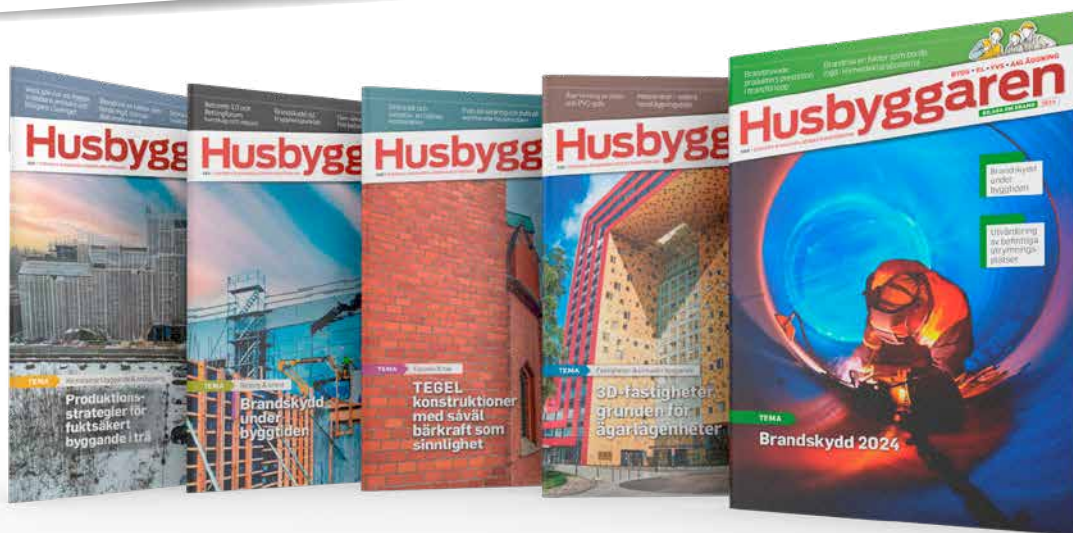


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# Husbyggaren

ESTABLISHED 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 11 800 copies, controlled by Sweden's Audit Bureau of circulation (TS).

### Advertisement booking

#### Mediarum Sverige AB

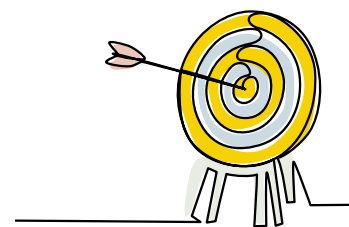
Box 2963  
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+46 8 644 79 60  
annons@husbyggaren.se

EDITORIAL  
redaktionen@husbyggaren.se

### Focus and Publishing Plan 2025

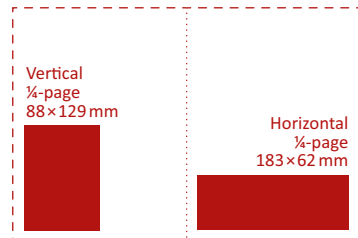
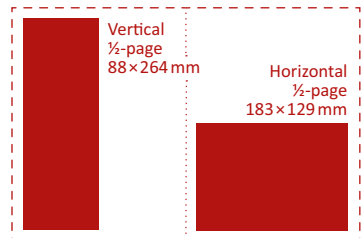
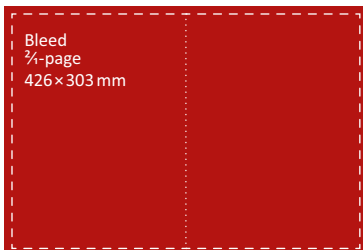
NO	FOCUS	PUBLISHING DATE	DEADLINE
1	Infrastructure – Climate-Smart building	24 Feb	5 Feb
2	Fire, Concrete & Steel construction	14 Apr	26 Mar
3	Roofing, Facade & Timber Structures	2 Jun	15 May
4	Property Management – Circular Economy	22 Sep	3 Sep
5	Renovation – Foundation & Geotech. Engineering	27 Oct	8 Oct
6	Methods of Construction – Indoor Environment	8 Dec	19 Nov



AUDITED BY TS:  
**11 800 ex**

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





### 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

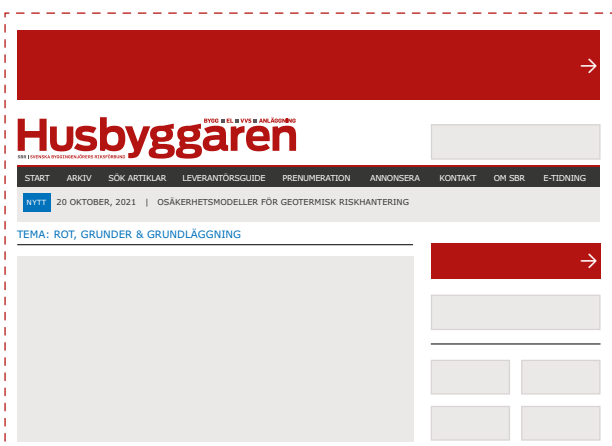
### Newsletter price & format

750x200 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  
3 000 sek/month

### 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

### ADVERTISEMENT 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

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 info@sbr.se | www.sbr.se



### SBR BYGGINGENJÖRERNA

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