

# **VVS Forum**

THE SPECIALIZED  
JOURNAL IN SCANDINAVIA

for the Heating, Ventilating,  
Plumbing, Sanitary, Refrigeration  
and Insulation trades, including  
Energysaving, Environmental and  
allied subjects



**With a view  
to  
the future...**

**...a wise investment!**

**Advertisement rates 2019 »**

# Prices and format 2019

<p><b>Spread</b> 400 x 270 mm</p> <p><b>ads with bleed</b> 420 x 297 mm + 5 mm trim around</p>	<p>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.</p> <p>Calculate with 5 mm in each direction from the center.</p>
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Ads in editorial section SEK 55,900  
Classified advertisements SEK 38,300

	<p><b>1/1-page</b> 185 x 270 mm</p> <p><b>ads with bleed</b> 210 x 297 mm + 5 mm trim around</p>
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Ads in editorial section SEK 37,800  
Classified advertisements SEK 25,600  
Employment/Sales ads SEK 26,600

	<p><b>1/2-page</b> 90 x 270 mm</p> <p><b>ads with bleed</b> 100 x 297 mm + 5 mm trim around</p>
<p><b>1/2-page</b> 185 x 130 mm</p> <p><b>ads with bleed</b> 210 x 148 mm + 5 mm trim around</p>	

Ads in editorial section SEK 20,900  
Classified advertisements SEK 15,000  
Employment/Sales ads SEK 16,100

<p><b>1/4-page</b> 90 x 130 mm</p>		
<p><b>1/4-page</b> 185 x 64 mm</p>	<p><b>1/8-page</b> 90 x 64 mm</p>	

SEK 12,400 Ads in editorial section SEK 7,700  
SEK 9,000 Classified advertisements SEK 6,200  
SEK 9,400 Employment/Sales ads SEK 6,800

## Bilagor inkl porto, hantering och ev inbindning:

2 pages	(maximum weight 30 grams)	SEK 36,600
4 pages	(maximum weight 30 grams)	SEK 39,600
6 pages	(maximum weight 40 grams)	SEK 44,600
8 pages	(maximum weight 50 grams)	SEK 46,700

**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](mailto:anne-marie.eriksson@vvsforum.se).

## Coverpages including 4-color:

2 <sup>nd</sup>	(210 x 297 mm + 5 mm trim around)	SEK 40,000
3 <sup>rd</sup>	(210 x 297 mm + 5 mm trim around)	SEK 39,000
4 <sup>th</sup>	(210 x 260 mm + 5 mm trim around)	SEK 48,900

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 delivers

by a Dropbox-link at [www.vvsforum.se/lamna-in-material/](http://www.vvsforum.se/lamna-in-material/).

## 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](http://www.vvsforum.se).



## Ad booking:

Anne-Marie Eriksson, + 46 8 762 75 38,  
[anne-marie.eriksson@vvsforum.se](mailto:anne-marie.eriksson@vvsforum.se)

# Publication schedule 2019

(Publishing dates are approximate.)

Issue	Publication day	Week	Material deadline	Theme
1	24 January	4	9 January	Ventilation in commercial premises.
2	21 February	8	6 February	Intelligent real estate.
3	21 March	12	6 March	The bathroom of the future.
4	18 April	16	3 April	Effective cooling.
5	23 May	21	8 May	Clean water.
6	20 June	25	5 June	Sustainable renovation.
7/8	29 August	35	14 August	Water and sewage status.
9	26 September	39	11 September	Smart energy heat.
10	24 October	43	9 October	The future heat pumps.
11	21 November	47	6 November	The good indoor climate.
12	19 December	51	4 December	The kitchen in the spotlight.

**We will be attending several fairs in 2019**  
 Contact Anne-Marie Eriksson for more information:  
 +46 8 762 75 38  
 anne-marie.eriksson@vvsforum.se

**TS** TS trade press edition:  
 21 000 ex/no 2017.

**SVERIGES TIDSKRIFT** Member in Swedish Magazines.  
 ISSN 0346-4644.

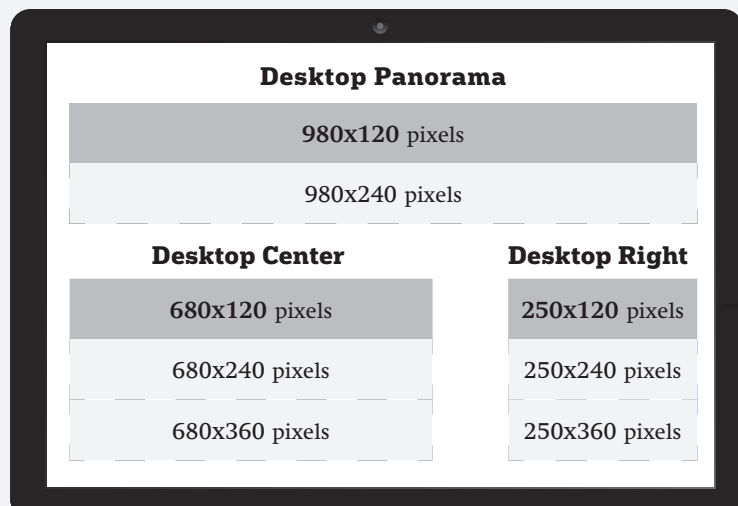
**Job advertisements** on vvsforum.se for SEK 12,600/month.

## Banners on www.vvsforum.se

Make your campaign more effective by banner advertising on vvsforum.se (about 25,000 unique page views per week). It reinforces your message.

Position	Desktop	Cellphone	Price/month
Panorama	980x120 pixels	320x50 pixels	SEK 31,100
Center	680x120 pixels	320x50 pixels	SEK 16,100
Right	250x120 pixels	250x120 pixels	SEK 14,000

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



Vvs newsletter

VVS-Forums newsletter comes out once a week to about 22,000 receivers.

Panorama	
800x120 pixels	
800x240 pixels	

Center	Right
530x120 pixels	210x120
530x240 pixels	210x240
530x360 pixels	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

# We keep an eye on the HVAC industry!

Installations is becoming an ever larger part of the buildings, and the technological development is rapid. The HVAC industry has a key role in the future of the climate smart communities will be built for you in the industry, sitting on plenty of solutions.

We at the VVS-Forum know that there are smart products, services and innovative technologies. We also know how we'll tell you about it for all our readers. And others know that we know everything about HVAC. We have done what we do in 86 years, which gives it a certain credibility.

Each number of the magazine reaches 32,000 readers, our website has 25,000 unique visitors a week, and the newsletter reaches 22,000 subscribers.

Take the chance to let the company be seen with us so you can reach all who can ensure that your solutions will be known for more. It is important to be visible in the right Forum.

**Fredrik Karlsson**  
Editor-in-chief



## Book ads in the right Forum

Contact me to book ads. And do not hesitate to contact me with questions, for more information or for a complete solution for your business.

**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. You are seen in connection with editorial coverage of the installation industry.
2. You have a credible partner that has been in the industry for 86 years.
3. You will reach wide through print, web and newsletters.
4. You are reaching out to industry decision-makers at all stages.
5. You even reach the wholesalers professional markets and warehouse.
6. We are responsive to your business needs.

# VVS Forum

**Scandinavia's largest plumbing magazine**

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

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