

Ratecard
2026

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 11 times a year, each issue has an audited circulation of 11,400 items (2024). 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

Classified ads

+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

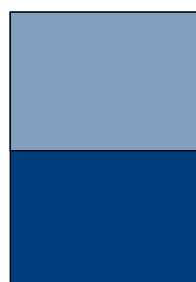
All prices are in SEK and excl. VAT



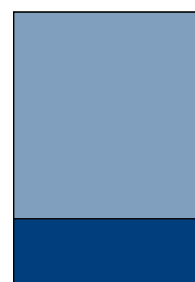
Spread
(515 x 365 mm)
B&W: 42.000:-
4-col.: 52.700:-



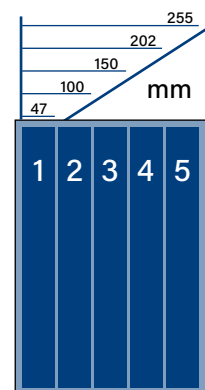
1/1-page
(255 x 365 mm)
B&W: 26.300:-
4-col.: 31.900:-



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 2023

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:

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,
+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

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 346

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!

How to deliver your material

Please note that all advertising material intended for publication on the website must be provided in double resolution.

For example, an ad that will be published at 980 x 346 should be 1960 x 692 pixels. Send your ad by e-mail to: media@vagpress.se at least two weeks before publishing date.

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.

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: +46 708-15 33 45

E-mail: goran@vagpress.se

The image shows a mockup of the Proffs website layout. At the top, there's a large orange banner for T1 (980x346) and a smaller TR (138x236) slot. Below this, the main content area features a large image of a Lincargo truck and a smaller article snippet. To the right of the main content, there are several orange slots for different ad sizes: R2 (250x240), R1 (250x120), R3 (250x360), R4 (250x480), and H1 (498x90). The bottom of the page shows a navigation bar with links like HEM, KRÖNIKA, LEDARE, etc.

Advertising department

Pekka Tikkanen, +46 8-653 83 80

E-mail: annons@vagpress.se

Classified ads, +46 8-653 67 60

E-mail: eftertext@vagpress.se

Websites

www.queenoftheroad.se

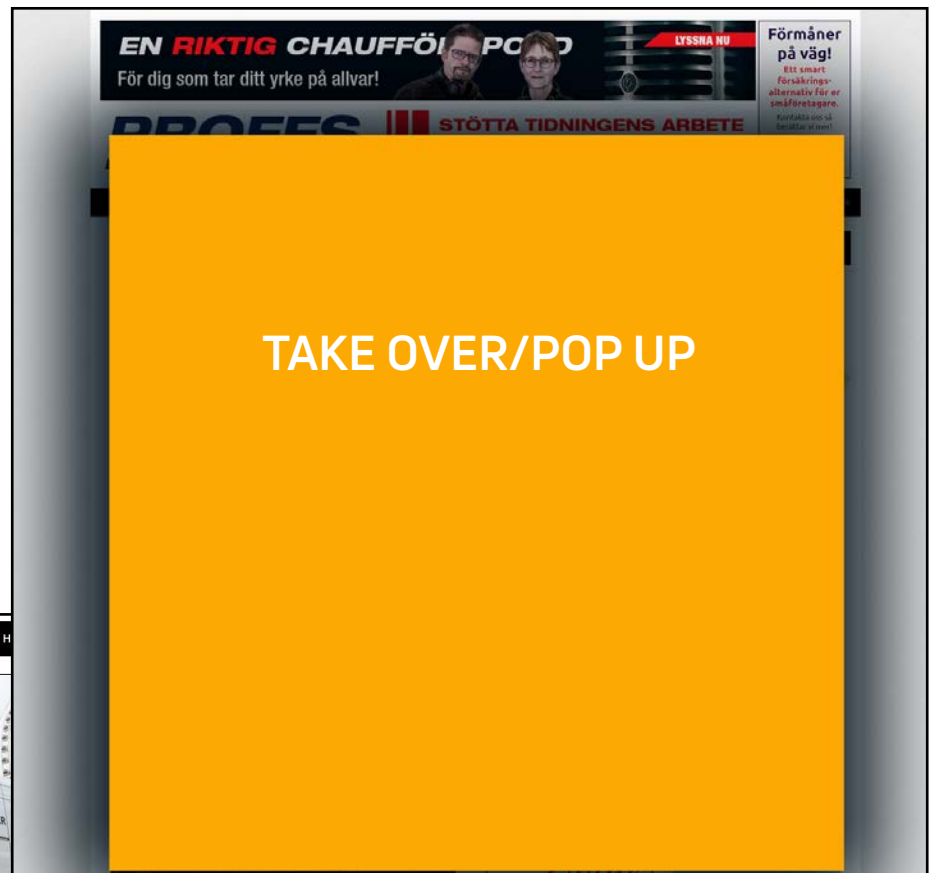
www.tidningenproffs.se

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

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

MICHELIN X⁺ MULTI™ GRIP
SÄKERHET & MOBILITET SOM VARAR ÄVEN VID SVÅRA VINTERFÖRHÅLLANDEN

Styla dig och din lastbil i
Quora

WWW

App 2026

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 11 400 items (2024). 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
Classified ads, +46 8-653 67 60, E-mail: eftertext@vagpress.se

Examples of ads in print

1/1-page

Uppgreat.
Nya Actros L. Behagligare körning, effektivare arbete, bekännad överlevnad. Nya Actros L står en ny standard för Mercedes-Benz Trucks premiumklass. Mer information finns på www.mercedes-benz-trucks.com

Mercedes-Benz
Trucks you can trust

1/2-page

Grönt ljus för Volvos klimatmål
Så här ser det ut i verkligheten
Så här ser det ut i verkligheten
Så här ser det ut i verkligheten

MULTISTAR G2 - VÅR MÅNGSIDIGA STJÄRNA
På Söring arbetar vi hårt för att utveckla vårt modellprogram - efter leveransen av G2 är vi nu stolta att kunna presentera en ny modell, den nya Multistar G2.
Det handlar om en riktig miljösvinnare med både bränsle- och eldrift som fungerar bra för dig med varierande körningar.
Multistar hanterar nästan alla arbetsuppgifter som ett. Från skräptransporter eller kommersiella laster till bygg- och jordbruksarbete. Med plats för hela 9 pallar på bredden för den svenska marknaden.
Vill du veta mer om Multistar G2? Besök www.soring.se

1/4-page and "plugs"

Ricc Nordic
En svensk kvalitetsprodukt med hög standard och maximerad prestanda anpassad för det nordiska klimatet.

Fors Industri AB • Tel 0695 66 10 30 • www.ricc.se • info@forsindustri.se

150x135 and 100x135

Smarta laddare viktig del av omställningen mot el
PlastoMer Sweden AB
Gödsel-Biogas, Kemi, Livsmedel, Gas - allt enligt dina önskemål

Suppliers Market

LEVERANTÖRSKONTAKTEN
FABRIKS-RENOVERADE LASTBILAR
SLP
FOS
Lagab
Välkomst till ett praktiskt verktyg
STÅNDE
GRATIS REKLAM
PlastoMer
VAK
PROFFS

The Industry's Websites

BRANSCHENS HEMSIDOR
FORS INDUSTRI AB
RICC
VAGPRESS AB
PROFFS

Publication Schedule 2026

Issue	1	2	3	4	5	6	7-8	9	10	11	12
Closing	14 jan	11 feb	11 mar	8 apr	13 may	09 june	29 july	9 sep	14 oct	11 nov	2 dec
Deadline	16 jan	13 feb	13 mar	10 apr	15 may	11 june	31 july	11 sep	16 oct	13 nov	4 dec
Publishing	30 jan	27 feb	27 mar	24 apr	29 may	26 june	14 aug	25 sep	30 oct	27 nov	18 dec

All prices are in SEK and excl. Vat.

Vägpress AB • Phone: +46 8-653 83 80 • E-mail: annons@vagpress.se • Homepage: www.tidningenproffs.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