With a view
to the future...

...for a wise investment!

Advertisement rates 2021 >>
Prices and format 2021

Ads in editorial section SEK 55,900
Classified advertisements SEK 38,300

Inserts including postage, handling and any binding:
2 pages (maximum weight 30 grams) SEK 37,100
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

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, Kosti Aaltosen Tie 9, 801 40 Joensuu, Finland.
Contact person: Pia Makelä, 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 xjxx), 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

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

1/2-page
90 x 130 mm
ads with bleed
100 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
185 x 64 mm
ads with bleed
210 x 297 mm
+ 5 mm trim around

1/4-page
90 x 130 mm
ads with bleed
100 x 297 mm
+ 5 mm trim around

1/8-page
90 x 64 mm
ads with bleed
100 x 297 mm
+ 5 mm trim around

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

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

1/4-page
185 x 64 mm

1/8-page
90 x 64 mm

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.

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
All coverpages will be booked annually and in all the issues and is not cancellable. No preliminary bookings apply for coverpages. Booked no later than September 1st of each year for the following year.

Discount:
3 issues –5 %
5 issues –10 %
10 issues –15 %
More than 10 issues –20 %

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 is read by about 25,000 contacts in a month.

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 2021
(Publishing days are approximate.)

<table>
<thead>
<tr>
<th>Issue</th>
<th>Publication Date</th>
<th>Week</th>
<th>Material Deadline</th>
<th>Theme</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>21 January</td>
<td>3</td>
<td>7 January</td>
<td>Infectious Heating, Ventilation and Sanitation.</td>
</tr>
<tr>
<td>2</td>
<td>18 February</td>
<td>7</td>
<td>3 February</td>
<td>Energy efficient properties.</td>
</tr>
<tr>
<td>3</td>
<td>18 March</td>
<td>11</td>
<td>3 March</td>
<td>Smart Heating, Ventilation and Sanitation products.</td>
</tr>
<tr>
<td>4</td>
<td>21 April</td>
<td>16</td>
<td>7 April</td>
<td>Sustainable Heating, Ventilation and Sanitation.</td>
</tr>
<tr>
<td>5</td>
<td>20 May</td>
<td>20</td>
<td>5 May</td>
<td>The cooling technology of the future.</td>
</tr>
<tr>
<td>6</td>
<td>17 June</td>
<td>24</td>
<td>2 June</td>
<td>Renovation.</td>
</tr>
<tr>
<td>7/8</td>
<td>26 August</td>
<td>34</td>
<td>11 August</td>
<td>Ventilation technology.</td>
</tr>
<tr>
<td>9</td>
<td>23 September</td>
<td>38</td>
<td>8 September</td>
<td>Energy smart heat.</td>
</tr>
<tr>
<td>10</td>
<td>21 October</td>
<td>42</td>
<td>6 October</td>
<td>Waterproof kitchen and bathroom.</td>
</tr>
<tr>
<td>11</td>
<td>18 November</td>
<td>46</td>
<td>3 November</td>
<td>Innovations.</td>
</tr>
<tr>
<td>12</td>
<td>16 December</td>
<td>50</td>
<td>1 December</td>
<td>The focus of the heat pumps.</td>
</tr>
</tbody>
</table>

TS trade edition: 20,000 ex/no 2020
SVERIGES TIDSKRIFTER Member in Swedish Magazines. ISSN 0346-4644.

We will be attending several fairs in 2021
Contact Anne-Marie Eriksson for more information: +46 8 762 75 38, anne-marie.eriksson@vvsforum.se.

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

Banners på www.vvsforum.se
Make your campaign more effective by banner advertising on vvsforum.se (about 50,000 unique readers per month). It reinforces your message.

<table>
<thead>
<tr>
<th>Position</th>
<th>Desktop</th>
<th>Cellphone</th>
<th>Price/month</th>
</tr>
</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>
</tr>
<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.
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 87 years, which gives it a certain credibility.

Each number of the magazine reaches 34,000 readers, our website has about 50,000 unique readers per month and the newsletter is read by about 25,000 contacts in one month.

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
chefredaktör

With VVS-Forums three channels; magazine, web and newsletter together, you have the opportunity to reach around 60,000 people in the industry in just 4 weeks. (New reader survey conducted by Smart Company 2020.)

By using more channels, the number of people you can reach increases. It also contributes to a large part of the readers getting several contacts during a month when many read the newspaper and visit the web.

Combining more channels helps to reach more and reach them more times!

Magazine

• 34,000 readers per issue.
• Readers believe that the magazine is above all current, credible and industry-leading.
• 84% of readers have decision-making power over purchasing.

Newsletter

• The most read about half of all newsletters, in other words 2 out of 4 in a month.
• 6 out of 10 click quite or very often on an article.
• 68 % answer that they observe the ads and of these, 7 out of 10 act in some way.
• 92 % give good ratings to the newsletter.

vvsforum.se

• 7 out of 10 visit vvsforum.se at least once a month.
• Once on the site, 7 out of 10 observe advertisements.
• Half of the visitors act on the ads.
• 87 % give good ratings to vvsforum.se.

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

1. The industry’s leading channel according to the readers themselves.
2. The industry’s most read channels. Reaches 60,000 people in the target group in 4 weeks.
3. 9 out of 10 readers answer that VVS-Forum is good.
4. You reach the entire plumbing industry; heating, ventilation and sanitation, drainage, energy, cooling, technical insulation, industrial pipes, sprinklers.
5. 84 % are making purchasing decisions.
6. Readers and visitors read and appreciate advertising. 76 % read advertisements and half answer that they have sought more information after reading an advertisement.

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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 87 years, which gives it a certain credibility.

Visit the VVS-Forum site and book your ad today. For more information or for a complete solution for your business, do not hesitate to contact me with questions and booking ads for a wise investment.

Fredrik Karlsson
chefredaktör

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Scandinavia’s largest plumbing magazine
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Website: www.vvsforum.se
Advertising Manager: Anne-Marie Eriksson, + 46 8 762 75 38
Org no: 556090-8062 • VAT-no: SE55609080621 • Bankgiro: 5051-1195
BIC Code: HANDSESS • IBAN: SE36 6000 0000 0009 4967 4028

New reader survey conducted by Smart Company 2020.