ADVERTISING 2022 Rates & publication plan

BYGG • EL • VVS • ANLÄGGNING

Husbyggaren

ETABLERAD 1958

SBR | SVENSKA BYGGINGENJÖRERS RIKSFÖRBUND



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 is qualified professionals within the construction Industry such as Consulting engineers, Architects, Contractors and Property managers.

→ The circulation of Husbyggaren is 11 600 copies, controlled by Sweden's Audit Bureau of circulation (TS).

Advertisment booking

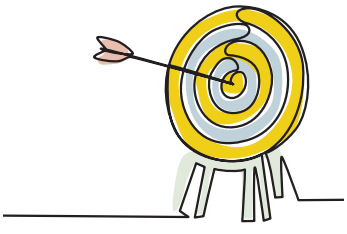
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EDITORIAL
redaktionen@husbyggaren.se

Focus and Publishing Plan 2022

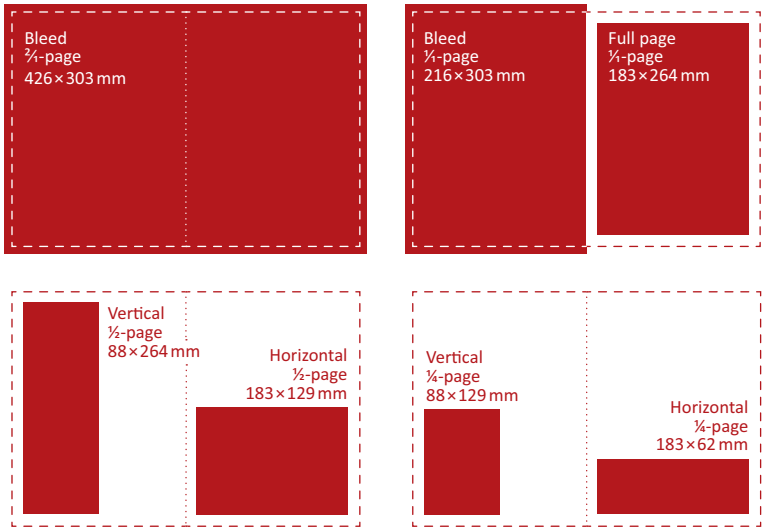
NO	FOCUS	PUBLISHING DATE	DEADLINE
1	Infrastructure – Climate-Smart building	1 Mar	10 Feb
2	Fire – Concrete – Nordbygg	12 Apr	24 Mar
3	Roofing & Facade – Timber Structures	31 May	12 May
4	Property Management – Circular Economy	13 Sep	25 Aug
5	Renovation – Foundation & Geotech. Engineering	25 Oct	6 Oct
6	Methods of Construction – Indoor Environment	6 Dec	17 Nov



AUDITED BY TS:
11 600 ex

THE CIRCULATION OF HUSBYGGAREN IS CONTROLLED BY SWEDEN'S AUDIT BUREAU OF CIRCULATION (TS)

SVERIGES TIDSKRIFTER



Advertising rate 2022

FORMAT	ENTRY	4-COLOR
Spread		41 800 sek
½-page		27 200 sek
½-page	2nd cover	31 400 sek
½-page	4th cover	34 500 sek
½-page		17 400 sek
¼-page		10 300 sek

VAT WILL BE ADDED

Volume discount

→ 10% – 4 inserts
→ 15% – 5 inserts

Inserts

Maximum weight 10 gram:
→ 31 300 sek

Inserts exceeding 10 gram:
→ Rates on application

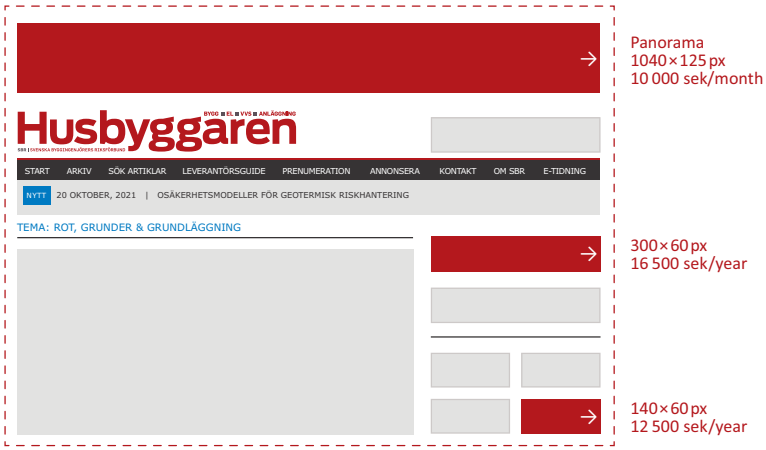
Newsletter price & format

750×150 px, jpg, gif, 72 dpi = 6 000 sek

Animated banners do not work in all mail clients. We recommend static banners in gif or jpg for the newsletters. File size max 150 kB.

The newsletter is published and distributed on the same dates as the Magazine is published. For information on publication dates, please see front page of this pdf. We need the advertising material no later than 7 days before the date of publication.

Advertise on the web → husbyggaren.se



Panorama
1040×125 px
10 000 sek/month

300×60 px
16 500 sek/year

140×60 px
12 500 sek/year

TECHNICAL SPECIFICATION

Format ..... A4 (210×297 mm)
Print format..... 183×264 mm
Bleed format..... 216×303 mm
incl. 3 mm bleed
Print process ..... Offset
Screen ..... 175 lines/inch
High res photos ..... CMYK, 300 dpi
Fonts..... Included in pdf-file

ADVERTISMENT DELIVERY

Information regarding advertising material delivery is sent by e-mail after the booking is done.

TERMS AND CONDITIONS

Our set prices apply only to finished digital material formated 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 BYGGINGENJÖRERNA

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

