

transport nytt

LEDANDE INOM MATERIALHANTERING, TRANSPORT OCH LOGISTIK

The text "60 years" is rendered in a large, bold, sans-serif font. The numbers "60" are significantly larger than the word "years". Each character of the text is filled with a collage of small, circular images depicting various industrial and logistics scenes, such as workers in hard hats, machinery, and warehouse interiors. The entire graphic is set against a background of numerous red balloons with white strings, creating a celebratory atmosphere.

60 years

**Advertising rates
& publication dates 2018**

60 years in business • 23,000 readers



Planned edit. content 2018

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

1. Jubilee number! The best lorries. Swedish forklift trucks market. E-commerce. **Publ. date: 9 Feb. Booking date: 18 Jan.**

2. Shipping Special with ro-ro survey. Transport packaging. commerce. Trade/Conferences: Vehicle Electronics & Connected Services, 12–13 April, Gothenburg. Logimat, 13–15 March.
Publ. date: 9 March. Booking date: 15 Feb.

3. E-commerce logistics. Forklifts and materials handling. **Extended edition!** Trade/Conferences: E-commerce & Shop tech 2018, Stockholm, Kistamässan, Cemat 23–27 April with Ifoy Award.
Publ. date: 13 April. Booking date: 22 March.

4. Warehouse fixtures. Warehouse and logistics premises. E-commerce.
Publ. date: 18 May. Booking date: 26 April.

5. IT systems for logistics. Survey, Pick & Pack for e-commerce. Forklift trucks. **Publ. date: 15 June. Booking date: 24 May.**

6. Financing solutions for transport vehicles. Increase in home deliveries. **Extended edition!** Trade/Conferences: Lastbil 2018, 22–25 August.
Publ. date: 17 Aug. Booking date: 20 June.

7. Swedish ports – guide. Forks and aggregates for trucks. Logistics wall map. E-commerce. **Publ. date: 14 Sept. Booking date: 23 Aug.**



Ports & Logistics wall map

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

Extended edition! **Publ. date: 14 Sept.** with issue 7.

Booking date: 23 Aug. Advt. 52 x 65 mm SEK 5, 950

8. Climate adaptable transport. Warehouse fixtures. E-commerce. Trade show issue ahead of Logistik och transport med truck, Gothenburg Truck-SM. **Extended edition!** Trade/Conferences: Logistik och transport med truck in Gothenburg, 5–7 November. Logistikdagen, Borås.
Publ. date: 19 Oct. Booking date: 27 Sept.



Buyers' Guide to Forklift Trucks & Warehousing 2019

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

Publ. date: 19 Oct. with issue 8. **Booking date: 18 Sept.**

9. Warehouse automation. Secure and hygienic warehouse environment. E-commerce. Forklift truck. **Publ. date: 16 Nov. Booking date: 25 Oct.**

10. The logistics investments of 2017. Accessories for commercial vehicles. **Publ. date: 14 Dec. Booking date: 22 Nov.**



Light commercials Guide

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

Extended edition!

Publ. date: 14 Dec. with issue 10. **Booking date: 15 Nov.**

Subject to change

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

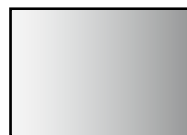
Advertising rates 2018

Advertise in all issues and reach 81,000 key figures in your line of business.*

*Accumulated range/Source: TNS Sifo, Orvesto Näringsliv 2017

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.



2/1 double page

420 x 297 mm* SEK 39,950

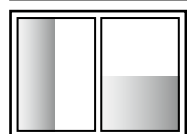
* bleeding + 3 mm all around and crop marks.



1/1 page

210 x 297 mm* SEK 26,950

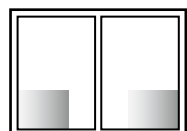
* bleeding + 3 mm all around and crop marks.



1/2 page

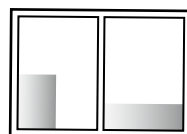
90 x 261 mm SEK 16,950

185 x 127 mm SEK 16,950



2 columns

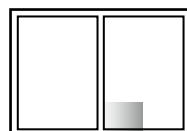
115 x 90 mm SEK 10,950



1/4 page

90 x 127 mm SEK 11,950

185 x 63 mm SEK 11,950



1/8 page

90 x 63 mm SEK 6,950

Requested placing + 10 %.

For any other format, please request 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.



Page four

The first ad in the magazine

– a prime position SEK 27,950



Banner advertising

In which sector do you want to advertise?

SEK 148 per mm/year

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

2-columns, height 60 mm, SEK 17,760/year



Digital

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

Native advertising

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.

Advertise vacancies in our career pages.

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

www.transportnytt.se



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

Panorama: 985 x 150 pixels, SEK 7,900/week

Banners: 555 x 80 pixels, SEK 6,900/week

Side banners: 200 x 300 pixels, SEK 4,900/week

200 x 180 pixels SEK 3,900/week, 200 x 120 pixels, SEK 2,900/week,

200 x 65 pixels, 1,900/week,

Our Newsletter reaches at least 12,000 recipients

Banner: 555 x 65 pixels, SEK 15,800/month

Side banners: 200 x 300 pixels, SEK 11,800/month, 200 x 180 pixels, SEK 9,800/month, 200 x 120 pixels, SEK 7,800:–/month, 200 x 65 pixels, SEK 5,800/month,

www.transportnytt.se/truckolager

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: 5,950/year

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

Inserts

Send your supplement/customer magazine with us!

Loose and bound – same price.

1 page A4 SEK 20,950

2–4 page A4 SEK 23,950

Larger inserts quoted for

Plus postage.

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.

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
- is a partner for several important trade fairs, conferences and organisations in the area of logistics.
- will continue during 2018 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

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.

- Reaches 23,000 readers
- 39 percent in management positions
- 62 percent of our readers are moderately/heavily involved in decision-making.

Source: TNS Sifo, Orvesto Näringsliv 2017

Get our newsletter www.transportnytt.se – completely free!

Truck-SM and Ifoy Award

Truck Championships at Swedish Trade Fair

In 2018, it is time again for Truck-SM, the Swedish Forklift Truck Driving Championships. Together with the trade association ML, Transportnytt is inviting visitors to an exciting competition at Svenska Mässan in Gothenburg during the trade show Logistik & Transport, 5-7 November. Follow our reporting in Transportnytt.



More awards for materials handling

The Ifoy Award is extending its materials handling competition in 2018, adding four new award categories - cranes, robots, software, system solutions. The different truck categories will remain unchanged. Transportnytt will report from Cemat in Hannover, 23-27 April.

Transportnytt's editor-in-chief Mats Udikas is a member of the jury and Transportnytt's test editor Theo Egberts is responsible for equipment testing.



IFOY AWARD
international intralogistics and
forklift truck of the year

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, 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:

Ingela Hallonquist, ingela.hallonquist@gmail.com

Material for the Web

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

Wish to appear in all our magazines?



For advertising kits and further information,
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