

traktor POWER

Sweden's most entertaining,
coolest and most diesel
smelling magazine!

Swedens biggest and happiest tractor magazine. You will meet readers of all ages who are all interested in technique.

Traktor Power is Swedens first tractor magazine with everything from modern to classic veteran tractors, they are presented in 14 issues per year with amazing pictures and vivid texts. Our writers love tractors and are extremely potent within their field. Our readers favorite subjects are renovating and amature mechanics.

Kenneth Fransson
Kenneth Fransson, editor-in-chief



PUBLICATION SCHEDULE 2017

NO	PUBL.DAY	COPY.DL	THEME
1	8/12-16	8/11-16	
2	12/1	14/12-16	
3	9/2	12/1	
4	9/3	9/2	
One shot	23/3	23/2	Oldies 1
5	13/4	10/3	
6	18/5	20/4	
One shot	24/5	26/4	Oldies 2
7	22/6	24/5	
8	3/8	6/7	
9	7/9	10/8	
10	5/10	7/9	
11	9/11	12/10	
One shot	23/11	26/10	Oldies 3
1 2018	7/12	9/11	

BOOKING OF ADVERTISEMENTS

TEXT- & CLASSIFIEDS

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AD READY FOR PRINTING — UPLOAD

www.svenskamedia.se/annonslamning
Clearly state: Name of advertiser, name of magazine and date of issue. Please leave name, telephone number and/or e-mail address so that we can reach you if needed.

FORMATS & PRICES — TEXT

SPREAD	1/1	1/2 vertical	1/2 horizontal
420x297*	210x297*	105x297*	210x145*
28 300 SEK	15 300 SEK	8 100 SEK	8 100 SEK

1/4 Vertical	1/4 Horizontal	SPECIALS	
90x130	210x75*	1st spread	32 300 SEK
4 600 SEK	4 600 SEK	2:nd cover	17 900 SEK
		Back of back cover	16 800 SEK
		Back of cover	18 800 SEK

Please note!
For back cover: 230x272

The measurements refer to page size.
Add 5 mm bleed all around.

FORMATS & PRICES — CLASSIFIEDS

1/4 vertical	1/4 horizontal	1/8	1/16 vertical	1/16 horizontal
90x125	185x65	92x61	43x68	90x35
3 600 SEK	3 600 SEK	2 490 SEK	1 020 SEK	1 020 SEK



FORMATS & PRICES — DIGITAL

Format:	Size:	Price/week:
Panorama:	980 x 240 pxl	3 000 SEK
Modul:	300 x 250 pxl	2 000 SEK
Full page:	980 x 480 pxl	2 500 SEK



TRAKTOR POWER

Issues: 11 per year, 3 one shots
Reach: 57,000 (Orvesto full year 2013)
Circulation: 20,000
Age distribution: 15-29 26%, 30-49 33%
50-64 25%, 65-79 16%
Sex distribution: 14% women, 86% men

www.traktorpower.se

An average of 20,000 unique visitors per month.
Tractor news, tips, Tractor-TV and funny tractor clips are mixed on the site.

Traktorpower.se is the natural arena for all that is tractor related in Sweden.
65 000 followers on Facebook, Instagram and YouTube. The magazine is leading within the tractor segment and news spread as fast as the wind.
We produce 3 tractor movies per year with different themes. We sell about 5,000 movies per year and you can become a sponsor, talk to you sales contact.

SVENSKA
media