

Arkitektur

RATECARD 2020



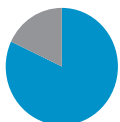
ABOUT ARKITEKTUR

Presentations of new Swedish architecture have been the core of the magazine for more than 115 years. Professionalism is Arkitektur's watchword, especially in our project presentations, where we delve down to a level of detail which you will not find anywhere else.

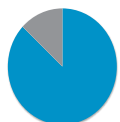
In the last couple of years Arkitektur has been nominated to the Publishing Prize (2016 and 2017), Magazine of the year / category trade magazines (2016) and The Design Prize (2016).

READERSHIP

Reader surveys show that almost all of Sweden's architects read Arkitektur. Beyond that, our readership includes at least as many professionals in the building-related fields – politicians, property managers, engineers and entrepreneurs. Arkitektur holds, as a result, a unique and independent place among the vast flora of periodical building publications.



82%
finds the magazine
valuable to their profession



87%
are interested in new innovations
and new materials



66%
are architects



90%
are interested in
design and interior

Facts: reader survey 2016 and demographic survey 2017.
New reader survey will be published Q2 2020

CIRCULATION

Arkitektur is the **largest subscribed review of architecture in Scandinavia** with **18 000 readers** per issue. The circulation is 7600 copies, controlled by the Swedish bureau of circulation (TS 2018).

Subscription copies: 5 200

Single copies: 1 200

Free copies: 1200

20% of the edition is read by more than 3 people.

In addition to workplaces the magazine is also read in libraries and other public spaces.

WWW.ARKITEKTUR.SE

Pageviews: 23 478

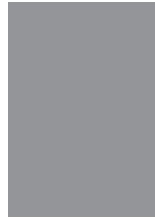
Users: 6 667 (76,6% new users)

ACCORDING TO GOOGLE STATISTICS 22 AUG - 22 SEP 2019

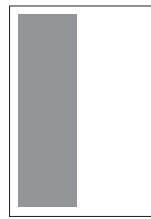
RATES



2/1 PAGE SPREAD
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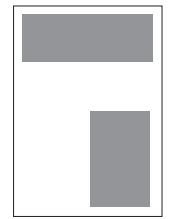
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SEK 16 300



1/2 PAGE HORIZONTAL
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1/4 PAGE trim size
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SEK 11 500

COVER POSITIONS

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Inside cover/ inside back cover SEK 29 500

NATIVE PRINT

Format full page or spread. On request.

BILAGOR

Max size 210x290mm. On request.

WEB ADVERTISING

PAGE 1 + PAGE 2

Panorama 980x120 SEK 16 000 per month

NATIVE

Ad on the web made in editorial style. SEK 10 000 per week

PUBLISHING DATES 2020

Issue	Publishing date	Week	Deadline
Nr 1	31.01	5	10.01
Nr 2	13.03	11	21.02
Nr 3	23.04	17	27.03
Nr 4	05.06	23	12.05
Nr 5	28.08	35	07.08
Nr 6	02.10	40	11.09
Nr 7/8 *	20.11	47	30.10

*Double issue



TECHNICAL DATA

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CONTACT:

Louise Krångh, louise.krangh@gbgt.se, +46 31 49 05 98

AD MATERIAL:

To be sent by wettransfer or email to louise.krangh@gbgt.se

FILE FORMAT:

PDF/X-4

PAGE SIZE:

225x297mm

PRINTING PROCESS:

Offset

PRINTING PROFILE:

Adobe RGB 300 up to 600 dpi

SCREENING:

Stochastic up to 300 LPI

PAPER:

115g Arctic silk

INSERTS:

All inserts to be delivered directly to the printers:

Göteborgstryckeriet, Argongatan 11,
SE- 431 53 Mölndal, Sweden

Inserts must be delivered by the latest 10 days
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Make sure your sending is marked with the order number.

This you will find in the order confirmation.

Maximum size must not exceed 210x290 mm

BANNERS:

In JPEG or GIF. Please send 5 days before
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TERMS AND CONDITIONS:

Prices include advertising tax. VAT will be added
where applicable. 5 % commission discount.
Cancellation must be in writing to us by no longer
than 14 days before deadline or we will charge
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ADVERTISING

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