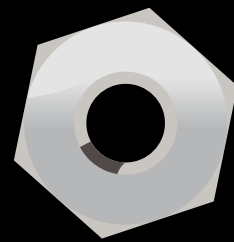


**VERK
STÄDERNA**



Media Info
2012



www.verkstadena.se

46 500 readers

Publication schedule 2012

Issue	Publishing date	Material	Planned Specials	Supplements
1	Febr 20	Jan 30	Tools, Maintenance, Work environment	Begagnatmarknaden
2	March 12	Febr 20	Machine tools, CAD/CAM, Internal transports	Fogningsteknik, Annonssbilaga Begagnatmarknaden
3	April 2	March 12	Tools, Sheet technology, Surface Treatment	Begagnatmarknaden
4	April 30	April 9	Machine Tools, Measurement technique, Automation	Fogningsteknik, Annonssbilaga Begagnatmarknaden
5	May 28	May 7	Tools, Sheet CAD/CAM	Begagnatmarknaden
6	June 18	May 28	Automation, Control, Measurement technique	Fogningsteknik, Annonssbilaga Begagnatmarknaden
7	Aug 27	Aug 6	Machine tools, automation, Work environment	Begagnatmarknaden
8	Sept 17	Aug 27	Tools, Materials development, CAD/CAM	Fogningsteknik, Annonssbilaga Begagnatmarknaden
9	Oct 8	Sept 17	Exhibition: Automation & manufacturing Expo, Automation, Machine tools, Sheett	Begagnatmarknaden
10	Oct 29	Oct 8	Exhibition: Subcontractor, Tools, Work environment	Fogningsteknik, Annonssbilaga Begagnatmarknaden
11	Nov 19	Oct 29	Machine Tools, Automation, Euromold	Begagnatmarknaden
12	Dec 10	Nov 19	Tools, Sheet, Internal transports	Fogningsteknik, Annonssbilaga Begagnatmarknaden



Trade Fairs 2012

Underhåll **March 13–16**
Svenska Mässan, Gothenburg

Elmia Automation **May 8–11**
Elmia, Jönköping

Control **May 8–11**
Stuttgart Exhibition Center, Stuttgart

Automation & Manufacturing Expo **Oct 23–26**
Stockholm International Fair, Stockholm

Subcontractor **Nov 6–9**
Elmia, Jönköping

Euromold **Nov 29 – Dec 2**
Messe Frankfurt, Frankfurt

Technical print information

Digital print material

Print-optimized PDF (colour images and colour in the document must be saved in cmyk). Typefaces and images must be attached/inbedded. Use only postscript or open-type typefaces. Send colour printouts to completed advertising materials. We do not accept films. A hourly rate of SEK 950 is charged for any extra work.

Pictures

Resolution: 350 dpi
Amount of colours: Pictures 300%, tint plates 260%
ICC-profiles is to download at verkstaderna.se
Screen: 175 linjes/inch

Software

Adobe CS4 (InDesign, Photoshop and Illustrator). Regarding advertising material. Make sure you send a document format that responds to the advertising space booked and enclose a printout or PDF file of the advert. Mark any changes clearly.

Print and format

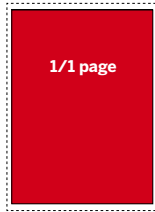
Print: Sheet-offset 4-col (cmyk),
Format: 210x297 mm
Type area: 185x265 mm
Column width: 43,25 mm, (1-spalt)/90,5 mm (2-spalt)
Bleed: 3 mm
Binding: Wire-stitched

To book an advert call Rose-Marie Erikson +46 (0) 8-749 37 91

Advertising prices and sizes



Format 420x297 + 3 mm bleed off
Beside text SEK 45 700
 For centre spread SEK 57 500
After text SEK 34 700



Format 210x297
 + 3 mm bleed off
Beside text
 SEK 26 500
After text
 SEK 19 400



Special place
 Format 210x297
 + 3 mm bleed off
Page 4
 SEK 27 500
Page 9
 SEK 28 500



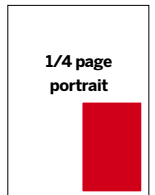
Format 185x130 mm
Beside text
 SEK 15 700
After text
 SEK 10 700



Format 90x265 mm
Beside text
 SEK 16 600
After text
 SEK 11 500



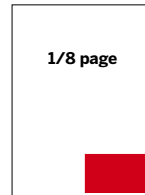
Format 90x265 mm
Beside text
 SEK 15 700
After text
 SEK 10 700



Format 90x130 mm
Beside text
 SEK 9 900
After text
 SEK 6 400



Format 185x65 mm
Beside text
 SEK 11 000
After text
 SEK 7 500



Format 90x65 mm
Only after text
 SEK 3 900

Cover



Format 210x297
 + 3 mm bleed off
 4-col SEK 31 900



Format 210x297
 + 3 mm bleed off
 4-col SEK 29 300



Format 210x270
 + 3 mm bleed off,
 sides + bottom
 4-col SEK 35 500

**Leading Magazine
 of Engineering
 Industry
 46 500 readers!**

Supplements

Loose supplements + packing (excl postage) SEK 27 400
 Bound supplements + packing (excl postage) SEK 29 400
 Supplements over 50 g Ask for an offer

"Industrikontakt"

Our classified ad market is called Industrikontakt – the industry's own forum for classified ads in smaller formats. Here, the reader can quickly find the company he or she is looking for under various headings. By advertising in Industrikontakt, you can reach decisionmakers in the engineering industry at a lower cost. If there is no heading to suit your business, we will create one. Adverts in Industrikontakt are booked per calendar year.

Classifieds: SEK 2 990/year
 SEK 820 per extra line and year
Box (45x35 mm): SEK 8 100/year
Extra charge for colour: SEK 4 000/year

All prices exclusive of VAT. Terms of payment against invoice 15 days. Booked advert can not be cancelled later than 30 days before the publishing date. For advertising material that advert is charged for in its entirety if it was not possible to insert it correctly.



Combine your advertising in the paper magazine with internet

We are the leading magazine in the engineering industry. On our website you'll find the latest news. www.verkstaderna.se. Is updated several times daily. Our newsletter is sent out ones a week.

Banner in first place



Banner in newsletter



marknadstorget.com

KÖP OCH SÄLL FÖR DIN BRANSCH - NYTT OCH BEKANT

Buy, sell or lease all products, new and used. Marknadstorget represents a various kind of industries.

For further information:

Rose-Marie Erikson
 +46 (0)8 749 37 91
rose-marie.erikson@pencop.se

46 500 readers

The magazine Verkstäderna - production technology in 108 years

Verkstäderna is the magazine that meets the engineering industry's need for a continuous reporting on developments in manufacturing: machinery, materials, methods and people.

With a total of over 108 years experience in the industry and intensive interaction with the players, Verkstäderna conveys the most useful news and gives the best examples from successful engineering companies.

Reader statistics

9 out of 10 who read Verkstäderna feel great confidence in the contents of the newspaper and think that it contains many innovations. It was apparent when the independent polling institute SKOP made a readable study

for Verkstäderna. This verdict is obviously an incentive and a confirmation that we are working properly. Now we look forward and lift the bar further. We believe that together we can make a good product even better.

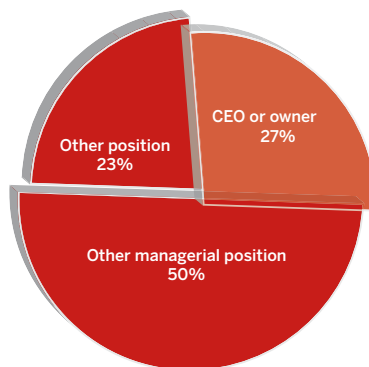
The readers level of influence over the company's purchases

- 79 %** Machine equipment, Mechanical engineering
- 76 %** Tools
- 63 %** Automation
- 59 %** Production logistic, management
- 53 %** Joining technology, welding, gluing, soldering
- 43 %** CAD
- 36 %** CAM

Skop, Skandinaviska opinion AB have on order of Verkstäderna interviewed about 500 readers. The interviews were made from the 17th September to 9th October 2007.



Positions



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rose-marie.erikson@pencop.se

Advertising material

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Box 117, SE-125 23 Älvsjö, Sweden
E-mail annons@pencop.se
FTP contact Anders Erikson
+46(0)8-749 37 90

Recruitment ads

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+46 (0)8-670 41 33
andreas.tzelidis@mentoronline.se

marknadstorget.com

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SUBSCRIPTIONS PRICE

Full year SEK 1.430 exclusive of VAT.



Verkstäderna has a
TS-verified circulation of
20.700 copies in 2010.