

NYHETER OM STÅLBYGGNAD

ADVERTISING PRICE LIST 2020



The major Steel Constructing Magazine in Scandinavia

The magazine **Nyheter om Stålbyggnad** (Steel Construction) is since several years an important inspiration and knowledge source for steel as a construction material. The magazine reaches out to a wide audience in the construction sector and gives attention to steel as a construction material to clients, architects, design engineers and building contractors. The magazine is also highly regarded among the companies in the steel and steel construction industry as an important channel to spread information and knowledge about their products.

The magazine **Nyheter om Stålbyggnad** has its main distribution in Sweden and Norway, where it is available at most engineering and architectural firms, as well as the steel contractors and workshops, developers and others. This magazine reaches out to a large number of readers. The circulation increases continuously from issue to issue. The magazine **Nyheter om Stålbyggnad** also has readers in other Nordic countries. An advert in **Nyheter om Stålbyggnad** makes your business visible on the entire Nordic steel construction market.

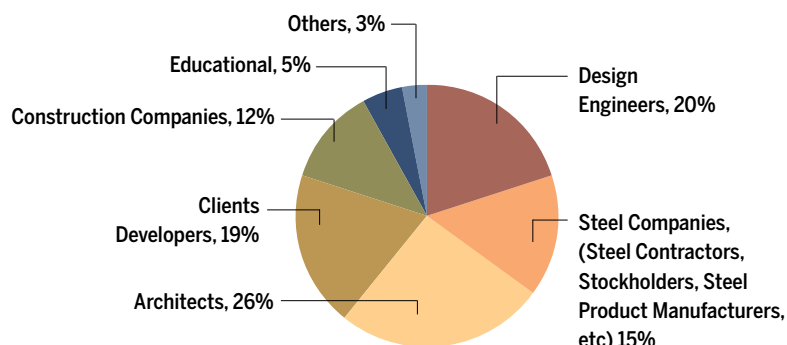
Nyheter om Stålbyggnad will in 2020 be released in four interesting issues. The content is a mix of inspirational project descriptions from steel buildings around the world, and educational articles about the materials, methods and tools, etc. for a better use of steel in constructions.

Three good reasons for advertising in Nyheter om Stålbyggnad.

- The magazine is selected.
- Reaches the right target audience.
- Engages readers in decision making positions.

Advertise in Stålbyggnad 2020

WHO ARE THE READERS OF THE MAGAZINE



The readers of Nyheter om Stålbyggnad are all in one way or another active in steel construction. For example, Design Engineers, Architects, Steel Producers, Developers, Contractors, Steel Workshops, Stockholders and others. Circulation is now 10 000 copies and approximately 14 000 readers.

ADVERTISING RATES

	Spread	1/1-page	1/2-page	1/2-page	1/4-page	1/4-page
Format, mm	400x270	185x270	90x270	185x130	90x130	185x62
SEK	31 400:-	19 800:-	12 900:-	12 900:-	8 600:-	8 600:-
Member	25 100:-	14 800:-	9 600:-	9 600:-	6 400:-	6 400:-

Placeringar	Price	Member Price
2nd cover	26 100:-	19 600:-
3rd cover	24 800:-	18 600:-
4th cover	32 500:-	24 400:-
Against Leader page	25 900:-	19 400:-
First early right page	25 600:-	19 200:-
Second early right page	25 500:-	19 100:-
Third early right page	25 400:-	19 000:-

ISSUES 2020

No	Last booking date	Material deadline	Date of issue	Agenda
1	14/2	21/2	16/3	Arkitekturgalan
2	24/4	31/4	25/5	
3	1/9	11/9	5/10	Norsk Ståldag, Stålbyggnadsdagen
4	6/11	13/11	7/12	

ADVERTISING MATERIAL

- PDF-files created with high resolution data and embedded fonts.
- Total colour amount should not exceed 345%
- Black text only in 100% black, not 4-colour

File transfer:

Email: pelle.sellgren@atta45.se.
 Web: www.atta45.se/
 kundcenter/Lämna material
 Username: 845
 Folder: Pelle Sellgren

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Companies that are members of SBI (Swedish Institute of Steel Construction) or NSF (Norwegian Steel Association) receive a 25 % member discount.

When combined booking of advertisement in two numbers obtained 5% discount and the four numbers 10%.

We accept attachments for insertion in the magazine. Ask for price.

VAT will be added to the above prices.

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