

# Byggvärlden MEDIA KIT 2019

Newspaper ■ byggvarlden.se ■ Newsletter ■ Job advertisements

## The No.1 media in the swedish construction 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 **25 400** editions

**Four extra  
large issues!**  
Byggvärlden Total has  
extra distribution to all  
craftsmen/contractors with  
1 employee or more  
in all professions.  
**74 000 ex**



 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:** 25 400 ex (2018)

**Publishing:** Newspaper 18 issues/year

**Newsletter:** 80 /year

**Webb:** about 10000 unique visitors / week

To book an ad or information contact:

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

**Jon Öst,** tel (+46)707-627 682,

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

[jon.ost@annonskraft.se](mailto:jon.ost@annonskraft.se)

## ■ Newspaper

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

### Publication schedule 2019

Edition	Material Day	Publication
<b>1 - 2019</b>	<b>7 Jan</b>	16 Jan
<b>2</b>	<b>21 Jan</b>	30 Jan
<b>3</b>	<b>11 Feb</b>	20 Feb
<b>4 Byggvärlden total*</b>	<b>25 Feb</b>	6 Mar
<b>5</b>	<b>11 Mar</b>	20 Mar
<b>6</b>	<b>25 Mar</b>	3 Apr
<b>7</b>	<b>10 Apr</b>	24 Apr
<b>8 Byggvärlden total*</b>	<b>6 May</b>	15 May
<b>9</b>	<b>20 May</b>	29 May
<b>10</b>	<b>10 June</b>	19 June
<b>11 Almedalen 2019</b>	<b>1 July</b>	10 July
<b>12</b>	<b>19 Aug</b>	28 Aug
<b>13 Byggvärlden total*</b>	<b>9 Sept</b>	18 Sept
<b>14</b>	<b>23 Sept</b>	2 Oct
<b>15 Byggvärlden total*</b>	<b>14 Oct</b>	23 Oct
<b>16</b>	<b>28 Oct</b>	6 Nov
<b>17</b>	<b>18 Nov</b>	27 Nov
<b>18</b>	<b>9 Dec</b>	18 Dec

\* **Byggvärlden total** - large issue with extra distribution to all craftsmen/contractors with 1 employee or more in all professions, 74 000 ex. Price x2 per ad.

## 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

## ■ Ad size

(all sizes in millimeters).



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



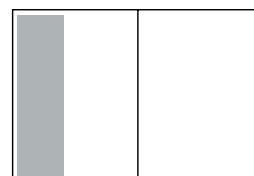
Full page  
4-colour SEK 39 500  
Text face 254 x 364



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



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



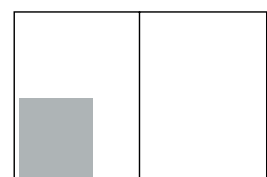
2-column, full height  
4-colour SEK 25 100  
Text face 99 x 364



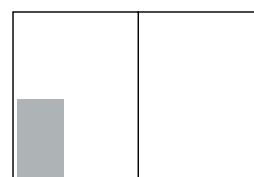
3-column, full height  
4-colour SEK 30 700  
Text face 151 x 364



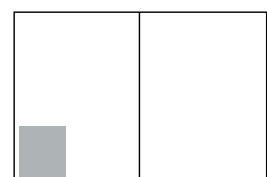
1/4-page 1/4-page back cover up/down  
4-colour SEK 17 100 SEK 21 600  
Text face 254 x 88



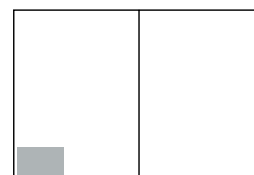
3-column, half height  
4-colour SEK 19 500  
Text face 151 x 180



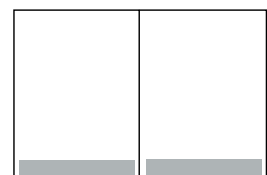
2-column, half height  
4-colour SEK 16 200  
Text face 99 x 180



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

## Annonsbörsen

Module advertisements in the credit titles "Annonsbörsen"

	Size (mm)	Price
Annonsbörsen	82x58	3 000 SEK

\* Extra large distribution 74 000 ex, price x2 per ad

## ■ byggvarlden.se

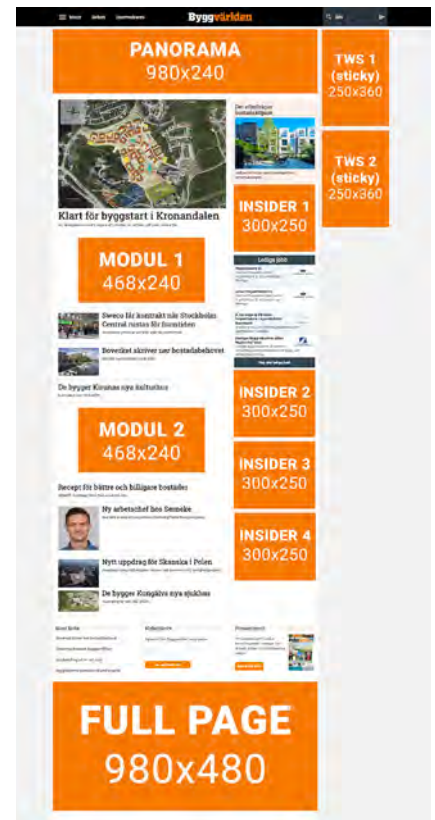
Welcome to the most up-to-date site for construction sector news! byggvarlden.se is a news and business forum for all players in the construction sector. The website presents the latest news, finances, a calendar, new projects and our own job bank.

### Price list

Format	Size - max 100kb	Price/week
Panorama	980x240 px	9 900 SEK
TWS (sticky) 1 and 2	250x360 px	8 900 SEK
Modul 1	468x240 px	7 900 SEK
Modul 2	468x240 px	6 900 SEK
Insider 1	300x250 px	4 900 SEK
Insider 2	300x250 px	3 900 SEK
Insider 3	300x250 px	3 900 SEK
Insider 4	300x250 px	3 900 SEK
Full page	980x480 px	7 900 SEK
Advertorial	620x265 px	9 900 SEK
Takeover	1920x1080 px	14 900 SEK

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

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 **21 000** receiver (Sept 2018).

### Price list

Format	Size - max 100kb	Price/week
Panorama	780x120 px	6 900 SEK
Modul	468x240 px	5 900 SEK
TWS 1	250x360 px	4 900 SEK
TWS 2	250x360 px	4 900 SEK

**NOTE! Animated banners do not work in all mail clients!**  
We recommend static banners in GIF or JPG for the newsletters. Maximum 100 KB.



## ■ Targeted EDR

**Customized e-mail** to all subscribers of the newsletter "Byggvärlden direkt" - more than **21 000** receiver (Sept 2018)

**Pris** 34 900 SEK

### Contact

For booking/information contact:

**Roger Nilsson,** tel (+46)651-169 81, [roger.nilsson@annonskraft.se](mailto:roger.nilsson@annonskraft.se)  
**Jon Öst,** tel (+46)707-627 682, [jon.ost@annonskraft.se](mailto:jon.ost@annonskraft.se)

# Byggvärlden

Job advertisements

## One of the construction industry's main career

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



 Circulation 25 400 ex

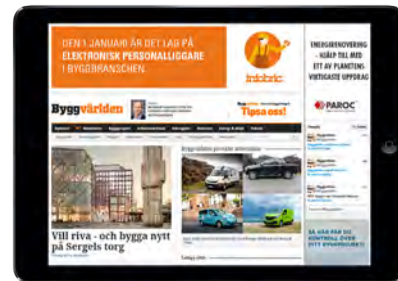
### Job advertisements in the newspaper Byggvärlden

#### Price list PRINT

Format	Size (mm)	Price*
Full page	254x364	35 000 SEK
Half page (landscape)	254x180	23 000 SEK
1/4-page (landscape)	254x88	15 500 SEK
2-spalt 130 mm	99x130	9 000 SEK

Requested placement: +10 %

Extra large distribution 74 000 ex, price x2 per ad.



### 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
- Click able job advertisement header and company logo in two issues of the **Byggvärlden direkt** newsletter. More than 21 000 receiver (Sept 2018).

#### Price list WEB

Format	Price
Web	4 900 SEK *

\*excluding VAT, for each position

### Power Package with guarantee

- PRINT Two ad insertions in the newspaper, 99x130 mm  
(Two following issues)
- WEB Ad on byggvarlden.se for up to 30 days  
(same starting date as print)

Package price 18 320 SEK (ordinary price 22 900 SEK)

**Your guarantee!**  
Non-response =  
a third insertion,  
free of charge,  
in the newspaper  
(following issue)

Booking/information job ads: Jon Öst (+46)707-627 682, jon.ost@annonskraft.se