

transport nytt

LEDANDE INOM MATERIALHANTERING, TRANSPORT OCH LOGISTIK

Advertising rates & publication dates



59 years in business • 22,000 readers



Publication dates – planned editorial content 2017

Issue	Contents	Publ. date	Booking date	Trade/Conferences
1	The best lorries. Forklift trucks.	9 Feb.	20 Jan.	
2	Warehouse and logistics premises. Shipping Special with ro-ro survey. Light Commercials. Extended edition! Distributed at the trade fair.	9 March	17 Feb.	Industrimässorna Malmö 2017, 29–30 March, Nordic Air Cargo Symposium 2017, 29–30 March, Copenhagen
3	Warehouse optimisation. Forklift trucks. Lifting equipment.	6 April	17 March	
4	Lorry extensions. Transport packaging.	4 May	12 April	
5	Warehouse fixtures. Forklift trucks.	12 June	22 May	Vehicle Electronics & Connected Services, 9–10 May, Transport Logistic, München, Ifoy Award. 9–12 May
6	E-commerce. Tomorrow's warehousing system. Extended edition! Distributed at the trade fair.	31 Aug.	11 Aug.	Logistics & distribution 2017, Easy fairs Kista, 13–14 Sept. Stora lagerdagen, 14 Sept. Kista
7	Weighing. Swedish ports – guide. Forklift trucks. Logistics wall map. Extended edition! Distributed at the trade fair.	21 Sept.	1 Sept.	Elmia Nordic Rail 10–12 October
8	The best forwarding agents. Tyres. Extended edition!	19 Oct.	29 Sept.	Logistik och transport in Gothenburg, 7–8 November
9	Warehouse automation Forklift trucks.	16 Nov.	27 Oct.	
10	The best 3PLs. Light Commercials .	14 Dec.	24 Nov.	

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

Subject to change.

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

Transportnytt is the official media partner for the EasyFairs' trade fairs Logistic & distribution in Malmö and Kista.

Our special editions

Ports & Logistics wall map

Advt. 52x65 mm SEK 5,950



Summary of all Swedish ports, including combi terminals and charting the flow of transportation!
Publ. date: 21 Sept, with issue 7. **Extended edition!**
Booking date: 1 Sept.

Buyers' Guide to Forklift Trucks & Warehousing 2018



All suppliers of forklift trucks, cleaning machines, accessories, materials handling and warehousing products, brought together in a comprehensive Buyers' Guide.
Publ. date: 19 Oct. with issue 8.
Extended edition!

Booking date: 22 Sept.

Light commercials Guide 2018



Guide to light trucks, vans and pickups up to 3.5 tonnes.
Publ. date: 14 Dec. with issue 10.
Extended edition!

Booking date: 20 Nov.

Digitalt

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

www.transportnytt.se

Panorama: 985x150 pixels, SEK 7,900/week

Banners: 555x80 pixels, SEK 6,900/week

Side banners: 200x300 pixels, SEK 4,900/week, 200x180 pixels, SEK 3,900/week, 200x120 pixels, SEK 2,900/week, 200x65 pixels, SEK 1,900/week

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

Our Newsletter reaches at least 12,000 recipients

Banners: 555x65 pixels, SEK 15,800/month

Side banners: 200x300 pixels, SEK 11,800/month, 200x180 pixels, SEK 9,800/month, 200x120 pixels, SEK 7,800/month, 200x65 pixels, SEK 5,800/month

Advertise on

www.transportnytt.se/truckolager

- 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.



Advertising rates 2017

Advertise in all issues and reach 59,000 key figures in your line of business.*

*Accumulated range/Source: TNS Sifo, Orvesto Näringsliv 2016



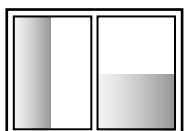
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* bleeding + 3 mm all around



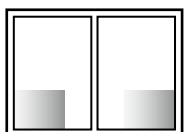
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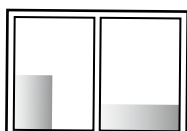
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90 x 261 mm SEK 16,950
185 x 127 mm



2 columns

115 x 90 mm SEK 10,950



1/4 page

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



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 31,500

*bleeding + 3 mm all around

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



Page four

The first ad in the magazine
– a prime position
SEK 27,500



Banner advertising

In which sector do you want to advertise?

1-column, height 60 mm
SEK 8,820/year

2-column, height 60 mm,
SEK 17,640/year

Inserts Send your supplement/customer magazine with us!

Loose and bound – same price.

1 page A4 SEK 19,900

2–4 pages A4 SEK 23,900

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.

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 22,000 readers • 39 percent in management positions
- 73 percent of our readers are moderately/heavily involved in decision-making.

Source: TNS Sifo, Orvesto Näringsliv 2016

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.

For technical questions, please contact:

Ingela Hallonquist, ingela.hallonquist@gmail.com

Material for the Web

Format: jpg, gif, png, swf (swf not possible for the newsletter).
Recommended resolution: 72 dpi.

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

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.

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Truck-SM and Ifoy Award



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:

Förlags AB Verkstadstidningen

P.O. Box 2082, SE-169 02 Solna,

Phone: +46-8-514 934 00

www.verkstadstidningen.se, e-mail: vt@vtf.se

The people behind Transportnytt

Marketing team



Marketing Manager

Katarina Ungman

+46-8-514 934 72

katarina.ungman@transportnytt.se



Copy

Maria Ribbing

+46-8-514 934 13

annons@transportnytt.se



Subscriptions

Gudrun Lindfors-Rönblom

+46-8-514 934 03

prenumeration@transportnytt.se

MD

Malin Jerre, malin.jerre@vtf.se

Publisher

Staffan Lingmark, staffan.lingmark@vtf.se

Accounts

Helena Johansson, helena.johansson@vtf.se

Editorial team



Editor-in-chief

Mats Udikas

Materials handling

redaktion@transportnytt.se

+46-8-514 934 71



Editor

Alexander Kristofersson,

Information technology & e-commerce

redaktion@transportnytt.se

Regularly contributing writers

Christer Andersson, Light commercials & bodies

Theo Egberts, Forklift truck testing

transport nytt

P.O. Box 2082, SE-169 02 Solna

Telefon: +46-8-514 934 70

E-mail: redaktion@transportnytt.se

Visitors: Starrbäcksgatan 1, Sundbyberg

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