

ARKITEKTUR

RATECARD 2018



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

CIRCULATION

Arkitektur is the **largest subscribed review of architecture in Scandinavia** with **20 000 readers** per issue. The circulation is 7900 copies, controlled by the Swedish bureau of circulation (TS 2016).

Subscription copies: 5600

Single copies: 1100

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: 21 963

Unique pageviews: 17 565

ACCORDING TO GOOGLE STATISTICS 25 AUG - 25 SEP 2017

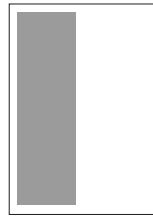
ADVERTISING RATES



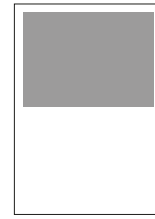
2/1 PAGE SPREAD
450 x 297 + 3mm bleed
SEK 43 100



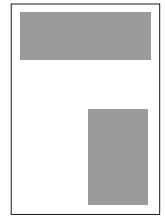
1/1 PAGE
225x297 + 3mm bleed
SEK 26 900



1/2 PAGE VERTICAL
94 x 271mm trim size
SEK 15 900



1/2 PAGE HORIZONTAL
194 x 133mm trim size
SEK 15 900



1/4 PAGE trim size
Vertical 94 x 133mm
Horizontal 194 x 65mm
SEK 11 200

WEB ADVERTISING

PRICE PER MONTH

PAGE 1 + PAGE 2

Panorama 980x120
SEK 16 200

PAGE 2

Banner 300x300
SEK 8 900

COVER POSITIONS

Back cover SEK 36 750
Inside cover/inside back cover SEK 28 600

INSERTS

Max size 210x290mm. On request.

PUBLISHING DATES 2018

Issue no	Publishing date	Week	Deadline
Nr 1	02.02	5	12.01
Nr 2	16.03	11	23.02
Nr 3	27.04	17	06.04
Nr 4	08.06	23	18.05
Nr 5	24.08	34	29.06
Nr 6	28.09	39	07.09
Nr 7	02.11	44	12.10
Nr 8	07.12	49	16.11



TECHNICAL DATA

PRINT/PRE-PRESS:

Göteborgstryckeriet, Box 184, 431 23 Mölndal, Sweden

CONTACT:

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

AD MATERIAL:

To be sent by wetransfer to louise.krangh@gbgt.se

FILE FORMAT:

PDF/X-4 fil

PAGE SIZE:

225x297mm

PRINTING PROCESS:

Offset

PRINTING PROFILE:

Adobe RGB 300 up to 600 dpi

SCREENING:

Stochastic up to 300 LPI

PAPER:

120g Multiart 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 before publishing date.

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 publishing to: isa.ekstedt@arkitektur.se

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 50 % of the ad rate.



ADVERTISING

Isa Ekstedt

P: +46 8-702 78 58

E: isa.ekstedt@arkitektur.se

Box 5027, SE-102 41, Stockholm, Sweden