



Ratecard

2022

No. 1 Trucker magazine
on the Internet!



Drivers & Fleet Owners rarely sits behind the desk.

PROFFS - the **best place** for Your ad!

Hit the target!

Through our magazine, you can reach your entire market 12 times a year, each issue has an audited circulation of 12,800 items (2020). The ability to also advertise on our websites, offers your company an accurate market activity, all year round.

Our target audience is anyone who is somehow involved in road transports.

Drivers, fleet owners and courier companies are examples of customers you meet through our media.

This is Proffs

Our editorial base focuses on the daily lives of our readers. We write about everything from product launches to road safety issues and new rules and laws.

But perhaps what made us most famous among our readers, is our articles about the "cheaters" and "rogue

agents" in the industry. Our goal is to not let the abusive competition continue in secret. We do this because we want the competition to take place on equal terms.

Do you agree?

Do you see the industry with the same serious eyes as we do? Then you should advertise in our media!

Want to know more?

Do you want to know more about our editorial specialties, please contact Göran Rosengren, Editor in chief. You can reach him by phone:

+46 430-422 50 or via e-mail: goran@vagpress.se.

How to advertise

Talk with us about your advertising, please contact our advertising department:

Pekka Tikkanen

+46 8-653 83 80
annons@vagpress.se

Leif Tennfors

+46 8-653 67 60
eftertext@vagpress.se

“All Inclusive”

By advertising in both magazines and on our two websites, you will give your company's message an optimized punch against the market.

Our official website lastbilstidning.se, together with our sister site queenoftheroad.se (target networking women in the transport industry) gives you a better chance of finding the right audience.

Lastbilstidning.se is Sweden's most read truck magazine on the internet according to Tidningsstatistik AB!

Contact us!

Contact us and we'll help you find the best combination for your business needs.



Technical Information

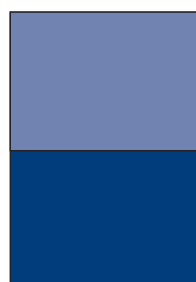
All prices are in SEK and excl. VAT



Spread
(515 x 365 mm)
B&W: 42.000:-
4-col.: 52.700:-



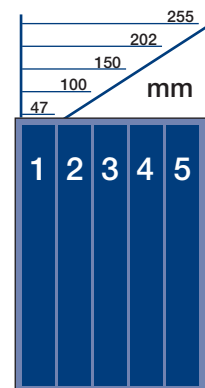
1/1-page
(255 x 365 mm)
B&W: 26.300:-
4-col.: 31.900:-



1/2-page
(255 x 180 mm)
B&W: 14.900:-
4-col.: 20.500:-



1/4-page
(255 x 90 mm)
B&W: 8.000:-
4-col.: 13.600:-



Special format
Column width: 47 mm
Millimeter price:
17:90/column mm

Specialpages, (4-col. only)

- Page 1 (255x45) 21.500:-
- Page 3 35.300:-
- 3rd cover 35.300:-
- 4th cover 36.800:-

Additional Costs

- Décor colour 1.500:-/colour
- 4-colours 5.600:-
- Bleed +10%
- Special placement +10%
- A4-format mm-price +20%
- Repro B&W ad 250:-
- Repro colour ad 1.800:-

Classified ads

Suppliers Market

Column mm price 17:90

Used Trucks:

Column mm price 17:90
1/1 page 22.800:-
1/2 page 13.400:-
1/4 page 8.600:-

Nb. Columnw. 40 mm. No of columns: 6.

The industry's Websites

Your company name and URL under heading in the newspaper and on the internet.

Clickable with logo on the internet.
3.000:-/year

Bolded text (in print):
+ 1.000:-/year

Yellow bolded text (in print):
+ 1.00:-/year

Supplement insert

- 0-20g 1:80 SEK
- >20g ask for estimate

Technical informations

- Format: 278 x 378 mm
- Type area: 255 x 365 mm
- Bleed: 278x378 +5mm
- No of columns: 5 (see above)
- Web offset, heat set
- 133 lines/inch

Digital material

PDF, EPS and Photoshop.
Enclose all of the illustrations in the main dokument in eps CMYK 300 dpi and all Open type fonts (do not use T1-Type).

We work on Mac platform.
Media: USB memory, FTP, E-mail.
Please, do not E-mail us material larger than 20 MB (ZIP).

General informations

TS-circulations:

12.800 issues, rated 2020
Member of Sveriges Tidskrifter

Publisher:

Vägpress AB, phone +46 8-653 83 80

Editor in chief:

Göran Rosengren, +46 708-15 33 45
E-mail: goran@vagpress.se

Ad. manager:

Pekka Tikkanen, +46 8-653 83 80
E-mail: annons@vagpress.se

Classified ads:

Phone: +46 8-653 67 60
E-mail: eftertext@vagpress.se

Homepage:

www.lastbilstidning.se

Conditions

- Ads and original according to estimates.
- Cancellation must be given the publisher at least 20 days before publishing day.
- Only cancellation by mail will be accepted.

Any questions?

Call us, +46 8-653 83 80.

Technical information - Web ads

With an interesting message you get your audience to pay attention to your ad. But even function and interactivity are important for the ad to entice the viewer on the web. Our layout department can help you with the design of your banner.

The following information applies to both queenoftheroad.se and lastbilstidning.se

Price examples:

R1	250 x 120	2 000:-/w
R2	250 x 240	2 500:-/w
R3	250 x 360	2 800:-/w
R4	250 x 480	3 000:-/w
H1	498 x 90	4 000:-/w

Other time periods?
Contact us for quotation!

T1	980 x 120	Contact us for quotation!
TR	138 x 236	
TL	550 x 98	
AT	498 x ?	

"H" and "R" ads are available in varying heights. Contact us for quotation!

How to deliver your material

Send your ad by e-mail to media@vagpress.se at least two weeks before publishing date. We accept all common ad formats as jpg, gif, and HTML 5.

Files should be named with the advertiser's name, module type and the starting date of the publication "Name_R3_yymmdd".

Also specify the address to which we should link the ad.

Demarcation

Ads published on our websites should be clearly demarcated in the form of a frame or colored base.

Other

Advertising material which is highly dependent on the client's computer power for its display, is not allowed.

Sound is allowed if the user / visitor activates it via, e.g., a play button.

More information

For technical questions, please send an email to media@vagpress.se.

Publisher & Editor in chief

Vägpress AB, phone: +46 8-653 83 80

Göran Rosengren, phone: +46 430-422 50

E-mail: goran@vagpress.se

T1 980x120

TR 138x236

TL 550x98

R2 250x240

R1 250x120

R3 250x360

R4 250x480

H1 498x90

Advertising department

Pekka Tikkanen, +46 8-653 83 80

E-mail: annons@vagpress.se

Leif Tennfors, +46 8-653 67 60

E-mail: eftertext@vagpress.se

Websites

www.queenoftheroad.se

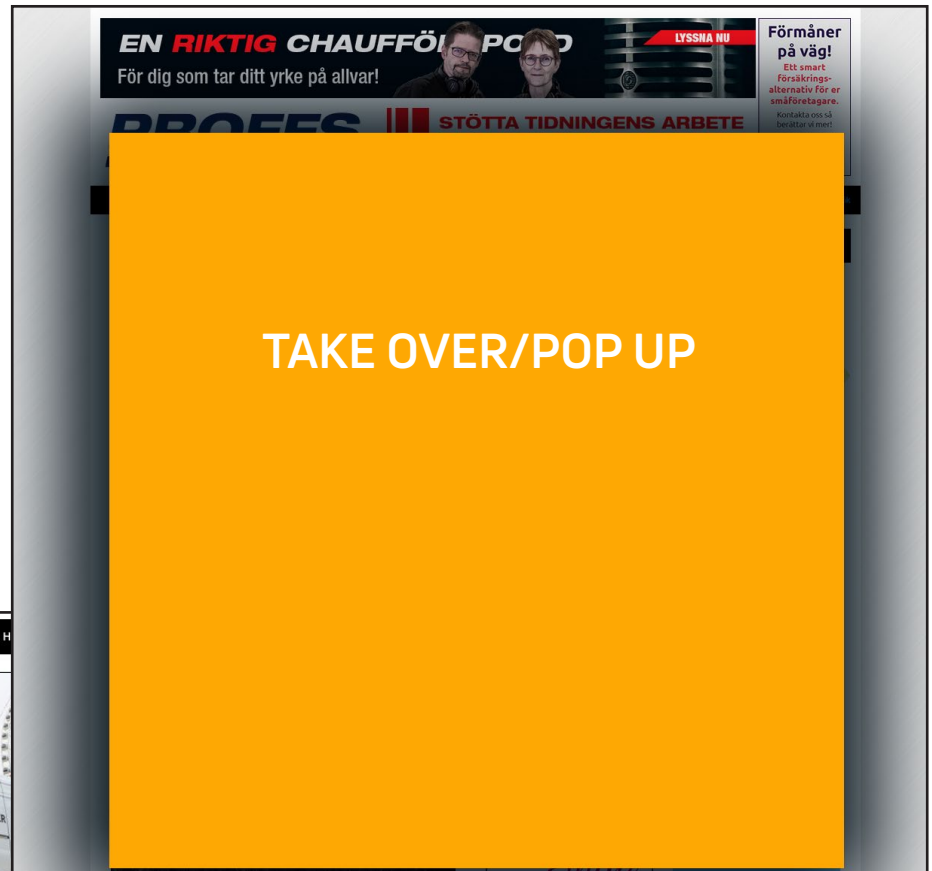
www.lastbilstidning.se

Terms and Conditions

- Cancellation must be notified to Vägpress AB no later than two weeks prior to insertion date.
- Only written cancellation approved.
- For correcting incomplete material, you will be charged SEK 950:- per commenced hour.

Technical information - Web ads

Pop up, 800x800
Contact us for quotation!



HEM KRÖNIKA LEDARE DEBATT BRANSCHENS H



DB Schenker använder nu enbart eldrivna fordon inom Gothenburg Green City Zone. Två eldrivna paketbilar och en tyngre distributionsbil ser till att alla paket och allt gods levereras fossilfritt inom zonen.

SCHENKER ENGAGERAR SIG I GOTHENBURG GREEN CITY ZONE

DB Schenker inleder samarbete med Business Region Göteborg för att bidra till uppskalning av eldrivna godstransporter inom Gothenburg Green City Zone - och blir därmed första logistikföretag att engagera sig i initiativet.

AT

Business Region Göteborg är en av initiativtagarna till Gothenburg Green City Zone där företag, samhällsaktörer och forskare ska utveckla, testa och skala upp ny teknik för fordon och infrastruktur. Målsättningen är att alla transporter i delar av Göteborg ska vara helt utsläppsfria 2030 och den använda elen grön.

Just nu drivs tre av DB Schenkers fordon i centrala Göteborg av el – två paketbilar och en distributionsbil från åkerierna TGM och Bäckebols Åkeri. De tre fordonen hanterar paket som distribueras i evenemangsområdet och på Lindholmen, som båda ingår i

Annonsör



Styla dig och din lastbil i

Plastol Swee

TOBIDAN - BREMS

En av Nordens största inom reservdel Lastbil, Buss, Trail

30% min skatte på

EASYBAL för exakt balans

SAFE CENT för enklare mo

DOMETIC

AT
Flexible height, fixed
width: 498 pxl
This ad is always visible
between the preamble and
the body text.
Contact us for quotation!

WWW

Podcast ads

Our latest media channel is the podcast "En RIKTIG Chaufförspodd". In each episode, we address current topics in the industry as well as future reconnaissance, new technology and "easy-to-listen" topics.

The screenshot shows the PROFFS website with the following elements:

- Header:** PROFFS logo, "En RIKTIG Lastbilstidning", and a banner for "STÖTTA TIDNINGENS ARBETE MOT OSERIÖSA AKTÖRER I BRANSCHEN!".
- Navigation:** HEM, KRÖNIKA, LEDARE, DEBATT, BRANSCHENS HEMSIDOR, WEBB-TV, PODD, FÖRMÄNER PÅ VÄG.
- Main Content:**
 - Podcast Ad:** "EN RIKTIG CHAUFFÖRSPODD" with a play button icon and text: "Som lyssnare kan du i den här podden förvänta dig att innehållet kommer att vandra i samma fotspår som Proffs redaktionella innehåll i övrigt, alltså med stort fokus på transportfusk. Men vi kommer också att prata om branschens positiva sidor, precis som vi ofta gör (inte minst) i den tryckta versionen av tidningen."
 - Article Preview:** "I det här avsnittet tar vi upp en rad frågor om branschen. Hur ser de båda gästerna på nuet och framtiden? Vad anser de om cabotagefuskare och andra oseriösa aktörer? Går det att bli av med den moderna tidens slaveri? Vad innebär det när varje ledig asfaltfylt belägras av utländska ekipage, inte sällan från ett och samma åkeri? Har svenska transportörer några fördelar jämfört med andra medlemsstater idag? Och vilka är de mest påtagliga nackdelarna? Båda hökstyvint talat spottar ut förutsländ - är det här avsnittet, som vi presenterar i samarbete med Svenska..."
- Advertisement:** "Avsnittet presenteras i samarbete med: NÄRKO" (highlighted with a yellow circle).
- Right Sidebar:** "Annonser" section featuring "Queens Shop" (Sveriges STÖRSTA nätverk för KVINNLIGA CHAUFFÖRER), "LYSSNA NU!" (EN RIKTIG CHAUFFÖRSPODD), "24meter" (Söker du företag i branschen? Du hittar dem här: Till Branschens hemsidor), "Din partner för reservdelar.", and "TOBIDAN - BREMSMAT AB" (En av Nordens största distributörer inom reservdelar till Lastbil, Buss, Traktor & Skopa).

Our episodes are usually about 60 minutes long (with some exceptions) and our advertisers are usually presented before, in the middle of - and after each episode.

On the web, we also publish your company logo for about a month. Go to www.tidningenproffs.se/podd and see what it looks like and how it may sound.

Contact us for quotation!

in

W

E

N

1/1-page



1/2-page



1/4-page and "plugs"



150x135 and 100x135



Suppliers Market



The Industry's Websites



The exhibition Elmia Lastbil - Truck Exhibition takes place from August 24 - 27, 2022

Issue	1	2	3	4	5	6	7	8	9	10	11	12
Closing	12 jan	9 feb	9 mar	13 apr	4 may	1 june	1 june	3 aug	14 sep	12 oct	9 nov	30 nov
Deadline	14 jan	11 feb	11 mar	14 apr	6 may	3 june	3 june	5 aug	16 sep	14 oct	11 nov	2 dec
Publishing	28 jan	25 feb	25 mar	29 apr	20 may	17 june	22 july	19 aug	30 sep	28 oct	25 nov	16 dec

All prices are in SEK and excl. Vat.

Vägnings AB • Phone: +46 8-653 83 80 • E-mail: annons@vagpress.se • Homepage: www.lastbilstidning.se
Post address: Vagnings AB • Kornhultsvägen 19 • SE-312 53 Hishult • Sweden • Phone: +46 708-15 33 45
E-mail digital material to: media@vagpress.se

App 2022

Place your ad in the truck cab!

Via our magazine, you can reach your entire market 12 times a year. Each issue has an audited circulation of 12 800 items (2020). The ability to also advertise on our website, PROFFS and Queen of the Road, makes shure you reach all your audience, all year, and leaves a solid print in the industry.

As if that were not enough ... We are now among our readers always, no matter where they are, through our app which can be downloaded from Google Play and/or iTunes Store.



Distribution with precision

Anyone who has purchased a subscription can read the magazine free of charge in their phone and tablet.

Each time a new issue of the magazine drops, it notifies readers directly in the portable device. **Simple**, right?



Want to know more? Contact our advertising team!

Pekka Tikkanen, +46 8-653 83 80, E-mail: annons@vagpress.se
Leif Tennfors, +46 8-653 67 60, E-mail: eftertext@vagpress.se