

# automation

THE MAGAZINE FOR MODERN PRODUCTION TECHNOLOGY

Advertise with us in our channels and  
get in touch with 30,000 readers a month.



## Media kit 2021

With Automation you reach the engineering industry, the Swedish core industry, the food industry, water sewage, heat, electricity, real estate, transport, production, all manufacturing industries.

[www.automation.se](http://www.automation.se)

# Automation – the obvious choice 2021

Automation processes, structures and presents relevant information to its readers. The focus is on production technology that improves, simplifies and streamlines.

Automation's readers are, system integrators, IT and system production technicians, CEOs and business owners, production engineering managers, instrument technicians, process engineers, operations, machine and maintenance managers and consultants.

You will always find interesting articles and news on our well-visited website and feel free to subscribe to our popular newsletter. You will also find us at many of the largest trade fairs around Sweden, which means increased edition.

*Welcome to Automation, hope to see you in 2021.*

*Sales Manager Karolina Ekholm*



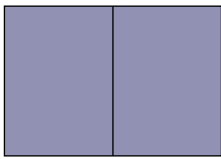
## PUBLICATION SCHEDULE 2021

Issue	Publishing	Week	Copy Date	Theme	Trade fairs – increased circulation
1	Jan 28	4	Jan 11	Measuring instrument	ITF, EX Västerås & Trollhättan
2	Feb 26	8	Feb 5	Electronics for automation	Advanced Engineering/ Elektronikmässan, March 24-25
3	March 31	13	March 10	Components	EX Skellefteå
4	April 30	17	April 9	Smart automation	Logistics & Automation/ Smart Manufacturing, May 19-20
5	May 28	21	May 7	Industrial IOT	
6	June 22	25	June 1	Industrial applications	
7	Aug 31	35	Aug 12	Programmable control systems	EX Gällivare & Eskilstuna
8	Sep 30	39	Sep 10	Process technology	Scanautomatic/Processteknik, October 4-6 EX Norrköping & Värnamo
9	Oct 29	43	Oct 8	Maintenance and monitoring	Subcontractor, November 9-12 EX Luleå
10	Nov 26	47	Nov 5	Drive System	
11	Dec 21	51	Dec 2	News 2022	

\*EX = Euro Expo

# ADVERTISING RATES (PRICE SEK)

## Spread



**Spread** 53 500:-  
420x275 + 3 mm bleed

**First spread** (page 2-3) 58 900:-

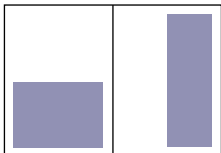
## Full page



**Full page** 32 800:-  
(after text 19 900:-)  
210x297 mm + 3 mm bleed

**Sidan 4 & 9** 35 900:-  
**Cover 2** 35 900:-  
**Cover 3** 35 900:-  
**Cover 4 - back cover** 38 900:-  
210x260 mm + 3 mm bleed

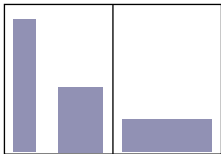
## Half page



**Half page** 21 900:-  
(after text 13 900:-)

*Horizontal 185x131 mm*  
*Vertical 90x265 mm*

## Quarter page



**Quarter page** 15 700:-  
(after text 7 900:-)

*Vertical 42x265 mm*  
*Vertical 90x131 mm*  
*Horizontal 185x62 mm*

## Insert

Inserts are a cost-effective way to reach our readers. All prices including postage and intake. **The prices apply at full circulation 8 700 items.**

**10 grams** 1,47:-/piece      **21-30 grams** 2,80:-/piece  
**11-20 grams** 2,14:-/piece      **Over 30 grams** Price per quote

All prices excluding VAT.

## Automations companies website

The company's logo & slogan is presented in the **Automation magazine 11 editions + 2 editions of Verkstadstidningen magazine.**

The same information is presented 12 months at **automation.se** where you logo is clickable with reference to your website.

Price per year 13 200:-

**automation** Företagens webbsida

Logos for: automationsdata, SWIRA, AH AUTOMATION, Automation Region, 5-CONNECT, rtfAutomation, Prevas, and others.

Ökad synlighet hela 2020 på webben och i tidningen.

## Online

**100% exposure applies!**

1: Top banner (985x50 px)

2 & 3: Promotion film (555x300 px)

4: Streamer (555x80 px)

5: Side banner (200x200 px)

**Top banner (1)** 6 950:-/week  
985x50 px

**Streamer(4)** 4 950:-/week  
555x80 px

**Promotion film (2)** 6 950:-/week  
555x300 px

**Side banner (5)** 3 950:-/week  
200x200 px

**Modul (3)** 5 950:-/week  
555x250 px

## Newsletter

**Distributed Tuesdays uneven weeks.**

**Top banner (1)** 6 950:-/mailing  
555x80 px

**Streamer (2)** 5 950:-/mailing  
555x80 px

**Side banner (3)** 3 950:-/mailing  
200x200 px

1: Top banner (555x80 px)

2: Streamer (555x80 px)

3: Side banner (200x200 px)

**Just over 9,000 subscribers on our newsletter!**  
(october 2020)

## Native advertising

We can offer this both in the newspaper and on the web, price per quote.

Ensure  
to be seen  
in all our  
channels!



## We at Automation

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### TECHNICAL INFORMATION

**Size** A4 - 210 mm width x 297 mm height.  
**Type area full page** 185 x 265 mm, full page 210 x 297 mm + 3 mm bleed.  
**Printed edition** 8 700 copies

### ADVERTISEMENT MATERIAL:

**Print** - Digital, high resolution pdf (300 dpi) CMYK

Print material to [annons@automation.se](mailto:annons@automation.se)

**Digital** - jpg, png, if movable gif

Digital material to [karolina.ekholm@automation.se](mailto:karolina.ekholm@automation.se)

## Five leading Industry Magazines

Automation is part of Förlags AB Verkstadstidningen which also publish the following publications: **Verkstadstidningen – Transportnytt – Järn/Bygg/Färg – Byggaren**



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# itfAutomation

The magazine is the official journal of Instrument technical Association in Sweden - For industrial automation