

PUBLISHING DATES AND ADVERTISING RATES 2017

Advertising in 5 issues, you will reach 35.000 readers each time

- 81 % of VerkstadsTidningen's readers have great or deciding influence over the purchasing process
- 35 % of VerkstadsTidningen's readers work in industrial management
- 40 % of our readers operate machine tools on a daily basis
- 80 % of our readers are employed in the Swedish engineering industry

Advertising in all our editions, you will reach 45,000 key individuals within the Swedish engineering industry

Source: orvesto/näringsliv 2014

Now you can read
VerkstadsTidningen on line.



PUBLISHING DATES AND EDITORIAL PROGRAM 2017

Publishing	Copy date	Special features (reservation for changes):
No 1-2 February 15	Jan. 25	Machining centers, Multitask machines, Cad/Cam, and Sheet metal working technology.
No 3 March 14	Febr. 22	Tools for metal cutting, Special Edition for Easy Fairs industry fair Syd March 29-30 in Malmo.
No 4 April 12	March 22	Preview Varnamo Industry Expo, Preview Control in Stuttgart May 9-12, Automation in sheet metal working technology and Metal cutting in hard materials.
No 5 May 12	April 21	Productive milling.
No 6 June 12	May 23	Tools for metal cutting, Quality and measurement.
No 7 August 9	June 30	Machine tools in automation solutions, Machines and equipment for additive manufacturing.
No 8 September 4	August 18	Productive turning, Special edition EMO in Hannover September 18-23, Special edition Easy Fairs Industry, Stockholm September 18-19.
No 9 September 29	Sept. 8	Sheet metal working technology, Multitask machines.
No 10 October 24	Oct. 3	Special edition Elmia Subcontractor November 14-17, Cad/Cam.
No 11 November 13	Oct. 20	Tools for metal cutting, joining.
No 12 December 14	Nov. 23	Sheet metal working technology, Quality and measurement.

INSERTS

1 page A4

– 21.900:- plus postage.

2-4 pages A4

– 26.700:- plus postage.

Larger inserts – On request.

Delivery address for **inserts:**

Klippans Bokbinderi AB,
Åbytorpsvägen 23,
SE-264 39 Klippan.
Phone +46 435 71 10 17

Deadline for inserts: 10 days before publishing date.

Mark the delivery: "Verkstadstidningen and issue".

FORMATS AND PRIZES

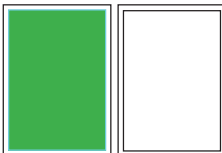


Double page

Type area 395 x 257 mm
(Bleed format 420 x 297 mm)

4-COLOR

Facing text 41.100:-
Before text 33.900:-
After text 25.700:-

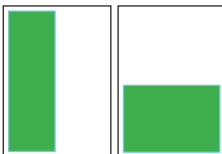


1/1-page

Type area 185 x 257 mm
(Bleed format 212 x 302 mm)

4-COLOR

Facing text 26.900:-
Before text 20.900:-
After text 16.700:-

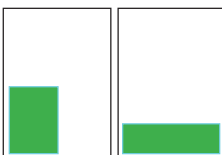


1/2-page

Type area 90 x 257 mm
or 185 x 126 mm

4-COLOR

Facing text 16.900:-
Before text 12.400:-
After text 10.100:-



1/4-page

Type area 90 x 126 mm
or 185 x 60 mm

4-COLOR

Facing text 11.400:-
Before text 8.200:-
After text 6.600:-

PUBLISHER & TECHNICAL DATA

Verkstadstidningens Förlag AB,
P.O. Box 2082,
Starrbäckgatan 1, 3tr, Sundbyberg
SE-169 02 Solna, Sweden
Phone +46 8 514 934 00
Fax +46 8 514 934 09

Ceo: Staffan Lingmark – staffan.lingmark@vtf.se

Editor in Chief: Per Sjögren – per.sjogren@vtf.se

Advertising manager: Ms. Malin Jerre – malin.jerre@vtf.se

Digital material (Mac or PC): Press optimized PDF-files.

Circulation: 14.000 copies

Technical Information:

Malin Persson, phone +46 70 66 90 180
verkstadstidningen@gmail.com

VERKSTADSTIDNINGEN ONLINE

Size	Width x Height	Price
Top banner	985 x 150pxl	4950:-/week
Promotion film	555 x 300pxl	4950:-/week
Streamer	555 x 80pxl	3950:-/week
Side banner top	200 x 300pxl	3150:-/week
Side banner	200 x 200pxl	2950:-/week
News letter		
Top banner	555 x 80pxl	5950:-/mailing
Streamer	555 x 80pxl	4950:-/mailing
Side banner	200 x 200pxl	2950:-/mailing

WELCOME TO VERKSTADSTIDNINGEN

We cover the latest developments within machinery and cutting tools, machines, high speed machining, sheet metal working, production control, assembly, surface treatment, laser cutting, computer controlled design and production. Our preview issues prior to the leading trade shows are appreciated by our subscribers.

Verkstadstidningen has eleven issues a year – Our circulation is 14.000, with a readership of 18.000. The magazine is widely spread among the country's plants.

Verkstadstidningen is an independent trade magazine with articles that reflect the latest in the industry. Our news pages are comprehensive – everything from new distributors to new employees and product news. Verkstadstidningen is a popular trade magazine

– we write for the people in the industry. Verkstadstidningen is an important tool in their work!

The advertising in Verkstadstidningen has increased – Not only have many companies increased their advertising in the magazine, but we also have many new advertisers. More and more people are realizing that advertising in a magazine with high readability gives better response. By reading Verkstadstidningen our readers are a step ahead and get important news first. Our readers work within the whole of the machinery industry – from CNC operators to Managing Directors.

www.verkstadstidningen.se

Visit our website with the latest news about our trade magazine.