

transport nytt

LEDANDE INOM MATERIALHANTERING, TRANSPORT OCH LOGISTIK



Media kit



For
extended
range!

Combine all channels – magazine – web
– newsletter – film – native ads

Planned edit. content 2021

E-commerce logistics & Light Commercial News – featured in every issue.

- 1.** The best lorries. Forklift trucks. Third-party logistics. E-commerce.
Publ. date: 4 Feb. Booking date: 15 Jan.
- 2.** Shipping special with ro-ro survey. E-Commerce. Automation.
Publ. date: 4 March. Booking date: 12 Feb.
- 3.** Logistics properties and stock. Forklift trucks and material handling. E-commerce.
Publ. date: 6 April. Booking date: 15 March.
- 4.** Stock automation. E-commerce. Accessories transport vehicles.
Publ. date: 4 May. Booking date: 14 April.
- 5.** Internal material handling. Forklift trucks. Forest transport.
Publ. date: 8 June. Booking date: 19 May.
- 6.** Weighing. E-commerce. Safety and working environment.
Publ. date: 24 Aug. Booking date: 2 Aug.
- 7.** Weighing. Swedish ports – guide. Forklift trucks. Logistics wall map.
Publ. date: 21 Sept. Booking date: 1 Sept.

Ports & Logistics wall map

Summary of all Swedish ports, including combi terminals, logistics premises and charting the flow of transportation!

Extended edition!

Publ. date: 21 Sept. with issue 7. Booking date: 30 Aug.
Ad 52 x 65 mm 5 950:–



- 8.** Pallet racks and warehouse fittings. E-commerce. Transport Vehicles. Environmental technology and sustainability.
Publ. date: 22 Oct. Booking date: 4 Oct.

Buyers' Guide to Forklift Trucks & Warehousing 2020

All suppliers of forklift trucks, cleaning machines, accessories, materials handling and warehousing products, brought together in a comprehensive Buyers' Guide.

Extended edition!

Publ. date: 22 Oct. with issue 8. Booking date: 30 Sept.



- 9.** Warehouse automation. Forklift trucks.
Publ. date: 16 Nov. Booking date: 27 Oct.

- 10.** The best year's Logistics investments. Robots, auto trucks (AGV).
Publ. date: 14 Dec. Booking date: 24 Nov.

Light commercials Guide 2022

Guide to light trucks, vans and pickups up to 3.5 tonnes.

Extended edition!

Booking date: 10 Dec. with issue 1 2022.



Subject to change.

Industry's preferred Logistics Trade Magazine

Transportnytt, with 63 years in business,

- is an independent magazine and web site, aiming mainly to provide relevant information for owners of transported goods and buyers of transport
- reports in the areas of logistics, materials handling, and freight using any mode of transport • covers the entire logistics chain including warehousing, weighing, labelling, packaging, and manual and automatic handling
- focuses on the fast emerging area of e-commerce logistics
- publishes thorough and well-informed tests on forklift trucks and goods vehicles
- closely follows developments in IT, for example auto-id, TA systems, WMS and VMI
- is a driving force in the current debate on logistics, infrastructure, and public issues
- is a partner for several important trade fairs, conferences and organisations in the area of logistics.
- will continue during 2021 to cover the intense investment in new Swedish logistics facilities
- covers the leading logistics property players, pointing out the hot regions for logistics, and provides an overview of where expansion is taking place.



Transportnytt's readers

- Reaches 16,000 readers
- 16 percent in management positions
- 66 percent percent of our readers are moderately/heavily involved in decision-making

Source: TNS Sifo, Orvesto Näringsliv 2019

We are continually surveyed by KIA-index and Orvesto Näringsliv. The target groups of Transportnytt are found within the business management community as well as among transport, logistics, warehousing and purchasing managers within industry and commerce. Many readers also work in shipping, transport, haulage, port services, consultancy and design.

Advertising rates

PRINT

Advertise in all issues and reach 46,000 key figures in your line of business.*

*Accumulated range/Source: TNS Sifo, Orvesto Näringsliv 2019

Native advertising

Suitable for all businesses with a story to tell about either their own products and services, the company or other important issues such as name changes etc. The advert will be marked "advertisement". Please contact us for a quote.

Covers

Inside front cover 210 x 297* SEK 28,950

Inside back cover 210 x 297* SEK 27,950

Back cover 210 x 273** SEK 31,950

* bleeding + 3 mm all around and crop marks.

** Please note: address label at the top of the back cover.



1/1 page

1/1 page

210 x 297 mm* SEK 26,950

* bleeding + 3 mm all around and crop marks.



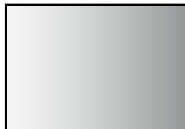
Page four, The first ad in the magazine

– a prime position SEK 27,950

2/1 double page

420 x 297 mm* SEK 39,950

* bleeding + 3 mm all around and crop marks.

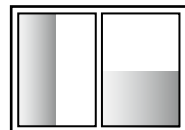


1/2 page

1/2 page

90 x 261 mm, SEK 16,950

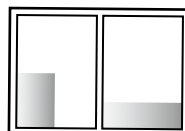
185 x 127 mm, SEK 16,950



1/4 page

1/4 page

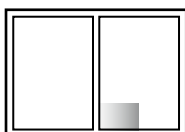
90 x 127 mm, SEK 11,950 185 x 63 mm, SEK 11,950



1/8 page or 2 columns

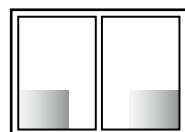
1/8 page

90 x 63 mm,
SEK 6,950



2 columns

115 x 90 mm,
SEK 10,950



Requested placing + 10 %.

For any other format, please request a quote.

PRINT

Banner advertising

In which sector do you want to advertise?

SEK 148 per mm/år

1-column, height 60 mm, SEK 8,880/year

1-column, height 60 mm, SEK 17,760/year



Inserts

Send your supplement/customer magazine with us!

Loose and bound – same price.

1 page A4, SEK 20,950 2–4 pages A4, SEK 23,950

Larger inserts quoted for

Plus postage.

DIGITALT

• Feature product news! • Increase the number of Swedish visitors to your website!

Native banner/editorial advert online, suitable for all businesses with a story to tell about either their own products and services, the company or other important issues such as name changes etc. The banner will be marked "advertisement". Please contact us for a quote.

Truck & Lager on the web

- Informative text, approx. 200 characters: SEK 990/year
- Link to website, e-mail, and quotations: SEK 2,950/year
- Logotype: SEK 2,950/year (higher ranking)
- All inclusive: SEK 5,950/year

Webb

Panorama:

985 x 150 pixels, SEK 7,900/week

Banner:

555 x 80 pixels, SEK 6,900/week

Side banner:

200 x 300 pixels, SEK 4,900/week

200 x 200 pixels, SEK 3,900/week

Film/Web tv: 555 x 310 pixels,
SEK 7,900/week



Our newsletter – every week

Top banner/banner: 555 x 80 pixels SEK 4,950/week

Side banner: 200 x 300 pixels SEK 2,950/week

200x 200 pixels, SEK 2,950/week

Advertise vacancies in our career pages

Job and service opportunity ads: SEK 3,995/period

Truck-SM and Ifoy Award

Truck-SM rewards safe drivers

Attracting large audiences, Truck-SM is a popular competition organised by Transportnytt together with the trade association MaskinLeverantörerna (ML) and leading truck suppliers in Sweden. The competition was last held at the 2018 trade fair Logistik & Transport in Gothenburg.



Ifoy awards materials handling

Transportnytt's editor-in-chief has a seat in the jury for the prestigious Ifoy Award, which annually selects the best products for internal materials handling. The jury is made up of 25 journalists from international logistics magazines. Transportnytt's test editor Theo Egberts is in charge of the tests.



Technical information

Trim size: A4 (210 x 297 mm).

Printed in: 7,600 copies. (ordinary).

Full page print size: 210 x 297 mm. Bleeding 3 mm all around, crop marks.

Copy address: annons@transportnytt.se

Copy: Print optimized PDF. Open documents (debited extra) in InDesign or Word. Pictures and colours must be in CMYK. For technical questions, please contact: Per Rick, per.r@brunmedia.se

Material for the Web

Format: jpg, gif, png. Recommended resolution: 72 dpi.

Inserts Address: SDK Distribution AB, Ranhammarsvägen 18, 168 67 Bromma

No later than 10 days prior to the indicated publishing date. Write on the envelope: Transportnytt, the issue in question, company name, and the number of copies included. V.A.T. within Sweden, no advertising tax.

Wish to appear in all our magazines?



For advertising kits and further information, please contact:

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