

Arkitektur



RATECARD 2020



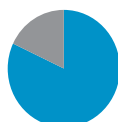
ABOUT ARKITEKTUR

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.

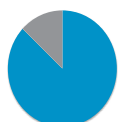
In the last couple of years Arkitektur has been nominated to the Publishing Prize (2016 and 2017), Magazine of the year / category trade magazines (2016) and The Design Prize (2016).

READERSHIP

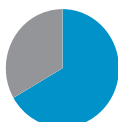
Reader surveys show that almost all of Sweden's architects read Arkitektur. Beyond that, our readership includes at least as many professionals in the building-related fields – politicians, property managers, engineers and entrepreneurs. Arkitektur holds, as a result, a unique and independent place among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



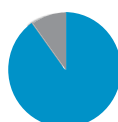
82%
finds the magazine
valuable to their profession



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 **15 000 readers** per issue. The circulation is 5 500 copies, controlled by the Swedish Media Audit (TS 2019).

Subscription copies: 4 000

Single copies: 800

Free copies: 700

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

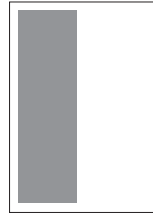
ANNONSPRISER



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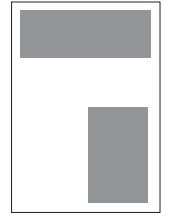
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1/2 PAGE VERTICAL
94 x 271mm trim size
SEK 16 300



1/2 PAGE HORIZONTAL
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SEK 16 300



1/4 PAGE trim size
Vertical 94 x 133mm
Horizontal 194 x 65mm
SEK 11 500

COVER POSITIONS

Back cover SEK 37 850
Inside cover/ inside back cover SEK 29 500

NATIVE PRINT

Format full page or spread. On request.

BILAGOR

Max size 210x290mm. On request.

DIGITAL ADVERTISING

PAGE 1 + PAGE 2

Panorama 980x120
SEK 16 000 per month

PAGE 2

Banner 300 x 300
SEK 8 500 per month

NATIVE

SEK 10 000 per week

NEWSLETTER

Banner 560 x 120
SEK 3 000

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

AD MATERIAL:

Please upload ad material at www.skickaannons.se.
Heavy files can be sent by www.sprend.com or
www.wetransfer.com.
Send digital ad material to adops@adviserstudio.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, Idrottsvägen 8,
SE- 431 62 Mölndal, Sweden
Inserts must be delivered by the latest 10 days
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This you will find in the order confirmation.
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TERMS AND CONDITIONS:

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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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