

Welcome to Svensk Åkeritidning 2025

This is the magazine if you want to reach decision-makers in the haulage industry, an industry that has an annual turnover of approximately SEK 160 billion and is essential for a strong Swedish economy.

We are the credible magazine that speaks directly to the business owners, our primary readers, and provides them with quality information on how they best succeed in their industry.

Our readers use the magazine to keep up to date with what is happening in the haulage industry, find out about new products emerging, and to plan future investments. For that reason, we know that Svensk Åkeritidning is the right channel for you.

Our readers are knowledgeable and constantly looking for new information to develop their business.

We give you direct access via Svensk Åkeritidning to a very large group of truck owners who make large investments in the continued development of their company on an annual basis. This applies to everything from new vehicles to smart logistics solutions. With us, you reach an audience that has more than 38,000 vehicles and employs over 88,000 employees.

By choosing Svensk Åkeritidning as your primary channel, you reach the majority of business owners and above all, the key decision-makers in the industry.

84% of our readers make decisions about new purchases. This, combined with Svensk Åkeritidning's high credibility makes us the perfect channel for you to launch and showcase your offering.

In addition to traditional advertising in our magazine, we also offer you the opportunity for digital advertising on our website akeritidning.se where we publish the latest news in the trucking industry. We also have a very popular weekly newsletter with plus 6,500 subscribers.

I would like to welcome you to the most important channel for the Swedish haulage industry in 2024. A magazine that guides its readers to a successful business on a daily basis.

Best regards

Odd Westman

Sales Manager Svensk Åkeritidning

svensk ÅKERITIDNING

The trucking industry's own industry magazine.

- **Reach the decision makers**
- **Reach the owners of 38 000 trucks**
- **The magazine**
Approximately 24 000 readers per number, 6 numbers per year.
- **News update**
Several times a week.
- **Newsletter**
6 500 recipients 45 times a year. Always on Fridays.
- **High degree of opening**



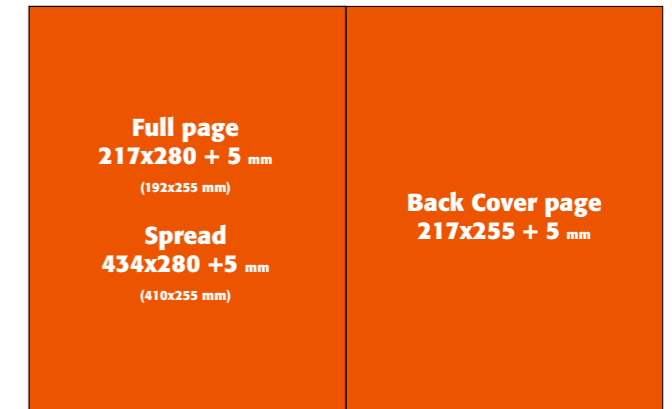
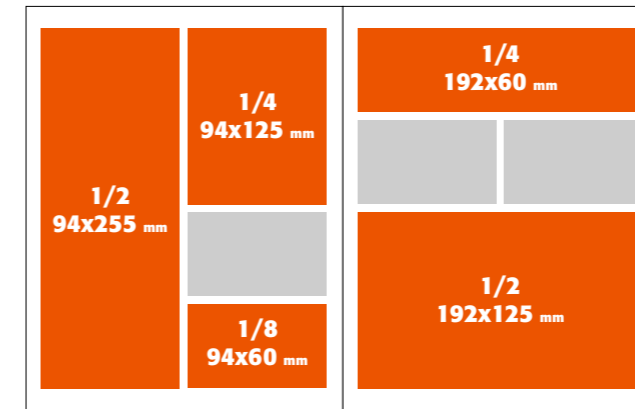
ADVERTISING INFO 2024

Nr	Public.	Last booking	Deadline
1	13/2	27/12	13/1
2	10/4	21/2	10/3
3	12/6	21/4	5/5
4	28/8	11/7	28/7
5	23/10	5/9	22/9
6	12/12	24/10	10/11



More Insert - ask for offer.

TEXT ADS - MAGAZINE



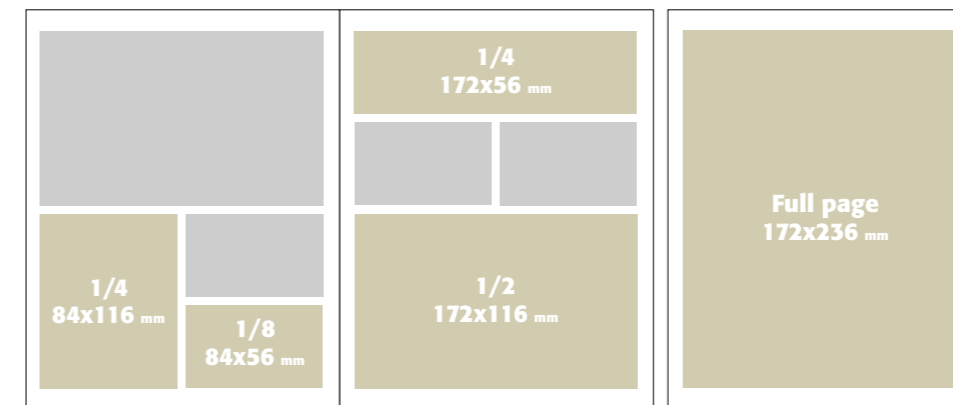
● **Technical and specifications**

High resolution pdf. 300dpi, max 300% ink coverage. ICC-pro l: ISOcoated_v2_300_eci.icc

● **Deliver to**

annons@newsfactory.se

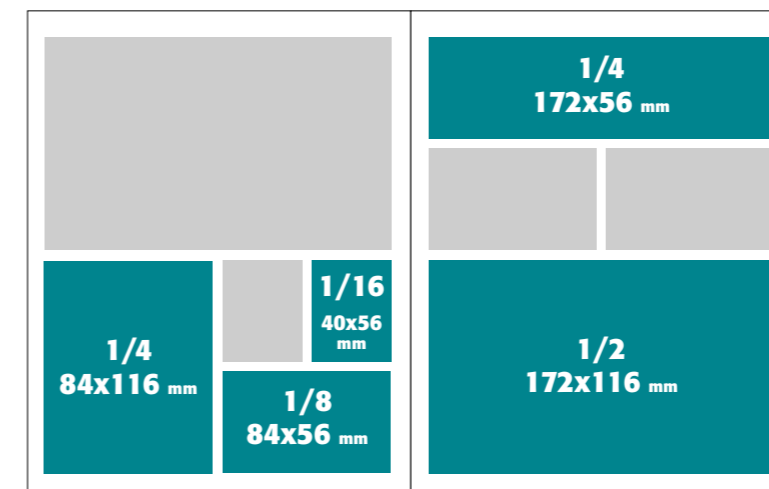
BUY & SELL - SECOND HAND



Format	Price
1/8	9 000 sek
1/4 (quarter)	13 200 sek
1/2 (half)	24 700 sek
1/1 (full)	34 200 sek
2/1 (uppslag)	56 500 sek
1:a spred	65 000 sek
Back cover	46 900 sek
2:a cover	38 500 sek
3:a cover	38 500 sek

Format	Price
1/8	4 500 sek
1/4 (quarter)	7 500 sek
1/2 (half)	14 500 sek
1/1 (full)	27 500 sek

TRANSPORT REGISTER - ALL WITHIN THE FOLLOWING HEADINGST



- EDUCATION
- BUSINESS & JOBS
- BUSINESS NEWS
- COMMUNICATION
- EQUIPMENT
- SAFETY / SECURITY

Format	Price
1/16	1 300 sek
1/8	2 900 sek
1/4	5 800 sek
1/2	12 200 sek

CONTACT: Odd Westman 08-505 73 842 / 076 325 39 94 odd.westman@akeri.se

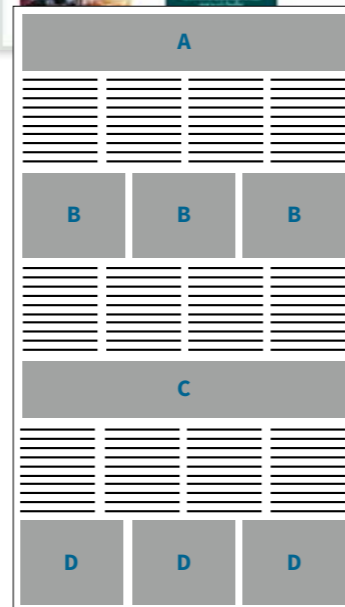
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svensk ÅKERITIDNING

The trucking industry's own industry magazine.

akeritidning.se - BANNERS

Box	Format	Price/month
A	1200 x 250 pxl	15 000 sek
B	400 x 420 pxl	8 000 sek
C	1200 x 250 pxl	10 000 sek
D	400 x 420 pxl	6 000 sek
NATIVE		23 900 sek



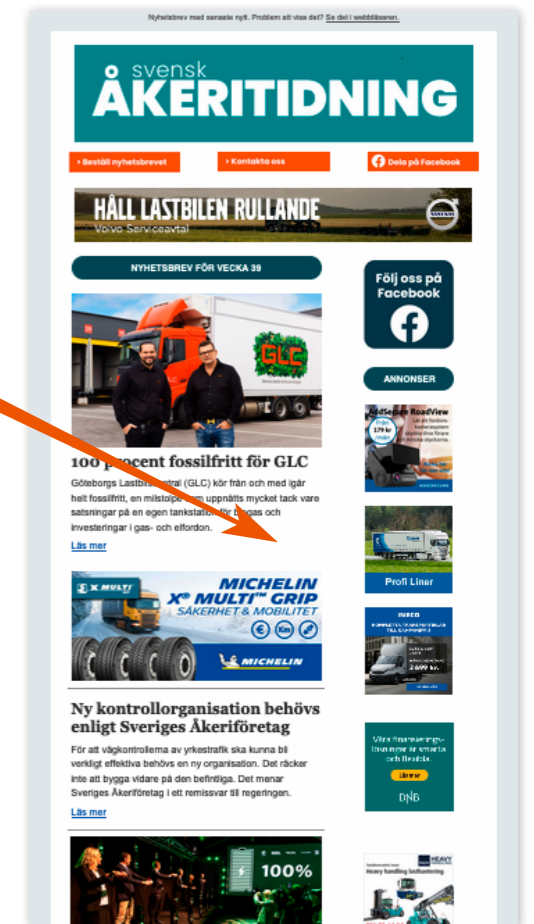
• Newsletter E-mail - BANNERS

A free newsletter that goes out to around 6 300 addresses every week.

	Format	Priser
Right column	165x165 pxl	1 750 sek/week
Main column	363x160 pxl	2 500 sek/week
Top & bottom banner	554x77 pxl	3 500 sek/week

Ad submission

Deliver to: annons@newsfactory.se
gif, jpeg eller png. (max 70kb)



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