

# Editorial schedule and rates 2012

## Decision makers in the Swedish construction sector read Byggindustrin

Byggindustrin is the newsmagazine for the construction sector in Sweden. The magazine has been around for almost 80 years and has a very strong standing. We are the only trade journal with weekly publications, every Friday.

The readers are holding key positions in the companies from the sector. They are supervisors, specialists, from middle management to corporate management. They are the decision makers in the construction industry and are found in companies throughout the whole building process. From planning and contract firms to builders and property managers. For them the magazine fulfils an important function. Not just because here they get the trade news, but also because Byggindustrin gives insightful analysis and the information that one needs to keep up to date within the trade.

Byggindustrin has 19 000 regular readers according to Orvesto Näringsliv 2010 (The reader survey conducted on journals issued in Sweden) in companies that are members in Sveriges Byggindeindustrier, consultants and architects.



### Rates

Format	mm	Black/white	4 color
Spread	416x267	45 100	52 900
Full page	194x267	30 500	34 400
Half page	194x130	20 300	24 700
	94x267	20 300	24 700
Quarter page	94x130	10 700	14 200
	194x61	10 700	14 200

### Cover pages

Inside front	194x267	38 300
Inside back	194x267	35 000
Outside back	194x270	40 400

Surcharge for special positioning 15 % extra

Issue	Publishing date	Publishing week	Deadline
1	13/1	2	4/1
2	20/1	3	11/1
3	27/1	4	18/1
4	3/2	5	25/1
5	10/2	6	1/2
6	17/2	7	8/2
7	24/2	8	15/2
8	2/3	9	22/2
9	9/3	10	29/2
10	16/3	11	7/3
11	23/3	12	14/3
12	30/3	13	21/3
13	5/4	14	28/3
<b>Easter</b>			
14	20/4	16	11/4
15	27/4	17	18/4
16	4/5	18	25/4
17	11/5	19	2/5
18	18/5	20	9/5
19	25/5	21	16/5
20	1/6	22	23/5
21	8/6	23	30/5
22	15/6	24	5/6
<b>Summer break</b>			
23	17/8	33	8/8
24	24/8	34	15/8
25	31/8	35	22/8
26	7/9	36	29/8
27	14/9	37	5/9
28	21/9	38	12/9
29	28/9	39	19/9
30	5/10	40	26/9
31	12/10	41	3/10
32	19/10	42	10/10
33	26/10	43	17/10
34	2/11	44	24/10
35	9/11	45	31/10
36	16/11	46	7/11
37	23/11	47	14/11
38	30/11	48	21/11
39	7/12	49	28/11
40	14/12	50	5/12

**Magazine format:** A4 225x297mm, text-face 194x267mm

**Print:** Ruloff set

**Resolution:** 300 dpi

**Color:** CMYK

**Material:** Digital: Closed eps-file with fonts and high resolution pictures (min 266 dpi) included or PDF. For other material and artwork an extra fee will be charged.

### Material address:

Ftp: Contact us for user information

E-mail: [annons@informa.se](mailto:annons@informa.se)

**Byggindustrin publishes** Fridays and is a subscribed, TS-controllerad, member of Sveriges Tidskrifter and official organ for Sveriges Byggindeindustrier.

**Circulation:** Byggindustrin has 10,000 subscribers

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**Magazine website:** [www.byggindustrin.com](http://www.byggindustrin.com)

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