

Ratecard
2023

PROFFS

En **RIKTIG** Lastbilstidning

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 11,900 items (2021). 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:

+46 708-15 33 45 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

Robert Danielsson

+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

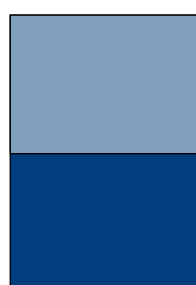
All prices are in SEK and excl. VAT



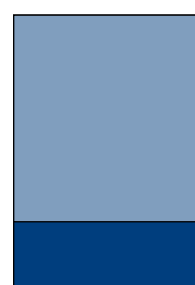
Spread
(515 x 365 mm)
B&W: 42.000:-
4-col.: 52.700:-



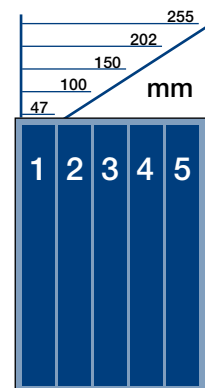
1/2 spread
(515 x 180 mm)
B&W: 32.000:-
4-col.: 46.600:-



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

- Bleed +10%
- Special placement +10%
- A4-format mm-price +20%

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 coumns: 5 (see abow)
- Web offset, heat set
- 133 lines/inch

Digital material

PDF

EPS

Photoshop (PSD)

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:

11.900 issues, rated 2021

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

Phone: +46 8-653 83 80

E-mail: annons@vagpress.se

Classified ads:

Robert Danielsson

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;

Pekka Tikkanen, +46 8-653 83 80

Robert Danielsson, +46 8-653 67 60

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", "R" and "AT" 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

The screenshot shows the queenoftheroad.se website layout. At the top, there's a blue header with the 'PROFFS' logo and navigation links: HEM, KRÖNIKA, LEDARE, DEBATT, BRANSCHENS HEMSIDOR, WEBB-TV, PODD, FORMÄNER PÅ VÄG. Below the header, the main content area features several ad modules. On the right side, there's a large orange banner for 'T1 980x120' and 'TR 138x236'. Below it, a smaller orange banner for 'TL 550x98'. On the left side, there's a large orange banner for 'H1 498x90'. In the center, there's a news article titled 'KONKURRENSVERKET GODKÄNNER TEMPCONS FÖRVARV AV LINCARGO OCH EA ÅKERI'. To the right of the article, there's a sidebar with 'Annonser' and 'Branschens hemsidor'. The sidebar contains several smaller orange banners for 'R2 250x240', 'R1 250x120', 'R3 250x360', and 'R4 250x480'. The website also displays a news article about Lincargo and a sidebar with 'Annonser' and 'Branschens hemsidor'.

Advertising department

Pekka Tikkanen, +46 8-653 83 80

E-mail: annons@vagpress.se

Robert Danielsson, +46 8-653 67 60

E-mail: eftertext@vagpress.se

Websites

www.queenoftheroad.se

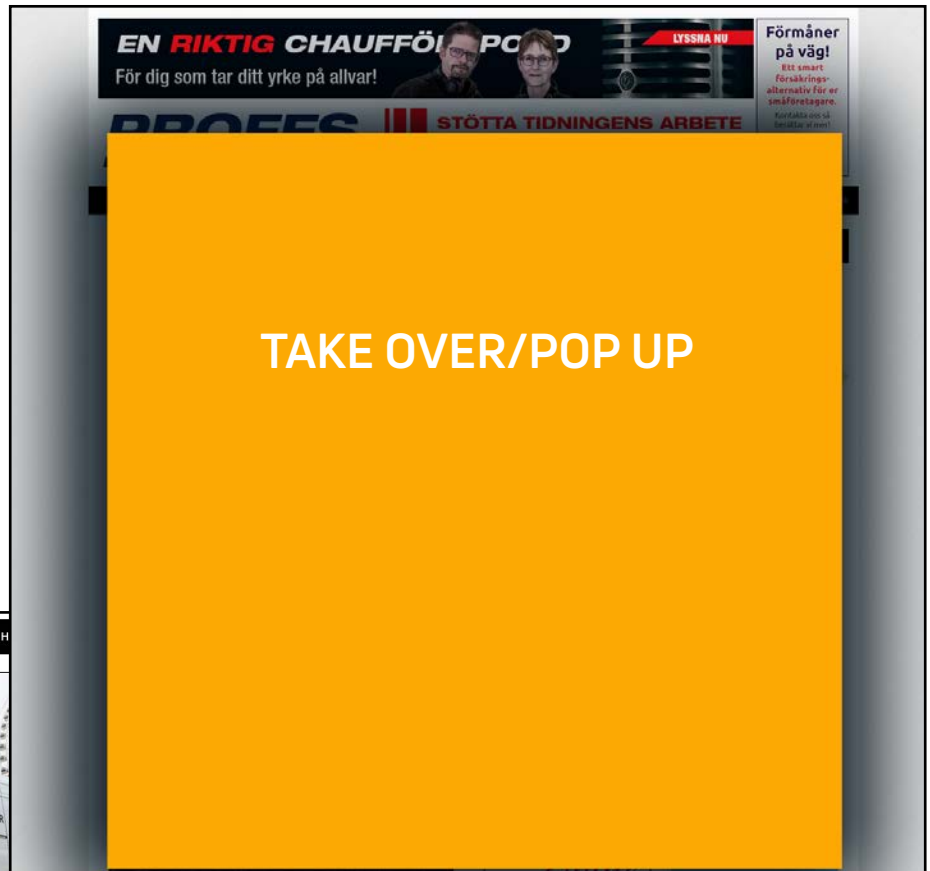
www.lastbilstidning.se

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



Det bredda utbudet av lastbilstillbehör!
Vi har takbågar, frontbågar, sidorör och hjulbågar bland många andra tillbehör till din lastbil.



MICHELIN X[®] MULTI™ GRIP
SÄKERHET & MOBILITET SOM VARAR, ÄVEN VID SVÅRA VINTERFÖRHÅLLANDEN

Styla dig och din lastbil i *Quags*

Plastol Swee

TOBIDAN - BREMS
En av Nordens största inom reservdelar
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.

PROFFS
En RIKTIG Lastbilstidning

**STÖTTA TIDNINGENS ARBETE
MOT OSERIÖSA AKTÖRER
I BRANSCHEN!**

Kontakta oss så berättar vi mer!
PROFFS
grundat 1984

HEM KRÖNIKA LEDARE DEBATT BRANSCHENS HEMSIDOR WEBB-TV PODD FÖRMÄN PÅ VÄG

EN RIKTIG CHAUFFÖRS PODD
Powered by PROFFS

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.

I den här avsnittet tar vi upp en del frågor om framtidens. Hur ser de bästa framtiden på rubad och framtid? Vad säger de om cabotagefuskare och andra oseriösa aktörer?

Går det att bli av med den moderna tidens slaveri? Vad innebär det när varje ledig asfalterad yta bekräftar en utländsk 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 hökareviten talat spottar ut förutsländ - är det så?

När avsnittet, som vi presenterar i samarbete med Svenska Rullande Bilder, kommer att presenteras i samarbete med:

NÄRKO

Avsnittet presenteras i samarbete med:

LYSSNA NU!
EN RIKTIG CHAUFFÖRSPODD

ANNONSER

Styla dig och din lastbil i
Queens Shop
powered by
Sveriges STÖRSTA nätverk för
KVINNliga CHAUFFÖRER

24meter
Söker du företag i branschen? Du hittar dem här: [Till Branschens hemsidor](#)

Den kortaste vägen till Danmark.
FÖRSCA

Din partner för reservdelar.

TOBIDAN - BREMSOMAT AB
En av Nordens största distributörer av bromsar och reservdelar till Lastbil, Traktor, Trilaster & Buss

MICHELIN X-MULTI GRIP
Högre säkerhet på snö och is.
7. Sveriges största nätverk för eldrivna lastbil med flask och hydraulisk ramp.
8. Efter sanktionsavgift - dragbilen till salu på Facebook

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!

tsbcpod

1/1-page



1/2-page



1/4-page and "plugs"



150x135 and 100x135



Suppliers Market



The Industry's Websites



Issue	1	2	3	4	5	6	7	8	9	10	11	12
Closing	11 jan	8 feb	8 mar	12 apr	10 may	31 may	5 july	5 july	13 sep	11 oct	8 nov	29 nov
Deadline	13 jan	10 feb	10 mar	14 apr	12 may	2 june	7 july	7 july	15 sep	13 oct	10 nov	1 dec
Publishing	27 jan	24 feb	24 mar	28 apr	26 may	16 june	21 july	25 aug	29 sep	27 oct	24 nov	15 dec

All prices are in SEK and excl. Vat.

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

App 2023

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 11 900 items (2021). 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

Robert Danielsson, +46 8-653 67 60, E-mail: eftertext@vagpress.se