

Husbyggaren

BYGG ■ EL ■ VVS ■ ANLÄGGNING

SBR | SVENSKA BYGGINGENJÖRERS RIKSFÖRBUND

ADVERTISING RATES & PUBLICATION PLAN 2019

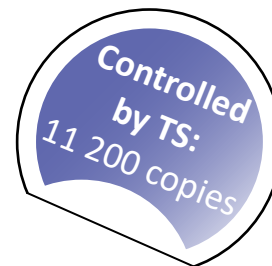


Advertisement booking

- The Magazine Husbyggaren, owned and published by SBR, Svenska Byggingenjörers Riksförbund (Swedish Building and Construction Association) covers the field of construction from idea to realization.
- A Magazine with debates, news and market information. Husbyggaren has ever since 1958, when the first issue was published, covered techniques, materials, administration and law within the field of construction Industry.
- The readers of the magazine is qualified professionals within the construction Industry such as Consulting engineers, Architects, Contractors and Property managers.
- The circulation of Husbyggaren is 11 200 copies (2017), controlled by Sweden's Audit Bureau of circulation (TS).

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Focus and Publishing Plan 2019

No	Focus	Publishing date	Deadline
No 1	Infrastructure – Climate-Smart building	25/2	30/1
No 2	Fire – Concrete	23/4	25/3
No 3	Roofing – Facade – Timber Structures	3/6	8/5
No 4	Green Building – Property Management – Safety	16/9	21/8
No 5	ROT- Deep Foundation – Geotechnical Engineering	28/10	2/10
No 6	Methods of Construction – Indoor Environment	2/12	13/11

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SVERIGES
TIDSKRIFT

Spread 392 x 264 mm	Full page 183 x 264 mm
Bleed 426 x 303 mm	Bleed 216 x 303 mm

Half page vertical 88 x 264	Half page horizontal 183 x 129 mm	Quarter page 88 x 129	Quarter page horizontal 183 x 62 mm
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Technical information

Format: A4 (210 x 297 mm)
Print format: 183 x 264 mm
Bleed format: 216 x 303 inkl 3 mm bleed on each side
Print process: Offset
Screen: 175 lpi
Color: 4-color, CMYK, Euroscale
Photos: 300 dpi

Material required:
 Digital material as a high resolution PDF, with images and fonts included.

Advertisement Delivery
 Advertisement Delivery Information regarding advertisement delivery is sent by e-mail after the booking is done.

Terms and conditions
 Information om annonsmaterial skickas ut via mail efter gjord bokning. Materialet skall vara Husbyggaren tillhanda senast angiven materialdag.

Terms and conditions
 Our set prices apply only to finished digital material formatted according to our specifications. Production charges will be added for unfinished material. Cancellation must be in writing no later than 21 days before material closing date.

Publisher
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SBR is a professional organization for the development of skills and high quality in the Construction sector. We develop skills, contacts and career paths.



Advertising rate 2019 (VAT will be added)

Format	4-Color
Spread	39 800 kr
Full page	25 900 kr
Inside front	29 900 kr
Outside back	32 900 kr
Half page	16 600 kr
Quarter page	9 900 kr

Volume discount

4 inserts 10% discount, 5 inserts 15% discount

Inserts

Maximum weight 10 gram 25 800 sek
 Inserts exceeding 10 gram rates on application

Surcharge for special positioning +10%

Advertise on the web husbyggaren.se

Panorama : 1040 x 125 px 10 000 sek/month

Large: 300 x 60 px 15 000 sek/year

Small: 140 x 60 px 10 000 sek/year