

ADVERTISING 2024

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).

Advertisement booking

Mediarum Sverige AB

Box 2963
S-183 79 Täby, Sweden

+46 8 644 79 60
annons@husbyggaren.se

EDITORIAL
redaktionen@husbyggaren.se

Focus and Publishing Plan 2024

NO	FOCUS	PUBLISHING DATE	DEADLINE
1	Infrastructure – Climate-Smart building	26 Feb	7 Feb
2	Fire – Concrete	15 Apr	27 Mar
3	Roofing, Facade and Timber Structures	3 Jun	15 May
4	Property Management – Circular Economy	23 Sep	11 Sep
5	Renovation – Foundation & Geotech. Engineering	28 Oct	9 Oct
6	Methods of Construction – Indoor Environment	2 Dec	13 Nov



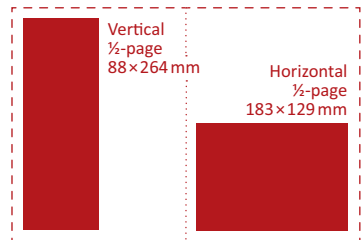
AUDITED BY TS:
11 600 ex

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



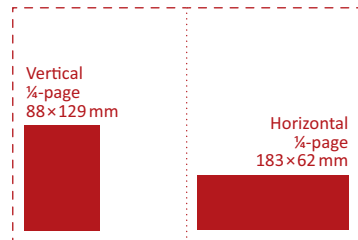


Full page
1/4-page
183x264 mm



Vertical
1/2-page
88x264 mm

Horizontal
1/2-page
183x129 mm



Vertical
1/4-page
88x129 mm

Horizontal
1/4-page
183x62 mm

Advertising rate 2024

FORMAT	ENTRY	4-COLOR
Spread		41 800 sek
1/4-page		28 600 sek
1/4-page	2nd cover	32 400 sek
1/4-page	4th cover	35 500 sek
1/2-page		18 300 sek
1/4-page		10 800 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

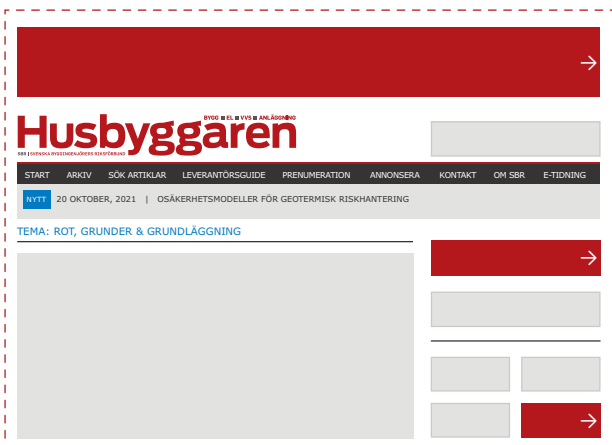
Newsletter price & format

750x150 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 x 125 px
12 000 sek/month

300 x 60 px
16 500 sek/year

140 x 60 px
12 500 sek/year

TECHNICAL SPECIFICATION

Format A4 (210 x 297 mm)
 Print format 183 x 264 mm
 Bleed format 216 x 303 mm
 incl. 3 mm bleed
 Print process Offset
 Screen 175 lines/inch
 High-resolution photos RGB, 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 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

SBR – Svenska Byggingenjörers Riksförbund
 Hornsbruksgatan 19
 S-117 34 Stockholm,
 Sweden
 Phone +46 8 462 17 90
 info@sbr.se | www.sbr.se



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.

