

transport nytt



2025

MEDIA KIT 2025

Magazine - Web - Newsletter - LinkedIn

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, 67 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 2025 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**

PLANNED CONTENT 2025

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

- 1 **WAREHOUSE AUTOMATION, FORKLIFTS AND ACCESSORIES**
Public date 6/2 **Booking date 17/1**
- 2 **SHIPPING NUMBER, E-COMMERCE, LIGHT TRUCKS**
Public date 6/3 **Booking date 13/2**
EXHIBITION LOGIMAT 11-13/3 Stuttgart
- 3 **TRANSPORTBILSGUIDEN 2025**
All transport cars up to 3,5 ton
Public date 4/3 **Booking date 13/2**
Distributed with number 2
- 4 **WAREHOUSE, LOGISTICS PROPERTIES AND FREIGHT FORWARDERS/CARRIERS**
Public date 1/4 **Booking date 10/3**
Train & Rail 6-8/5 Stockholmsmässan Stockholm
- 5 **ROBOTS, THIRD PARTY LOGISTICS AND LIGHT TRUCKS**
Public date 8/5 **Booking date 15/4**
EXHIBITION E-commerce Expo 14-15/5 Kistamässan Stockholm, Live Expo Infrastruktur 21-22/5 Kistamässan Stockholm, Transport Logistics 2025 2-5/6 München
- 6 **INFRASTRUCTURE AND WAREHOUSE INTERIORS**
Digitally number
Public date 12/6 **Booking date 19/5**
- 7 **AUTOTRUCKS AGV AND LIGHT TRUCKS**
Public date 20/8 **Booking date 20/7**
- 8 **SWEDISH SEA PORTS GUIDE AND RAILWAYS**
Public date 25/10 **Booking date 5/10**
EXHIBITIONS Easy Fairs Logistics & Automation 1-2/10 Kistamässan Stockholm, Elmia Infra Rail 8-9/10 Jönköping
- 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 2/10**
Distributed with number 7
- 10 **HEAVY VEHICLES AND LIFTING EQUIPMENT**
Public date 16/10 **Booking date 24/9**
Distributed on **EXHIBITION Logistik and Transport 4-5/11 Göteborg**
- 11 **TRUCK & LAGER 2026**
Byers Guide to Forklift trucks & Warehousing 2025. All suppliers of forklift trucks, accessories, materials handling and warehousing products brought together.
Public date 12/11 **Booking date 16/10**
Distributed with number 9
- 12 **FORKLIFT TRUCKS, MATERIAL HANDLING AND E-COMMERCE**
Public date 13/11 **Booking date 22/10**
- 13 **LOGISTICS PROPERTIES AND INVENTORY MANAGEMENT SYSTEM**
Public date 11/12 **Booking date 19/11**

• You will find Transportnytt at every **EURO EXPO EXHIBITION** in Sweden 2025

With reservation for changes

PRICE ADS 2025

PRINT & E-NEWSLETTER

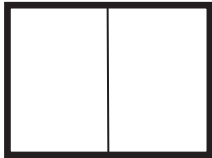
COVER ADS

COVER 2 210x297 mm* SEK 29.950:-

COVER 3 210x297 mm* SEK 28.950:-

COVER 4 210x273 mm** 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

TRUCK & LAGER 2026 AND TRANSPORTBILSGUIDEN 2025

Price as above as for Transportnytt

LOGISTIKKARTAN

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

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.

DIGITALY

- 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 ON LINE

www.transportnytt.se/truck-och-lagerhandboken

Infotext, about 200 letter, SEK 990:-/year

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

Logotype SEK 2.950:-/year

Package price: SEK 5.950:-/year

WEB WWW.TRANSPORTNYTT.SE



PANORAMA

1.600x200 pxl, SEK 7.950:-/week

TOP BANNER

700x300 pxl, SEK 7.500:-/week

STREAMER

700x200 pxl, SEK 6.950:-/week

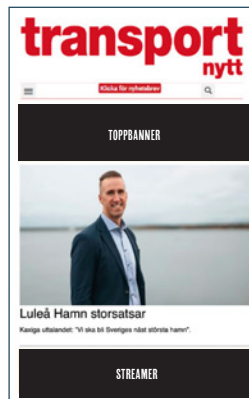
SIDE BANNER

235x235 pxl, SEK 4.950:-/week

MOVIE/WEB-TV

SEK 7.950:-/week (GIF)

NEWSLETTER REACHES 12.000 SUBSCRIBERS EVERY WEEK



TOPPBANNER

600x130 pxl,
SEK 5.950:-/newsletter

STREAMER

600x110 pxl,
SEK 4.950:-/newsletter

Format digitaly: jpg, gif or png.

EVERY WEEK,
MONDAY AND
THURSDAY

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

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 WEB

Format: Jpg, PNG or GIF.

Recommended resolution: 72 dpi.

INSERTS

Insert adress:

TNW, Wingqvist Väg 18B, 163 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 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 or use www.transportnytt.se/prenumerera

Transportnytt also available as e-magazine..

Sverige SEK 1.090:- inkl. tax

Europa SEK 1.600:- inkl. tax

Övriga världen SEK 1.900:- inkl. tax

Wish to appear in all our magazines?

Verkstadstidningen, Automation,
JBF, Byggaren & Transportnytt.

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