

BIL & VERKSTAD

Media plan 2017

The Magazine that reaches 33 500 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.

A magazine that reaches
33 500
companies in
motor industry!



PUBLISHING 2017

Issue	Deadline:	Publication:
1-2017	14/12-2016	10/1
2-2017	20/2	8/3
3-2017	27/3	12/4
4-2017	8/5	24/5
5-2017	28/8	13/9
6-2017	25/9	11/10
7-2017	30/10	15/11
8-2017	20/11	6/12

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, Säro 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 33 500 copies (2015).
(16 700 digital publ.)

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	610 x 100 px
Square	1500 SEK	289 x 115 px

DIGITAL

In addition to the printed magazine will be sent a digital version of Bil & Verkstad out to 16 700 recipients (TS-audited).

Recipients of the digital magazine: garage for passenger cars, trucks, gas stations, tyre services, car electronics, paintshops and retail sales for carparts and accessories etc.

Now also as a
DIGITAL
MAGAZINE