

# transport nytt



# 2024

MEDIA KIT

Magazine - Web - Newsletter - LinkedIn

[www.transportnytt.se](http://www.transportnytt.se)

# Do you want to reach out to transport and the logistics industry

**Combine our channels  
for increased range!**

Magazine-Web-Newsletter-Movie-native Ads



## Transportnytt, 66 years in the industry

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, manual and automatic handling. Focusing on the fast emerging area of e-commerce logistics. We publish thorough and well-informed tests on forklift trucks and goods vehicles.

We 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.

A partner for several important trade fairs, conferences and all organisations in the area of logistics. And will continue during 2024 to cover the intense investment in new Swedish logistics facilities.

The magazine Transportnytt will cover the leading logistics property players, pointing out the hot regions for logistics, and provides an overview of where expansion is taking place.

- **MAGAZINE SCOPE 16.000**
- **16% IS IN THE COMPANY MANAGEMENT**
- **66% OF OUR READERS ARE DECISIVE DECISION INFLUENCE**
- **73.5% HAVE SOME FORM OF INFLUENCE ON AN OVERALL LEVEL**

Source: TNS Sifo, Orvesto Näringsliv

## PLANNED CONTENT 2024

E-commerce logistics & light trucks is a standing feature.

**Nr 1** Warehouse automation, Forklift trucks.  
Public date 5/2 - Booking date 16/1

**Nr 2** Shipping number, E-commerce, Light trucks.  
Public date 4/3 - Booking date 13/2  
Exhibition Logimat 19-21 Mars.



### Transportbilsguiden

Public date 4/3 - Booking date 13/2  
Distributed with number 2

**Nr 3** Warehouse and logistics properties, Digitization.  
Public date 4/4 - Booking date 12/3

**Nr 4** Robots, Third party logistics, Light trucks.  
Public date 13/5 - Booking date 22/4  
Exhibition E-commerce Expo Kista Stockholm 29-30/5

**Nr 5** Sustainable transport, Warehouse Interiors.  
Public date 14/6 - Booking date 27/5

**Nr 6** Autotrucks AGV. Light trucks and add-ons and peripheral equipment  
Public date 20/8 - Booking date 20/7  
Exhibition Elmia Truck 21-24/8

**Nr 7** Swedish sea ports-guide. Packaging, E-commerce.  
Public date 24/9 - Booking date 4/9



**Logistikkartan** Summary of all Swedish sea ports, including combi terminals, Logistics premises and charting the flow of transportation  
Public date 24/9 - Booking date 28/8  
Distributed with number 7

**Nr 8** Lifting equipment, IT System  
Utgivning den 15/10 - Booking date 25/9

**Nr 9** Forklift trucks and material handling, E-commerce.  
Public date 12/11 Booking date 23/10  
Herning 26-29/11 in Denmark. High edition! The number is distributed at the exhibition Logistik och Transport 14-15/11, Göteborg.



### Truck & Lager 2025

Byers Guide to Forklift trucks & Warehousing 2025. All suppliers of forklift trucks, accessories, materials handling and warehousing products brought together.  
Public date 12 november - Booking date 16/10  
Distributed with number 9

**Nr 10** Logistics Properties, Combi terminals, Light trucks  
Public date 10/12 - Booking date 20/11

# ANNONSPRISER

## PRINT & E-MAGAZINE

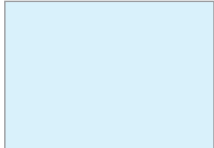
### COVER ADS

COVER 2 210x297\* SEK 29.950:-

COVER 3 210x297\* SEK 28.950:-

COVER 4 210x273\*\* SEK 32.950:-

### AD SIZE



#### DUBBLE PAGE

420x297 mm\* SEK 40.450:-



#### 1/1 PAGE

210x297 mm\* SEK 27.450:-

Page four, The first ad in the magazine

-a prime position SEK 28.450:-



#### 1/2 PAGE

90x261 mm, SEK 17.450:-

185x127 mm, SEK 17.450:-



#### 1/4 PAGE

90x127 mm, SEK 12.450:-

185x63 mm, SEK 12.450:-



#### 1/8 PAGE OR 2 COLUMNS

90x63 mm, SEK 7.450:-

115x90 mm, SEK 1.450:-



#### CLASSIFIED ADS

Good repetition effect in each number under the industry where you want to be seen?

148:-/mm/year, 60 mm hög, SEK 8.880:-/year

2-spalt, 60 mm hög, SEK 17.760:-/year

### ADS IN TRUCK & LAGER AND LOGISTIKKARTAN

Logistikkartan 52x65 mm, SEK 5.950:-, 52x130 mm SEK 11.950:-

Truck & Lager, pris enligt transportnyttis prislista ovan.

### SEND YOUR SUPPLEMENT/CUSTOMER MAGAZINE WITH US!

A cost-efficient way to reach out. Loose and bound

– same price. 1 page A4, SEK 20.950:-, 2-4 pages A4,

SEK 23.950:- Larger inserts quoted for. Plus postage.



## NATIVE ADVERTISEMENT – PRINT

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

**Dubble effekt!**  
Ad in print-  
& digital Magazine  
with link to your  
web site!

## DIGITALT

- REACH OUT WITH NEWS QUICKLY!
- ADVERTISE A JOB!
- INCREASE VISITORS TO YOUR WEBSITE!

## NATIVE ADVERTISEMENT – DIGITALT

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 WEB

[www.transportnytt.se/truck-och-lagerhandboken](http://www.transportnytt.se/truck-och-lagerhandboken)

Infotext, about 200 letter, 990:-/year

Link to your website, quoted and e-mail 2.950:-/year

Logotype SEK 2.950:-/year

Package price: SEK 5.950:-/year

## WEB



#### PANORAMA

1.600x200 pxl, SEK 7.950:-/week

#### TOP BANNER

700x300 pxl, SEK 7.500:-/week

#### STREAMER

700x200 pxl, SEK 6.950:-/week

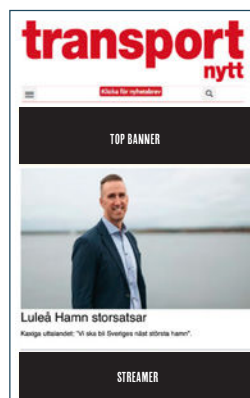
#### SIDE BANNER

235x235 pxl, SEK 4.950:-/week

#### MOVIE/WEB-TV

SEK 7.950:-/week (GIF)

## NYHETS BREVET



**VARJE VECKA,  
MÅNDAGAR OCH  
TORSDAGAR**

#### TOP BANNER

600x130 pxl,  
SEK 5.950:-/dispatch

#### STREAMER

600x110 pxl,  
SEK 4.950:-/dispatch

Format digitalt: jpg, gif eller png.

Skaffa vårt nyhetsbrev helt gratis!

**transportnytt.se**

## TECHNICAL

## PRINT

**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 and crop marks.

**Copy address:** [annons@transportnytt.se](mailto: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](mailto:per.r@brunmedia.se)

## MATERIAL FOR THE WEB

**Format:** Jpg, PNG or GIF.

**Recommended resolution:** 72 dpi.

## INSERTS

Insert adress:

Ranhammar, Wingqvist Väg 14-16, 165 41 Spånga

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.

## SUBSCRIPTION

Get your own subscription and keep up to date with what is happening in the transport and logistics industry. Included in the subscription: ten numbers of the magazine, Truck & lager, Ports & Logistics wall map och Light commercials Guide.

Send an e-mail to [prenumeration@transportnytt.se](mailto:prenumeration@transportnytt.se) or use [www.transportnytt.se/prenumera](http://www.transportnytt.se/prenumera)

Transportnytt also available as e-magazine..

Sverige SEK 890:- inkl. tax

Europa SEK 1.400:- inkl. tax

Övriga världen SEK1.700:- inkl. tax



### Wish to appear in all our magazines?

For advertising kits and further information, please contact:

Förlags AB Verkstadstidningen

P.O. Box 2082, 169 02 Solna, Sweden, Phone: +46-8-514 934 00

[www.verkstadstidningen.se](http://www.verkstadstidningen.se), e-mail: [info@vtf.se](mailto:info@vtf.se)

## THE PEOPLE BEHIND TRANSPORTNYTT

### BOOKING

Media- and communications manager

**Katarina Ungman**

08-514 934 72

[katarina.ungman@transportnytt.se](mailto:katarina.ungman@transportnytt.se)



### Media Seller

**Hans Eriksson**

0708-32 58 90

[hans.eriksson@transportnytt.se](mailto:hans.eriksson@transportnytt.se)



### Traffic

**Maria Ribbing**

08-514 934 13

[annons@transportnytt.se](mailto:annons@transportnytt.se)



### Editor-in chief

**Lars Andersson**

Materialhantering

[redaktion@transportnytt.se](mailto:redaktion@transportnytt.se)

0708-29 97 26



### Publisher

Staffan Lingmark

[staffan.lingmark@vtf.se](mailto:staffan.lingmark@vtf.se)

### MD

Malin Jerre

[malin.jerre@vtf.se](mailto:malin.jerre@vtf.se)

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**transport  
nytt**

Box 2082

169 02 Solna

Telefon: 08-514 934 70

Epost: [redaktion@transportnytt.se](mailto:redaktion@transportnytt.se)

Besök: Vretenvägen 6, Solna