



# Ratecard

## 2020

**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 13,600 items (2018). 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](mailto: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](mailto:annons@vagpress.se)

### Leif Tennfors

+46 8-653 67 60  
[eftertext@vagpress.se](mailto: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](http://lastbilstidning.se), together with our sister site [queenoftheroad.se](http://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

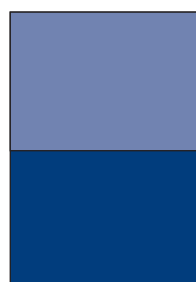


**Spread**  
(515 x 365 mm)  
B&W: 42.000:-  
4-col.: 52.700:-

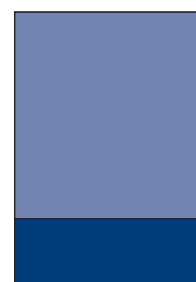
**1/2 spread**  
(515 x 180 mm)  
B&W: 32.000:-  
4-col.: 46.600:-



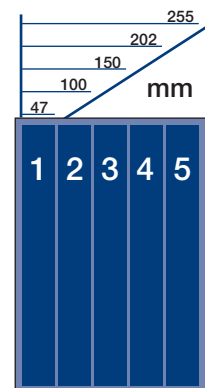
**1/1-page**  
(255 x 365 mm)  
B&W: 26.300:-  
4-col.: 31.900:-



**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

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

### Digital material

EPS, InDesign, Photoshop, Illu-  
strator, PDF.

Enclose all of the illustrations in the main dokument in eps CMYK 300 dpi and all PostScript fonts (do not use True-Type) plus out print of advertisement.

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:

13.600 issues, rated 2018

Member of Sveriges Tidskrifter

#### Publisher:

Vägpress AB, phone +46 8-653 83 80

#### Editor in chief:

Göran Rosengren, +46 430-422 50

E-mail: [goran@vagpress.se](mailto:goran@vagpress.se)

#### Ad. manager:

Pekka Tikkanen, +46 8-653 83 80

E-mail: [annons@vagpress.se](mailto:annons@vagpress.se)

#### Classified ads:

Phone: +46 8-653 67 60

E-mail: [eftertext@vagpress.se](mailto:eftertext@vagpress.se)

#### Homepage:

[www.lastbilstidning.se](http://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](http://queenoftheroad.se) and [lastbilstidning.se](http://lastbilstidning.se)

### Price examples:

<b>Pop up, 800x800</b>	Contact us for quotation!
<b>T1 980 x 120</b>	Contact us for quotation!
<b>R1 250 x 120</b>	40 000:-/y, 4 000:-/m, 2 000:-/w
<b>R2 250 x 240</b>	48 000:-/y, 5 000:-/m, 2 500:-/w
<b>R3 250 x 360</b>	56 000:-/y, 5 200:-/m, 2 800:-/w
<b>R4 250 x 480</b>	58 000:-/y, 5 600:-/m, 3 000:-/w
<b>H1 498 x 90</b>	68 000:-/y, 6 600:-/m, 3 000:-/w

### How to deliver your material

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

### Advertising department

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E-mail: [eftertext@vagpress.se](mailto:eftertext@vagpress.se)

### Websites

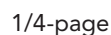
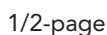
[www.queenoftheroad.se](http://www.queenoftheroad.se)

[www.lastbilstidning.se](http://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.

1/1-page



Vägpress AB • Phone: +46 8-653 83 80 • E-mail: [annons@vagpress.se](mailto:annons@vagpress.se) • Homepage: [www.lastbilstidning.se](http://www.lastbilstidning.se)  
Post address: Vägpress AB • Kornhultsvägen 19 • SE-312 53 Hishult • Sweden • Phone: +46 430-422 50  
**E-mail digital material to: [media@vagpress.se](mailto:media@vagpress.se) or FTP: (Please contact us for log in details)**

App 2020

# 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 13 600 items (2018). 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](mailto:annons@vagpress.se)  
Leif Tennfors, +46 8-653 67 60, E-mail: [eftertext@vagpress.se](mailto:eftertext@vagpress.se)