THE SPECIALIZED JOURNAL IN SCANDINAVIA for the Heating, Ventilating, Plumbing, Sanitary, Refrigeration and Insulation trades, including Energysaving, Environmental and allied subjects
Prices and format 2020

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.

1/1-page
185 x 270 mm
ads with bleed
210 x 297 mm
+ 5 mm trim around

1/2-page
185 x 130 mm
ads with bleed
210 x 148 mm
+ 5 mm trim around

1/4-page
90 x 270 mm
ads with bleed
100 x 297 mm
+ 5 mm trim around

1/8-page
90 x 64 mm

Coverpages including 4-color:

2nd
(210 x 297 mm + 5 mm trim around)
SEK 40,000

3rd
(210 x 297 mm + 5 mm trim around)
SEK 39,000

4th
(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 %

Inserts including postage, handling and any binding:

2 pages (maximum weight 30 grams) SEK 39,100
4 pages (maximum weight 30 grams) SEK 40,100
6 pages (maximum weight 40 grams) SEK 45,100
8 pages (maximum weight 50 grams) SEK 47,200

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: Panamusta OY, Kosti Aaltosen Tie 9, 801 40 Joensuu, Finland.

Contact person: Pia Mäkelä, tfn +358 10 230 83 32.

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.

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/.

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

Panorama
800x120 pixels
800x240 pixels
800x360 pixels

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.

NOTE! Banner must not be animated.

Publication schedule 2020
(Publishing days are approximate.)

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<thead>
<tr>
<th>ISSUE</th>
<th>PUBLICATION DAY</th>
<th>WEEK</th>
<th>MATERIAL DEADLINE</th>
<th>THEME</th>
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<tr>
<td>1</td>
<td>23 January</td>
<td>4</td>
<td>8 January</td>
<td>Consultant plumbing.</td>
</tr>
<tr>
<td>2</td>
<td>20 February</td>
<td>8</td>
<td>5 February</td>
<td>Energy efficient properties.</td>
</tr>
<tr>
<td>3</td>
<td>19 March</td>
<td>12</td>
<td>4 March</td>
<td>Efficient HVAC products.</td>
</tr>
<tr>
<td>4</td>
<td>23 April</td>
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<td>8 April</td>
<td>Sustainable renovation.</td>
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<td>5</td>
<td>22 May</td>
<td>21</td>
<td>6 May</td>
<td>Innovative cooling technology.</td>
</tr>
<tr>
<td>6</td>
<td>18 June</td>
<td>25</td>
<td>3 June</td>
<td>Waterproof installations.</td>
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<td>7/8</td>
<td>27 August</td>
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<td>12 August</td>
<td>Ventilation.</td>
</tr>
<tr>
<td>9</td>
<td>24 September</td>
<td>39</td>
<td>9 September</td>
<td>Energy efficient heating.</td>
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<td>10</td>
<td>22 October</td>
<td>43</td>
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<td>Bathroom renovation.</td>
</tr>
<tr>
<td>11</td>
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<td>4 November</td>
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<tr>
<td>12</td>
<td>17 December</td>
<td>51</td>
<td>2 December</td>
<td>Heat pumps.</td>
</tr>
</tbody>
</table>

Job advertisements on vvsforum.se for SEK 12,900/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.

<table>
<thead>
<tr>
<th>Position</th>
<th>Desktop</th>
<th>Cellphone</th>
<th>Price/month</th>
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</thead>
<tbody>
<tr>
<td>Panorama</td>
<td>980x120 pixels</td>
<td>320x50 pixels</td>
<td>SEK 31,300</td>
</tr>
<tr>
<td>Center</td>
<td>680x120 pixels</td>
<td>320x50 pixels</td>
<td>SEK 16,300</td>
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<tr>
<td>Right</td>
<td>250x120 pixels</td>
<td>250x120 pixels</td>
<td>SEK 14,300</td>
</tr>
</tbody>
</table>

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

NOTE! Banner may weigh a maximum of 60 kb.

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

Recorded sales edition:
21 000 ex/no 2018

Member in Swedish Magazines.
ISSN 0346-4644.
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.

Fredrik Karlsson
Editor-in-chief

Scandinavia’s largest plumbing magazine
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BIC Code: HANDSESS • IBAN: SE36 6000 0000 0009 4967 4028