

Ratecard
2024

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!

www.tidningenproffs.se

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 (2022). 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 Rosen-gren, 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 net-working 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!

Contact us!

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



Technical Information

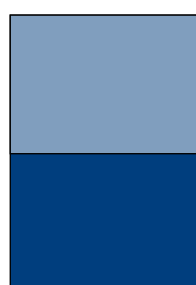
All prices are in SEK and excl. VAT



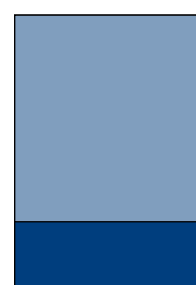
Spread
(515 x 365 mm)
B&W: 42.000:-
4-col.: 52.700:-



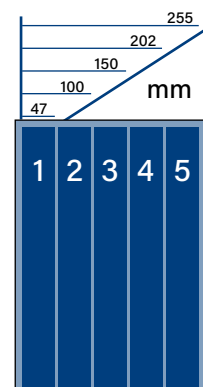
1/1-page
(255 x 365 mm)
B&W: 26.300:-
4-col.: 31.900:-



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

- 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 columns: 5 (see above)
- 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 2022

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.tidningenproffs.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 tidningenproffs.se

Price examples:

R1 250 x 120

R2 250 x 240 Contact

R3 250 x 360 us for

R4 250 x 480 quotation!

H1 498 x 90

T1 980 x 120

TR 138 x 236 Contact

TL 550 x 98 us for

AT 498 x ? quotation!

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

Other time
periods?
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-ad type-yyymmdd"

Also specify the URL 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

Advertising department

Pekka Tikkanen, +46 8-653 83 80

E-mail: annons@vagpress.se

Robert Danielsson, +46 8-653 67 60

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Websites

www.queenoftheroad.se

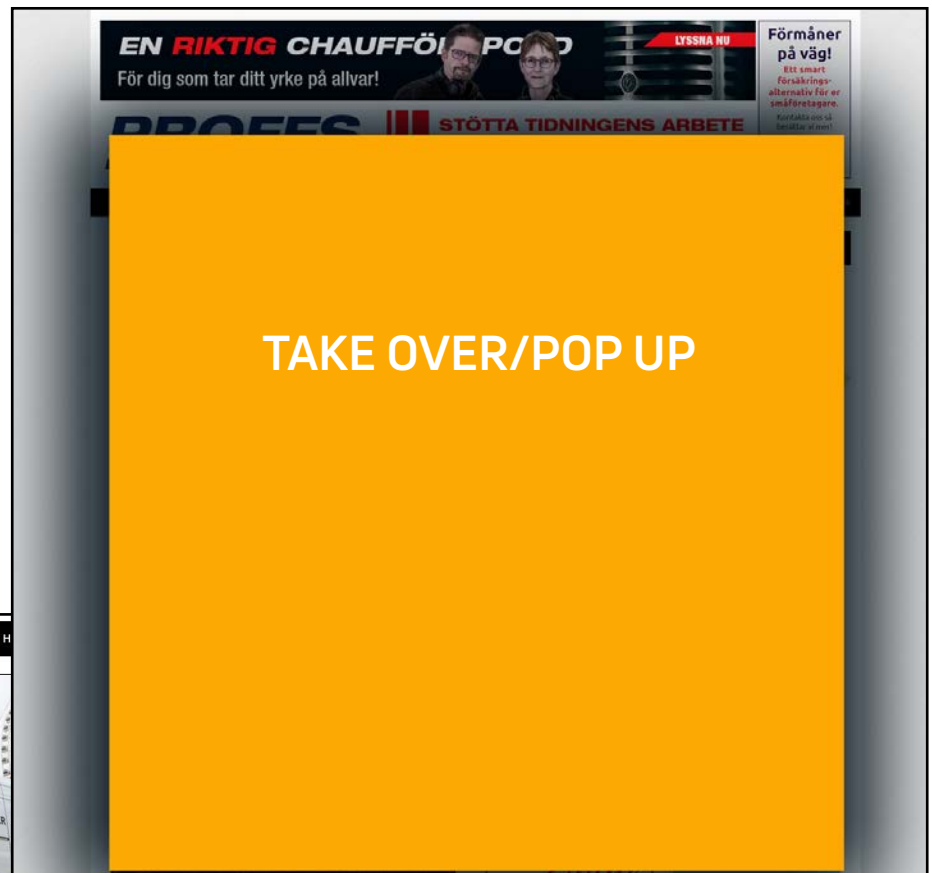
www.tidningenproffs.se

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, 1000x1000
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, fronthögar, sidorör och hjulackar bland många andra tillbehör till din lastbil.



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



Plastol Swee



TOBIDAN - BREMS
En av Nordens största inom reservdelar
Lastbil, Buss, Trail



**30% min
slitage på h
EASYBALA**
för exakt balat
SAFE CENT
för enklare mo

Styla dig och din lastbil i
Quora

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

App 2024

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 (2022). 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 smartphone 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

1/4-page and "plugs"



The Industry's Websites



E-mail digital material to: media@vagpress.se