

VVS Forum WVS

VVS-FORUM
ADVERTISEMENT RATES 2018

THE SPECIALIZED
JOURNAL IN SCANDINAVIA

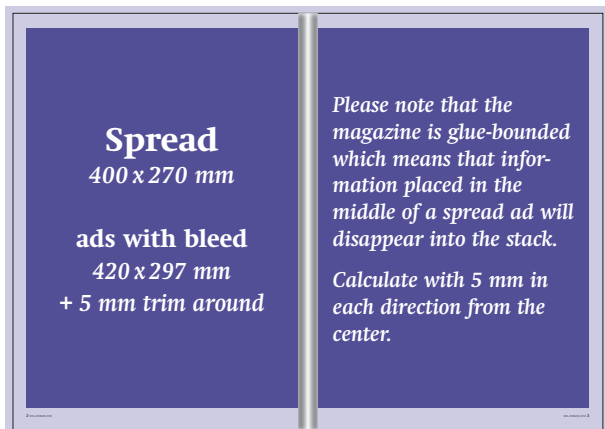
for the Heating, Ventilating,
Plumbing, Sanitary, Refrige-
ration and Insulation trades,
including Energysaving, Envi-
ronmental and allied subjects



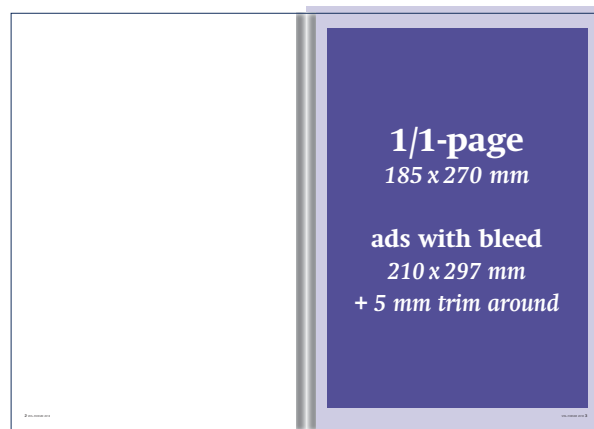
Advertisement rates 2018

ONE MAGAZINE IS ENOUGH

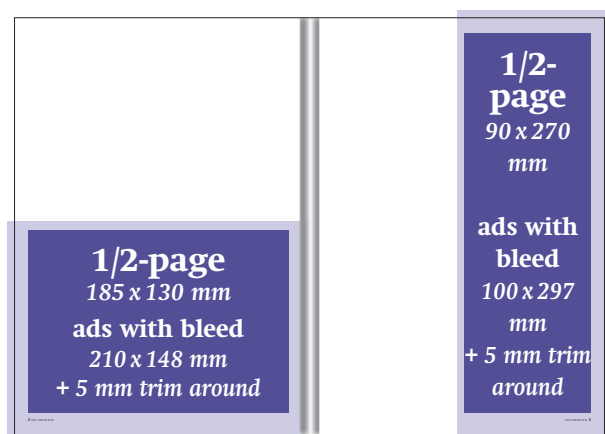
Prices and format 2018



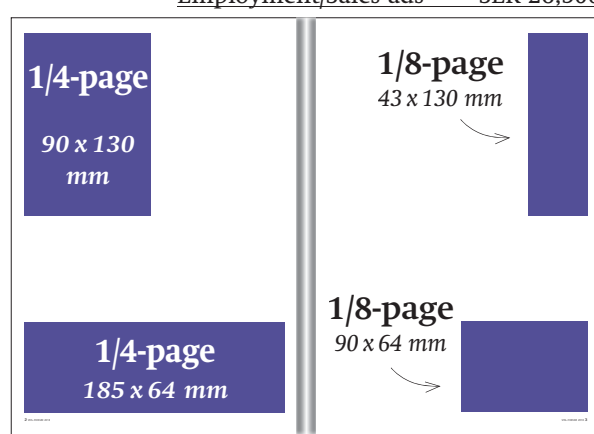
Ads in editorial section SEK 55,800
 Classified advertisements SEK 38,200



Ads in editorial section SEK 37,700
 Classified advertisements SEK 25,500
 Employment/Sales ads SEK 26,500



Ads in editorial section SEK 20,800
 Classified advertisements SEK 14,900
 Employment/Sales ads SEK 16,000



SEK 12,300 Ads in editorial section SEK 7,600
 SEK 8,900 Classified advertisements SEK 6,100
 SEK 9,300 Employment/Sales ads SEK 6,700

Inserts including postage, handling and any binding:

2 pages (maximum weight 30 grams) SEK 36,500
 4 pages (maximum weight 30 grams) SEK 39,500
 6 pages (maximum weight 40 grams) SEK 44,500
 8 pages (maximum weight 50 grams) SEK 46,600

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, Jälkikäsittely, 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:a	(210 x 297 mm + 5 mm runt om)	39 900:-
3:e	(210 x 297 mm + 5 mm runt om)	38 000:-
4:e	(210 x 260 mm + 5 mm runt om)	48 770:-

Coverpage 4 will be booked annually and in all the issues and is not cancellable. No provisional bookings apply for coverpage 4. Booked no later than August 1st of each year for the following year.

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.

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

Digital material delivers by a Dropbox-link at www.vvsforum.se/lamna-in-material/.

Publication schedule 2018

(Publishing dates are approximate.)

Issu	Publication day	Week	Material deadline	
1	25 January	4	10 January	
2	22 February	8	7 February	MARKET SURVEY: Floor drain.
3	22 March	12	7 March	THEME: Comfort cooling. (Will be distributet at Fair Nordbygg in Stockholm 10–13 April.)
4	26 April	17	11 April	
5	24 May	21	9 May	THEME: Smart energy renovation.
6	21 June	25	6 June	
7/8	30 August	35	15 August	
9	27 September	39	12 September	THEME: Silent HVAC-installations.
10	25 October	43	10 October	MARKET SURVEY: Exhaust air heat pumps.
11	22 November	47	7 November	THEME: Sanitary room.
12	20 December	51	5 December	

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TS TS trade press edition:
21 000 ex/no 2016.

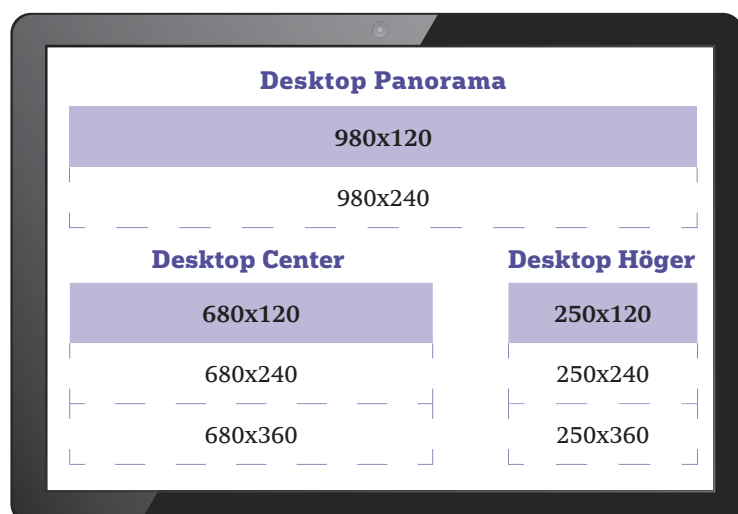
SVERIGES Member Sweden's Magazines.
TIDSKRIFT ISSN 0346-4644.

Banners on www.vvsforum.se

Make your campaign more effective by banner advertising on vvsforum.se (about 55,000 unique page views per month).
It reinforces your message.

Position	Desktop	Cellphone	Price/month
Panorama	980x120	320x50	SEK 31,000
Center	680x120	320x50	SEK 16,000
Right	250x120	250x120	SEK 13,000

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



Banners on VVS-Forums newsletter

VVS-Forums newsletter comes out once a week to about 20,000 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.

Take-over and Native: Contact Anne-Marie Eriksson +46 8 762 75 38, anne-marie.eriksson@vvsforum.se

Job advertisements on vvsforum.se for SEK 12,500:-/month.

It is important to be seen in right Forum!

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.

There are many reasons to advertise in VVS-Forum, not least because each number has:

- News, latest news from industry, politics and government.
- Technical pages with the latest products on the market.
- Business pages with news about orders, business cycles, acquisitions and bankruptcies.

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

Phone +46 8 762 76 00 • E-mail: annons@vvsforum.se • Website: www.vvsforum.se

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Org no: 556090-8062 • VAT-no: SE556090806201 • Bankgiro: 5051-1195

BIC Code: HANDSESS • IBAN: SE36 6000 0000 0009 4967 4028