

BYGG

Magazine ■ byggfakta.today ■ Newsletter

FAKTA



We know who's responsible for 30.000 projects right now!

They are receivers of Byggfakta – printed or digital version. A completely unique concept!
We help you take part of more than 500 billion when you book an ad!

BYGG

FAKTA

BYGGFAKTA



.today

TS-edition: 53 700

Publication: Magazine 8 nr/year

Newsletter: 40 nr/year

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AnnonsKraft
- din mediapartner!

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Magazine

In the digital future, the paper is more unique than ever.

Publication schedule 2017

| Edition | Material day | Publication |
|---------|--------------|-------------|
| 1 | 24 jan | 9 feb |
| 2 | 16 feb | 6 mar |
| 3 | 21 mar | 6 april |
| 4 | 2 maj | 19 maj |
| 5 | 23 aug | 8 sep |
| 6 | 26 sep | 12 okt |
| 7 | 25 okt | 10 nov |
| 8 | 28 nov | 14 dec |

| | |
|--------------------|------------|
| Full page: | 27 825 SEK |
| Spread: | 44 625 SEK |
| Cover: | 34 125 SEK |
| 1/2-page: | 18 375 SEK |
| 1/4-page: | 11 025 SEK |
| 1/8-page: | 6 615 SEK |
| Special placement: | + 10 % |

Inserts

Inserted in the paper

| Weight | Price |
|------------|-------------------|
| <10 gram | 1,00 SEK/each |
| 11-19 gram | 1,15 SEK/each |
| 20-29 gram | 1,25 SEK/each |
| 30-50 gram | 1,40 SEK/each |
| >50 gram | Please contact us |

Maximum size: 205x293 mm,

Technical info:

Edition (TS): 53700 ex.
including 39500 digital.
Format: 210x297 mm.

Ad - size

(all size in millimeters).

| (all size in millimeters). | |
|---|--|
| Full page: 185x270 Bleed: 210x297 +5mm bleed and cropmarks | Spread: 394x270 Bleed: 420x297 +5mm bleed and cropmarks |

| | |
|---|---|
| 1/2-page: 185x132 Bleed: 210x147 +5mm bleed and cropmarks | 1/2-page: 90x270 Bleed: 100x297 +5mm bleed and cropmarks |
|---|---|

| | |
|---------------------|--------------------|
| 1/4-page: 90x132 | 1/8-page: 90x65 |
| Streamer: 185x65 | |

Read our magazine digital:



Kontakt

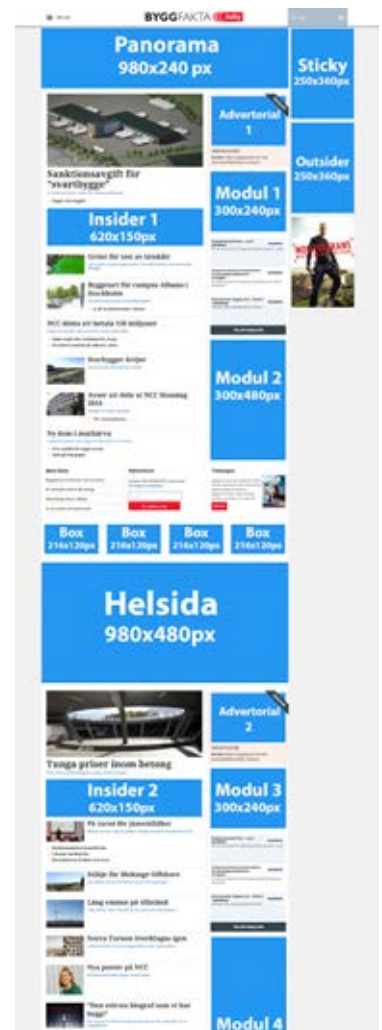
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■ byggfakta.today

Welcome to byggfakta.today!

byggfakta.today is a news and project forums for building professionals alike. The website features news about the industry and articles on exciting new projects.



Prislista

| Format | Size - max 100kb | Price/week |
|-------------------------|------------------|------------|
| Panorama | 980x240 pxl | 7 700 SEK |
| Sticky | 250x360 pxl | 6 600 SEK |
| Outsider | 250x360 pxl | 5 000 SEK |
| Insider 1 | 620x150 pxl | 4 500 SEK |
| Insider 2 | 620x150 pxl | 3 500 SEK |
| Advertorial 1* | 620x265 pxl | 9 900 SEK |
| Advertorial 2* | 620x265 pxl | 6 600 SEK |
| Modul 1 | 300x240 pxl | 6 600 SEK |
| Modul 2 | 300x480 pxl | 6 000 SEK |
| Modul 3 | 300x240 pxl | 3 500 SEK |
| Modul 4 | 300x480 pxl | 3 500 SEK |
| Helsida | 980x480 pxl | 5 500 SEK |
| Box 1,2,3,4 | 216x120 pxl | 3 500 SEK |
| Splash (hela skärmen)** | 1250x675 pxl | 6 900 SEK |

When booking extra week: -10 % When booking 4 weeks: -20 %

* **Advertorial:** Editorial advertising, image dimensions: 620x265 pxl, we also need title and text content. The page will be labeled "Sponsrat innehåll"

**Format: Bild/Html/Flash

■ byggfakta.today - Newsletter

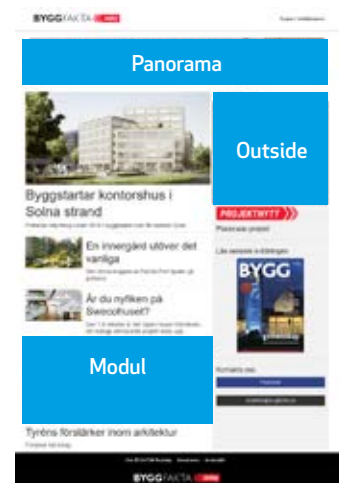
byggfakta.today -newsletter is issued once a week to all subscribers, presenting the latest news and reviews. More than **34,600** receiver, (sep 2016).

Prislista

| Format | Size - max 100kb | Price/week |
|----------|------------------|------------|
| Panorama | 780x120 pxl | 4 500 SEK |
| Outside | 250x240 pxl | 4 000 SEK |
| Modul | 468x240 pxl | 4 000 SEK |

NOTE! Animated banners do not work in Outlook 2007!

We recommend static banners in GIF or JPG for the newsletters. Maximum 100 KB.



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BYGG FAKTA

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With an ad in Byggfakta, you will reach:

- Regulatory suffered
- Architects
- Designers
- Developers
- Consultants
- Property owners, managers
- Construction and turnkey contractors
- Site managers, purchasers
- Municipal Works
- City Architects