



MOTOR·MAGASINET

Media Info2012



19 900 ex

56 000 readers

Publishing Plan 2012

No	Material	Publishing	Planned theme
1	December 28	January 11	Auto Trade Fair Stockholm 17-18 January
2	January 2	January 18	Exchangeparts/Spareparts
3	January 9	January 25	Lifts/Jacks Traidfair afterreport
4	January 16	February 1	Chock absorber/Springs
5	January 23	February 8	Body/Varnish
6	January 30	February 15	Workshop renovation
7	February 6	February 22	Tyres/Rims/Accessories
8	February 13	February 29	Oil/Filters
9	February 20	March 7	Batteries/Hybrid technique
10	February 27	March 14	Breaks/Clutch
11	March 5	March 21	Workshop equipment
12	March 12	March 28	Alignment-/measuringequipment
13	March 19	April 4	Carwash/Car care
14	March 26	April 18	Engine overhaul/Spareparts
15	April 2	April 25	Climatecontrol/Wheel alignment
16	April 10	May 2	Tools/Compressed air
17	April 16	May 9	Vehicle education
18	April 23	May 16	Tyreshop
19	April 30	May 23	Plasticrepair/Smallrepairs
20	May 7	May 30	Exhaust/Test equipment/Diagnostics
21	May 14	June 5	Vehicle dismantling/Recycling/Environment
22	May 21	June 13	Workshops and Spareparts dealerships
23	July 30	August 15	Workshops equipments Trucks/Busses
24	August 6	August 22	Exchange parts/Spare parts
25	August 13	August 29	Brakes/Clutch
26	August 20	September 5	Lightning/Car electronics
27	August 27	September 12	Lifts/Jacks
28	September 3	September 19	Carwash/Car care
29	September 10	September 26	Body/Varnish
30	September 17	October 3	Tyres/Rims/Accessories
31	September 24	October 10	Winterequipment/Working environment
32	October 1	October 17	Oil/Filters
33	October 8	October 24	Shock absorbers/Springs
34	October 15	October 31	Vehicle dismantling/Recycling/Environment
35	October 22	November 7	Hand-/specialtools
36	October 29	November 14	Profitable workshops
37	November 5	November 21	Test equipment/IT-solutions
38	November 12	November 28	Jointtechnique
39	November 19	December 5	Batteries/Hybrid technique
40	November 26	December 12	Diesel



Trade Fairs 2012

- January 17-18
**Fordonsverkstad Kista
Stockholm**
- March 23-25
**Motormässan
Malmö**
- April 22-25
**Custom Motor Show Elmia
Jönköping**
- August 22-25
**Lastbil Elmia
Jönköping**
- September 11-16
**Automechanika
Frankfurt**

Advertise



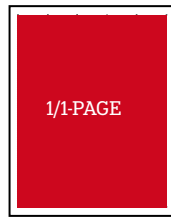
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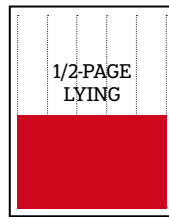
Advertising Price List 2012



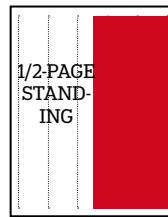
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Price SEK 63,800



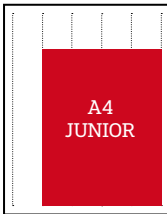
Format 252x372 mm
Price SEK 40,900



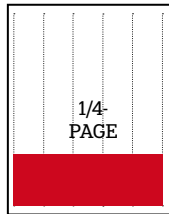
Format 252x185 mm
Price SEK 27,700



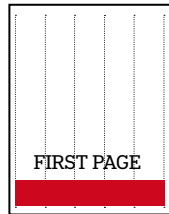
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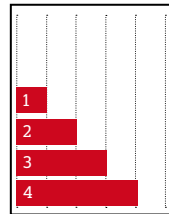
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Price SEK 34,600



Format 252x90 mm
Price SEK 19,500

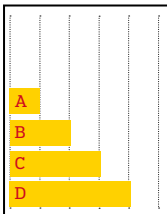


Format 243x45 mm
Price SEK 16,500

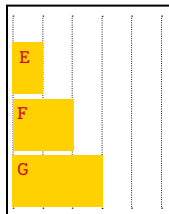


1. 47x90 mm SEK 4,570
2. 98x90 mm SEK 7,180
3. 149x90 mm SEK 9,790
4. 201x90 mm SEK 17,640

Market page



A. 47x40 mm SEK 1,500
B. 98x40 mm SEK 2,380
C. 149x40 mm SEK 3,260
D. 201x40 mm SEK 5,480



E. 47x85 mm SEK 2,490
F. 98x85 mm SEK 5,700
G. 149x85 mm SEK 7,570

Supplements

	< 25 g	> 25 g
Supplements to entire issue	SEK 2,50/st	SEK 3,00/st
Supplements to part of the issue	SEK 3,70/st	SEK 4,60/st

Technical Print Information

Ad material

Print-optimized PDF. Colour images and colours in the document must be saved in cmyk. Typefaces and images must be enclosed/embedded. Use only PostScript or Open-type typefaces. A hourly rate of SEK 950 is charged for any extra work.

Pictures

Image resolution 170 dpi
Amount of colours 240%
ICC-profilen is to download at www.motormagasinet.se

Contact

For more information please contact Agneta Gullberg, Brun Mediaproduktion AB +46 42-400 83 03 annons.motormagasinet@mentoronline.se

Prices

All prices exclusive of VAT. Terms of payment against invoice, 10 days. Booked advert can not be cancelled later than 30 days before publishing date. For advertising material that arrives late, the advert is charged in its entirety even if it was not possible to insert correctly.

Advertise on motormagasinet.se

Motormagasinet.se is the motorindustry's obvious news channel on the Web. Our popular news site is updated with news several times a day!

An advertisement on the Web is perfect for:

- quickly reach out with news
- increase the number of visitors to your own website
- enhance the effect of your advertisements in the newspaper
- place jobadvertise



Advertise in Motor-Magasinet's newsletter

The newsletter is published 2 times/week. Almost 9 000 receivers ensures a good spread across the motorindustry. The newsletter reaches recipients every Tuesday and Thursday.

An ad in the newsletter is a very effective and affordable way to reach out with the right message to your customers.

For maximum effect, combine your ad in the newsletter with an ad on motormagasinet.se.

Please contact us for more information and quotation.



The Motor Trades Leading Newspaper

Motor-Magasinet is Sweden's only independent news magazine for the motor industry. Our experienced writers deliver exceptionally well informed reading every week of the year. The magazine is aimed at all players in the industry, from small workshops to car manufactures and component suppliers.

The magazine covers everything from the latest models, new technology and industry news to workshops equipment and uuspere industry.

Motor-Magasinet have 40 numbers of edition/year. Every number contains a specific theme.



Reader Statistics

Motor-Magasinet has 56 000 readers

9 out of 10 who read Motor-Magasinet has great confidence in the conatins of the newspaper and think that it contains many innovations.

This verdict is obviously an incentive and a confirmation that we are working properly. Now we look forward and lift the bar further. We believe that together we can make a good product even better.

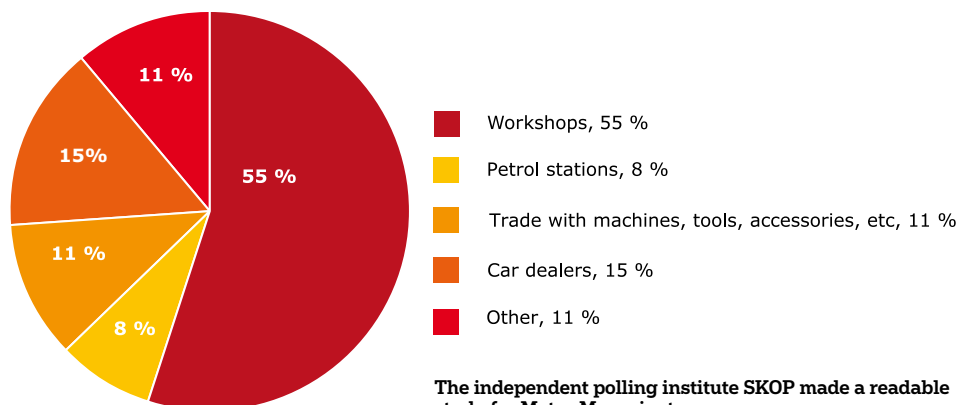
65% is the companys CEO or owner

84% has a large level of influence over the company's purchases

90% reads the magazine regulary

Target group

Motor-Magasinet is read at car workshops, petrol stations, car dealers, retailers and wholesalers with accessories and work equipment, tyre varnish and body workshops, and manufactures of vehicles and spare parts. The target group is divided up as follows.



The independent polling institute SKOP made a readable study for Motor-Magasinet.

MOTOR-MAGASINET

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Subscription prices
Full year SEK 920 (40 editions)
Half year SEK 460

Advertise only in verified media.
Motor-Magasinet had a TS-verified circulation of 19 900 copies in year 2010.

