

# 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](http://WWW.ARKITEKTUR.SE)

Pageviews: 21 963

Unique pageviews: 17 565

ACCORDING TO GOOGLE STATISTICS 25 AUG - 25 SEP 2017

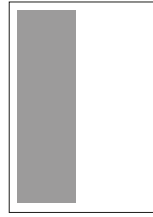
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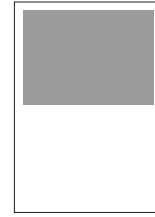
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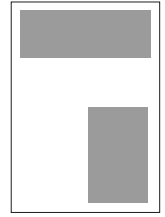
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## WEB ADVERTISING

PRICE PER MONTH

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### 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:

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### 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:

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Inserts must be delivered by the latest 10 days before publishing date.

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## ADVERTISING

Isa Ekstedt

P: +46 8-702 78 58

E: isa.ekstedt@arkitektur.se

Box 5027, SE-102 41, Stockholm, Sweden