




Publication dates – planned editorial content 2016

Issue Contents		Publ. date	Booking date	Trade/Conferences
1 Logistics training. Forklift trucks.		4 Feb.	15 Jan.	
2 Warehouse and logistics premises Shipping Special with ro-ro survey. Light Commercials – Extended edition! Distributed at the trade fair.		3 March	12 Feb.	Food Chain Nordic 2016, Malmömassan, 6–7 April
3 E-commerce logistics. Forklift trucks of the year.		14 April	24 March	Conference Elektronik i fordon, 11–12 May, Gothenburg
4 IT solutions for logistics. Cemat preview.		19 May	29 April	Cemat 31 May–3 June, Hannover
5 Warehouse fixtures and materials handling. Staffing.		16 June	27 May	
6 Freight tracking. Temperature controlled transport. – Extended edition! The best goods vehicle.		19 Aug.	23 June	Lastbil 2016, Elmia, Jönköping, 24–27 Aug.
Ports & Logistics wall map , Summary of all Swedish ports, including combi terminals and charting the flow of transportation!		16 Sept	29 Aug.	
7 Transport packaging. Swedish ports – guide. Forklift trucks. Logistics wall map. – Extended edition! Distributed at the trade fair.		16 Sept.	29 Aug.	Logistik 2016, Kista, 21–22 September
Buyers' Guide to Forklift Trucks & Warehousing 2016 – Extended edition! All suppliers of forklift trucks, cleaning machines, accessories, and materials handling and warehousing products for the transport and logistics industry, brought together in one comprehensive Buyers' Guide.		17 Oct.	22 Sept.	Stora lagerdagen
8 The best 3PLs. Pallets and load carriers.		17 Oct.	27 Sept.	Logistikdagen, Svensk digital handel, Borås, 20 October
9 Warehouse automation Forklift trucks.		11 Nov.	24 Oct.	Logistik och transport, Gothenburg, 16–17 November
Light commercials Guide 2016 – Extended edition! Guide to light trucks, vans and pickups up to 3.5 tonnes.		12 Dec.	17 Nov.	
10 Spare parts for forklift trucks. Extensions.		12 Dec.	21 Nov.	Bilar som jobbar 26–29 January 2017, Stockholmssmässan

Light Commercials News – featured in every issue.

Subject to change.

The magazine is also distributed at selected Euro expo trade fairs throughout the country.

Digital, the Web, and our Newsletter!

- Feature product news!
- Increase the number of Swedish visitors to your website!
- Advertise your vacancies!

www.transportnytt.se

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Our Newsletter reaches at least 12,000 recipients

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- 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)
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Format: jpg, gif, png, swf

Recommended resolution: 72 dpi.



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Advertising rates 2016



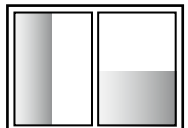
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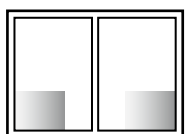
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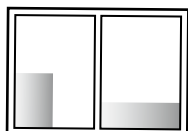
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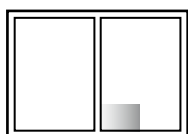
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Transportnytt's readers

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.

- Reaches 13 000 readers • 36 percent in management positions
- 72 percent of our readers are moderately/heavily involved in decision-making.

Källa: TNS Sifo, Orvesto Näringsliv 2014

Technical information

Trim size: A4 (210 x 297 mm).

Printed in: 7,000 copies (ordinary).

Full page print size: 210 x 297 mm, bleeding +3 mm all around.

Copy Address: annons@transportnytt.se

Copy: Print optimized PDF. Open documents (debited extra) in InDesign or Word. Pictures and colours must be in CMYK.



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Inside front cover

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Inside back cover

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Back cover

210 x 273** SEK 31,000

*bleeding + 3 mm all around

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Page four

The first ad in the magazine – a prime position

SEK 27,000



Ports & Logistics wall map

Ad 52 x 65 mm, SEK 5,950



Banner advertising

In which sector do you want to advertise?

SEK 146 per mm/year

1-column, height 60 mm

SEK 8,760/year

2-column, height 60 mm,

SEK 17 520/year

Industry's preferred Logistics Trade Magazine

Transportnytt

- 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.
- features a column in each issue written by for instance leading policy makers and lobbyists.
- takes part in the leading Swedish logistics trade fairs and conferences.

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Truck-SM and Ifoy Award



IFOY AWARD
international forklift truck
of the year

In collaboration with the Swedish trade association for suppliers of mobile machines (ML) and the country's leading forklift truck suppliers, Transportnytt organises the popular and well-attended competition Truck-SM (Swedish Forklift Truck Driving Championships). The 2015 Championships were held at the trade fair Logistik & Transport in Gothenburg.

Transportnytt's editor-in-chief is a member of the jury for the IFOY (international forklift truck of the year) Award. The jury is made up of 25 journalists from international logistics magazines. Transportnytt's test editor Theo Egberts is responsible for the tests used for the IFOY Award.

Wish to appear in all our magazines?



For advertising kits and further information, please contact:

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