

Byggvärlden

MEDIA PLAN 2025

NEWS AND BUSINESS FORUM
FOR THE CONSTRUCTION SECTOR

NEWS SITE
byggvarlden.se
36 000
unique visitors
per week

Newsletter
25 000
subscribers

PRINT
Newspaper
18 issues/year
morning distribution
TS controlled circulation
25 200 ex

atsningen i modern tid"

Bussdepå blir bostäder

BEGRÄNSNING ÄR EN SVORDOM

Byggvärlden
BRANSCHENS LEDANDE AFFÄRS- OCH NYHETSTIDNING
ALLTID SENASTE NYTT PÅ BYGGVÄRLDEN.SE

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Publication schedule 2025

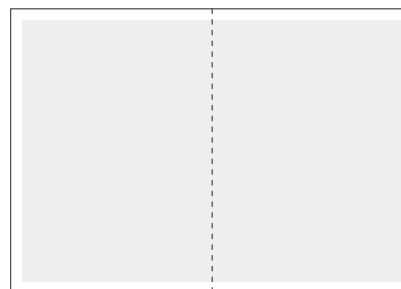
Issue	Deadline	Publication
1	11 Jan	22 Jan
2	24 Jan	5 Feb
3	7 Feb	19 Feb
4	21 feb	5 Mar
5	14 Mar	26 Mar
6	4 Apr	16 Apr
7	25 Apr	7 May
8	16 May	28 May
9	30 May	11 June
10	20 June	2 July
11	8 Aug	20 aug
12	22 Aug	3 Sept
13	12 Sept	24 Sept
14	26 Sept	8 Oct
15	10 Oct	22 Oct
16	31 oct	12 Nov
17	14 Nov	26 Nov
18	28 Nov	10 Dec

Morning distribution. TS controlled circulation 25 200 ex (2019).
Distributes, for instance, to all members of *Byggcheferna*
("Construction Managers Association")

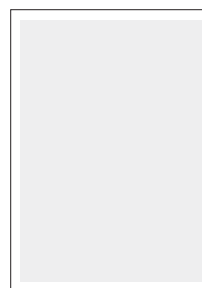
Price & Format

Format	Width x Height	Price SEK
Spread	528x364	80 000 SEK
1/1 page	254x364	47 000 SEK
1/1 page, page 3	254x364	54 000 SEK
1/1 page, page 7	254x364	52 000 SEK
Cover 4 (back)	254x332	54 000 SEK
A4	210x297	36 700 SEK
1/2 page, horizontal	254x180	33 000 SEK
3-column, full height	151x364	36 000 SEK
3-column, half height	151x180	23 200 SEK
2-column full height	99x364	33 100 SEK
2-column, half height	99x180	19 300 SEK
2-column, 130 mm	99x130	14 200 SEK
2-column, 88 mm	99x88	9 600 SEK
1/4 page, back	254x88	25 600 SEK
1/4 page	254x88	20 400 SEK
Stripe, page 1	254x42	17 700 SEK
Stripe	254x42	12 500 SEK
Annonsebörser	82x58	3 600 SEK

Format



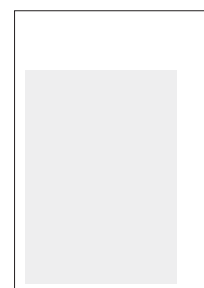
SPREAD



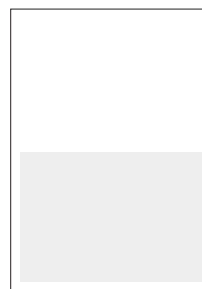
1/1 PAGE



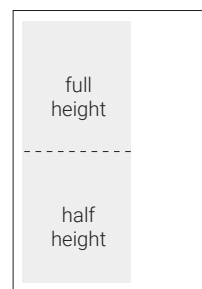
COVER 4



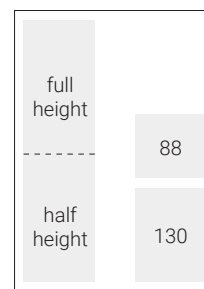
A4



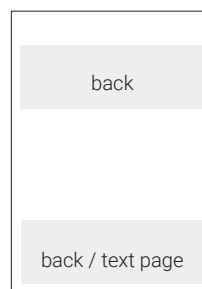
1/2 PAGE



3-COLUMN



2-COLUMN



1/4 PAGE



STRIPE



ANNONSBÖRSEN

Inserts

Weight	Price SEK
20 gram	1,30 sek/each
40 gram	1,50 sek/each
50 gram	1,70 sek/each
70 gram	2,10 sek/each
>100 gram	contact us for quotation

Maximum size: 280x397 mm

Special inserts in tabloid format 4, 8, 12, 16, 20 pages with own back, please contact us for quotation and technical information.

■ byggvarlden.se

Up-to-date site for the construction sector news, presenting the latest news, finances, new projects and our own job bank.
The news site has **16 000 unique visitors** per week.

Price & format

Format	Desktop px	Mobile px	Price/week
Panorama 50% SOV	980x240	320x320	13 000 SEK
Modul 33% SOV	640x320	320x320	11 800 SEK
Insider	300x250	320x320	6 500 SEK
Takeover	1920x1080	320x480	19 600 SEK
TWS Right	250x600		13 000 SEK
TWS Left	250x600		13 000 SEK
Native*			17 600 SEK

Maximum 200 kB.

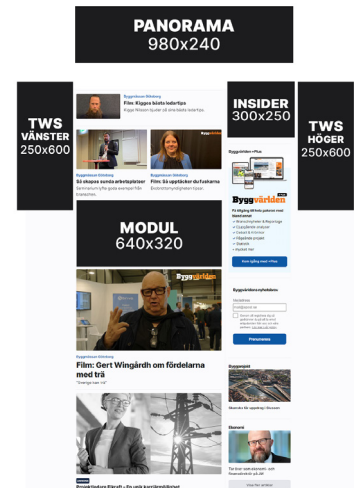
* Native: Article on byggvarlden.se labeled with "advertisement".
The article will also be included in the newsletter.

Content: Images: horizontal images, maximum 200 kB

Headline: maximum 50 characters, spaces included

Preamble: maximum 80 characters, spaces included

Text: maximum 5 000 characters, spaces included



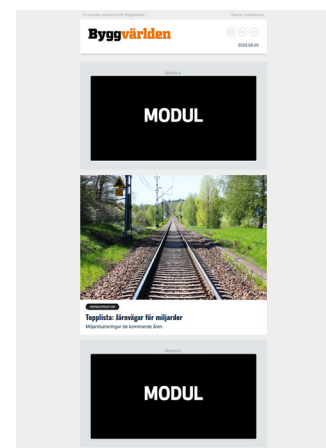
■ Newsletter

The newsletter **Byggvärlden Direkt** is issued three times a week, presenting the latest news and reviews, to **ca. 25 000 subscribers** (sep 2024).

Price & format

Format	Size px	Price/week
Module (1st)	640x320	11 400 SEK
Modul (2nd)	640x320	10 200 SEK
Modul (3rd)	640x320	10 200 SEK

NOTE! Animated banners do not work in all mail clients. We recommend static banners in GIF or JPG for the newsletters. Maximum 150 kB.



■ EDR

Exclusive and customized e-mail that reaches **ca. 25 000 recipients**.
(sep 2024).

Price 40 400 SEK

Job advertisement in the newspaper Byggvärlden

Price PRINT

Format	Width x Height mm	Price
1/1 page	254x364	38 500 SEK
1/2 page (horizontal)	254x180	25 300 SEK
1/4 page (horizontal)	254x88	17 100 SEK
2-columns 130 mm	99x130	9 900 SEK



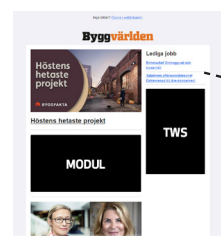
Job advertisements on digital platforms

- Publication for up to 30 days on byggvarlden.se
- Logo and link to the job advertisement.
- The latest job advertisements headlines are displayed on the front page of byggvarlden.se
- Clickable job advertisement header and company logo in three issues of the Byggvärlden Direkt newsletter.
- ca. 25 000 subscribers (sep 2024).



Price DIGITAL

Format	Price
Publication on news site + newsletter	5 700 SEK for each positions



Performance Package – with a guarantee!

PRINT Two ad insertions in the newspaper, 99x130 mm
Two following issues.

DIGITAL Ad on byggvarlden.se for up to 30 days
and in the Newsletter. Same starting date as print.

Price

Format	Price
Performance Package print + digital	21 200 SEK for each positions ordinary price 26 500 SEK

Proven Results – Guaranteed

Should your ad receive no measurable response, we will offer a complimentary third insertion in the following issue.