

Byggvärlden

MEDIA PLAN 2026

NEWS AND BUSINESS FORUM FOR THE CONSTRUCTION SECTOR

NEWS SITE
byggvarlden.se
50 000
views per month

Newsletter
21 000
subscribers

PRINT
Newspaper
11 issues/year
Morning distribution
25 200 ex

SALES CONTACT

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linkedin.com/company/byggvarlden



Publication schedule 2026

Issue		Deadline	Publication
1	VVS	23 Jan	4 Feb
2	Equipment Rental	20 Feb	4 Mar
3	Trades & Contractors	20 Mar	1 Apr
4	Nordbygg Official Trade Fair Magazine, extra large issue*	8 Apr	21 Apr
5	Infrastructure	15 May	27 May
6	Building Materials, Almedalen**	5 Jun	17 Jun
7	Digitalisation	7 Aug	19 Aug
8	Skills & Training	11 Sep	23 Sep
9	Construction City of the Year	2 Oct	14 Oct
10	Safety & Security	30 Oct	11 Nov
11	Residential Construction	4 Dec	16 Dec

Morning distribution, 25 200 ex.

Distributes, for instance, to all members of *Byggcheferna* ("Construction Managers Association")

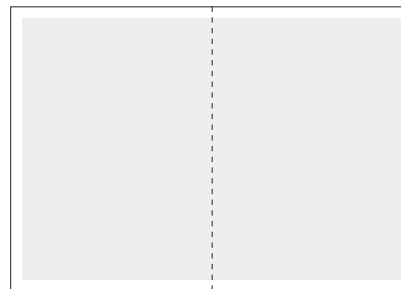
* Byggvärlden Nordbygg - extra large issue with extra distribution to all craftsmen/contractors/installers with two employees or more cross all professional sectors. Byggvärlden is the Official Trade Fair Magazine at Nordbygg, 21–24 April. Advertising rate x2.

** Also distributed at Almedalen Week, 22–26 June 2026.

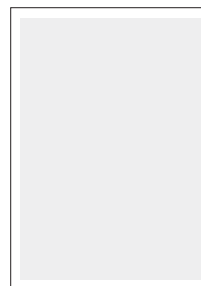
Price & Format

Format	Width x Height	Price SEK
Spread	528x364	88 000 SEK
1/1 page	254x364	51 700 SEK
1/1 page, page 3	254x364	59 400 SEK
1/1 page, page 7	254x364	57 200 SEK
Cover 4 (back)	254x332	59 400 SEK
A4	210x297	42 350 SEK
1/2 page, horizontal	254x180	36 300 SEK
3-column, full height	151x364	40 150 SEK
3-column, half height	151x180	25 520 SEK
2-column full height	99x364	36 410 SEK
2-column, half height	99x180	21 230 SEK
2-column, 130 mm	99x130	15 620 SEK
2-column, 88 mm	99x88	10 560 SEK
1/4 page, back	254x88	28 160 SEK
1/4 page	254x88	22 440 SEK
Stripe, page 1	254x42	19 470 SEK
Stripe	254x42	13 750 SEK
Annonsbörsen	82x58	3 960 SEK

Format



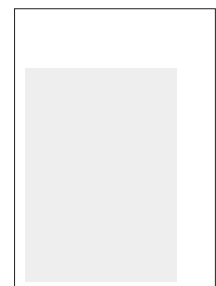
SPREAD



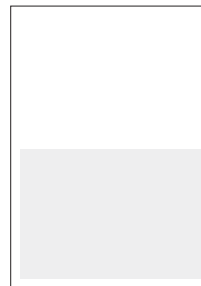
1/1 PAGE



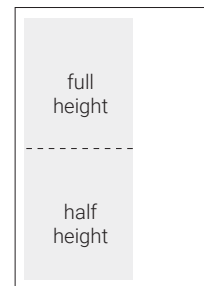
COVER 4



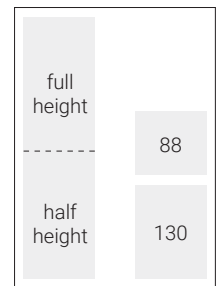
A4



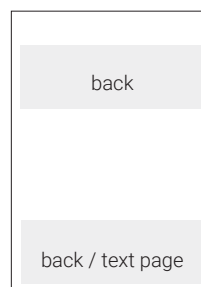
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3-COLUMN



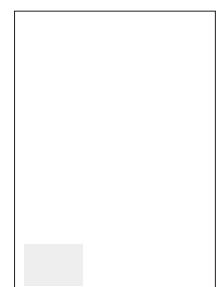
2-COLUMN



1/4 PAGE



STRIPE



ANNONSBÖRSER

Inserts

Weight	Price SEK
20 gram	1,50 SEK/each
40 gram	1,80 SEK/each
50 gram	2,00 SEK/each
70 gram	2,50 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

byggvarlden.se is a news and business platform for all professionals and companies in the construction industry, featuring the very latest industry news and new projects. The site has **50 000 views** per month.

Price & format

Format	Desktop px	Mobile px	Price/week
Panorama 50% SOV	980x240	320x320	14 300 SEK
Modul 33% SOV	640x320	320x320	13 000 SEK
Insider	300x250	320x320	7 200 SEK
Takeover	1920x1080	320x480	21 600 SEK
TWS Right	250x600		14 300 SEK
TWS Left	250x600		14 300 SEK
Native*			19 400 SEK

Maximum 200 kB.

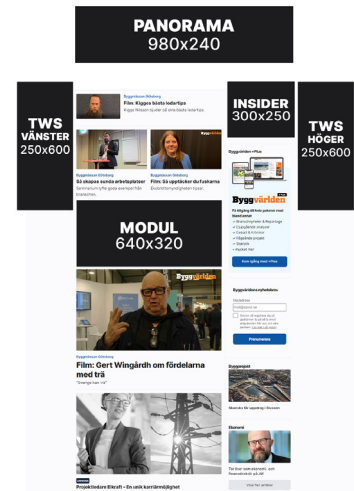
* Native: Article on byggvarlden.se labeled with "advertisement".
The article will also be included in the newsletter during the booked weeks.

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



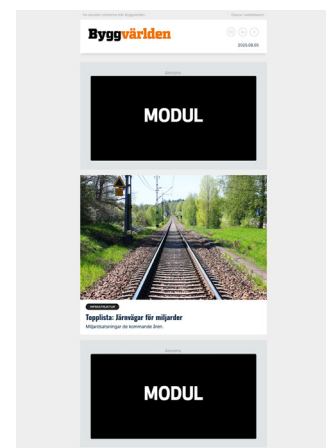
■ Newsletter

The newsletter is issued three times a week, presenting the latest news and reviews, to **ca. 21 000 subscribers + the members of Byggcheferna** (dec 2025)

Price & format

Format	Size px	Price/week
Modul (1st)	640x320	12 500 SEK
Modul (2nd)	640x320	11 200 SEK
Modul (3rd)	640x320	11 200 SEK

banners in GIF or JPG for the newsletters. Maximum 150 kB.



■ EDR

Exclusive and customized e-mail that reaches **ca. 20 000 recipients**.

Price 44 400 SEK

Job advertisement in the newspaper Byggvärlden

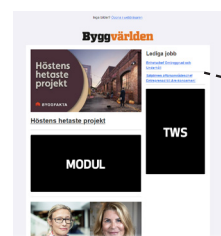
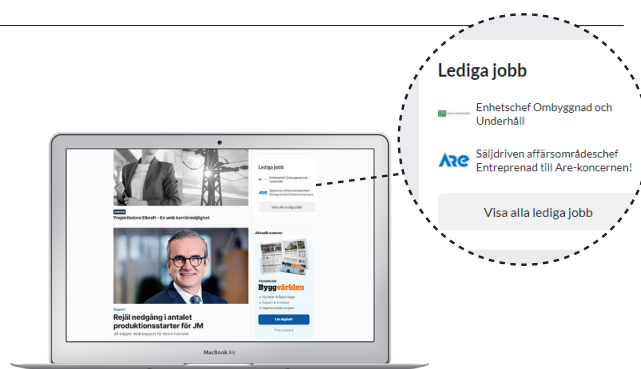


Price PRINT

Format	Width x Height mm	Price
1/1 page	254x364	42 400 SEK
1/2 page (horizontal)	254x180	27 800 SEK
1/4 page (horizontal)	254x88	18 800 SEK
2-columns 130 mm	99x130	12 000 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. 20 000 subscribers + the members of Byggcheferna (sep 2025).



Price DIGITAL

Format	Price
Publication on news site + newsletter	6 300 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	23 300 SEK for each positions ordinary price 29 200 SEK

Proven Results – Guaranteed

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