

VVS-FORUM 2017

Forum VVS

THE SPECIALIZED
JOURNAL IN SCANDINAVIA

for the Heating, Ventilating,
Plumbing, Sanitary, Refrige-
ration and Insulation trades,
including Energysaving, Envi-
ronmental and allied subjects

Advertisement rates 2017

ONE MAGAZINE IS ENOUGH

Prices and formats 2017

Spread
400 x 270 mm

ads with bleed
420 x 297 mm
+ 5 mm trim around

Please note that the magazine is glue-bounded which means that information placed in the middle of a spread ad will disappear into the stack. Calculate with 5 mm in each direction from the center.

Ads in editorial section SEK 55,600

Classified advertisements SEK 37,970

1/1-page
185 x 270 mm

ads with bleed
210 x 297 mm
+ 5 mm trim around

Ads in editorial section SEK 36,700

Classified advertisements SEK 25,200

Employment/Sales ads SEK 26,300

1/2-page
185 x 130 mm

ads with bleed
210 x 148 mm
+ 5 mm trim around

1/2-page
90 x 270 mm

ads with bleed
100 x 297 mm
+ 5 mm trim around

Ads in editorial section SEK 20,600

Classified advertisements SEK 14,800

Employment/Sales ads SEK 15,900

1/4-page
90 x 130 mm

1/4-page
185 x 64 mm

1/8-page
43 x 130 mm

1/8-page
90 x 64 mm

SEK 12,200 Ads in editorial section SEK 7,500

SEK 8,800 Classified advertisements SEK 6,000

SEK 9,100 Employment/Sales ads SEK 6,500

Inserts including postage, handling and any binding:

2 pages	(maximum weight 30 grams)	SEK 36,000
4 pages	(maximum weight 30 grams)	SEK 39,100
6 pages	(maximum weight 40 grams)	SEK 44,300
8 pages	(maximum weight 50 grams)	SEK 46,400

Circulation: 22,000 copies.

Loose inserts: Supplied cut and seamed to format 200 x 290 mm.

Hardcover inserts: Supplied uncut and seamed in the format 215 x 307 mm. Must not be bracketed.

Shipping address: Punamusta Oy, Jälkikäsitteily, Kosti Aaltosen tie 9, FIN-80140 Joensuu, Finland.

Contact person: Heidi Avellan, tfn +358 50 363 4272.

Labeling: Each package is clearly labeled on both sides of the attachment and name of the advertiser and the name of the journal and number (VVS-Forum issue x/xx), and number of copies for each package.

A control copy should always be sent to VVS-Forum.

Information about deadline comes with the order confirmation. For more information contact Anne-Marie Eriksson, +46 8 762 75 38, anne-marie.eriksson@vvsforum.se.

Coverpages including 4-color:

2 nd	(210 x 297 mm + 5 mm trim around)	SEK 38,900
3 rd	(210 x 297 mm + 5 mm trim around)	SEK 37,900
4 th	(210 x 260 mm + 5 mm trim around)	SEK 45,770

Coverpage 4 will be booked annually and in all the issues.

Discount:

3 issues	-5 %	10 issues	-15 %
5 issues	-10 %	More than 10 issues	-20 %

Digital material:

Ads must be high-resolution separated PDF och EPS files. The size of the advertisement should be consistent with the booked space (width x height in mm).

All files should be CMYK without the use of spot colors. Image resolution should be 350 ppi. EPS files should be saved as Level 1 och Level 2 with text converted to outlines. PDF files must be adapted for PDF/X1a:2001 standard.

Settings to create PDF and ICC-profiles for CMYK adjustment can be downloaded from www.vvsforum.se.

Banners on VVS-Forums newsletter

VVS-Forums newsletter comes out once a week to about 15 000 receivers.

Panorama

800x120
800x240

Center

530x120
530x240
530x360

Right

210x120
210x240
210x360



For advertising in the newsletter, please contact Anne-Marie Eriksson for more information and prices, +46 8 762 75 38, anne-marie.eriksson@vvsforum.se.

Banners on www.vvsforum.se

Make your campaign more effective by banner advertising on vvsforum.se (about 30 000 unique page views per month). It reinforces your message.



Position	Desktop	Tablet	Phablet	Cellphone	Price/month
Panorama	980x120	728x90	468x60	320x50	29 000:-
Center	680x120	468x120	468x120	320x50	15 000:-
Right	250x120	250x120	250x120	250x120	11 000:-

(Banner can share the place with a total of 4 different ads.)

Desktop Panorama

980x120
980x240

Desktop Center

680x120
680x240
680x360

Desktop Right

250x120
250x240
250x360

Job advertisements on vvsforum.se for SEK 12,000/month.

Publication schedule 2017

(Publishing dates are approximate.)

Issue	Publication day	Week	Material deadline	
1	26 January	4	11 January	
2	23 February	8	8 February	Market survey: Circulation pumps. (Will be distributet at Fair Property in Stockholm 15-16 March.)
3	23 March	12	8 March	Theme: Smart installation technology. (Will be distributet at Fair Construction & Plumbing in Malmo 26-27 April.)
4	27 April	17	12 April	
5	26 May	21	10 May	Market survey: Water heater.
6	22 June	25	7 June	
7/8	31 August	35	16 August	Follow-up: Almedalen. (Will be distributet at Fair Property in Gothenburg 6-7 September.)
9	28 September	39	13 September	Market survey: Air/air heat pumps.
10	26 October	43	11 October	Theme: Sustainable HVAC-installations.
11	23 November	47	8 November	Market survey: Wood boilers.
12	21 December	51	6 December	

Ad Booking: Anne-Marie Eriksson, +46 8 762 75 38, anne-marie.eriksson@vvsforum.se

It is important to be seen in our magazine!

The vision of VVS-Forum is to contribute to keep companies and its employees in the HVAC industry well informed about business environment and circumstances important for the companies concerning politics, training, labour market, business and technology.

To appear in VVS-Forum means that you will reach all important HVAC-installers in a time characterized by new construction, renovation and energy efficiency. More than 700,000 new homes are to be built to 2025, new recommendations for zero-energy buildings are being produced in building regulations and it has never been a stronger focus on the environment in our buildings and work-places. All the time the value of the installations in our buildings is increasing.

You will also reach the competitors, property owners, clients/contractors, consultants, local government people, as well as politicians and other installers. In total it concerns about 30,000 readers of our magazine, nearly 15,000 subscribers to our newsletter and approximately 20,000 visitors to our web and thousands of readers in the social media such as Facebook and Twitter.

In each number there are:

- News pages covering news from our industry, politics and authorities.
- Technical pages covering the latest products on the market.
- Motor pages focusing on all kinds of service vehicles.
- Business pages covering news about orders, finance, state of the market, acquisitions of companies and bankruptcies.

VVS-Forum is distributed all over our country
– so take the chance to appear in VVS-Forum!

Anne-Marie Eriksson
Advertising Manager



VVS-Forum reaches all trades such as:

consulting engineers • plumbers • wholesalers • manufacturers

Other important readers are: fitters • insulation firms • cooling system fitters • ventilation firms • sprinkler companies • energy advisors • plumbing inspectors • control system companies • VA-companies • housing and property companies • district heating companies • operation and maintenance staffs • construction companies

Six good reasons to profile your company in VVS-Forum:

1. VVS-Forum comes out to industry decision makers at all levels.
2. Low cost per contact.
3. We follow the product development and installation technology.
4. News and trends in the HVAC and within the energy field are observed.
5. We also watch news in Europe, business and economics.
6. We are also at wholesale professional markets and warehouses.

VVS Forum

Scandinavia's largest plumbing magazine

VVS-Forum, Box 17154, S-104 62 Stockholm, Sweden

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