015).
- Average opening rate of the newsletters are 46

#### Prislista

Format	Pris
webb	4 900 SEK *

\*excluding VAT for each position.

#### Coordinator

Material:

**Helena Järveryd,**  
tel (+46)651-69 90 08,  
helena.jarveryd@byggvarlden.se

### Tyngre annonsmaterial

Print Ads submitted on [www.svenskamedia.se/send/](http://www.svenskamedia.se/send/) or by mail at the address [helena.jarveryd@byggvarlden.se](mailto:helena.jarveryd@byggvarlden.se) (max 10 MB).