

# automation

Magazine – Website – Newsletter – LinkedIn – Google News

## MEDIA KIT 2025

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

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



# Automation the obvious choice 2025

## Automations readers

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

41,8% reads all issues of the Automation Magazine  
 27% operates worldwide  
 43% works all over Sweden, the rest works locally  
 29% visit our website at least once a week

**About 20 000 page views of the e-magazine each issue**

You will always find interesting articles and news from the industry in our channels; website, newsletter, magazine and LinkedIn and we are also participating at many industry fairs.

Welcome to Automation 2024  
 Karolina Ekholm, sales manager

karolina.ekholm@automation.se  
 073-525 97 68

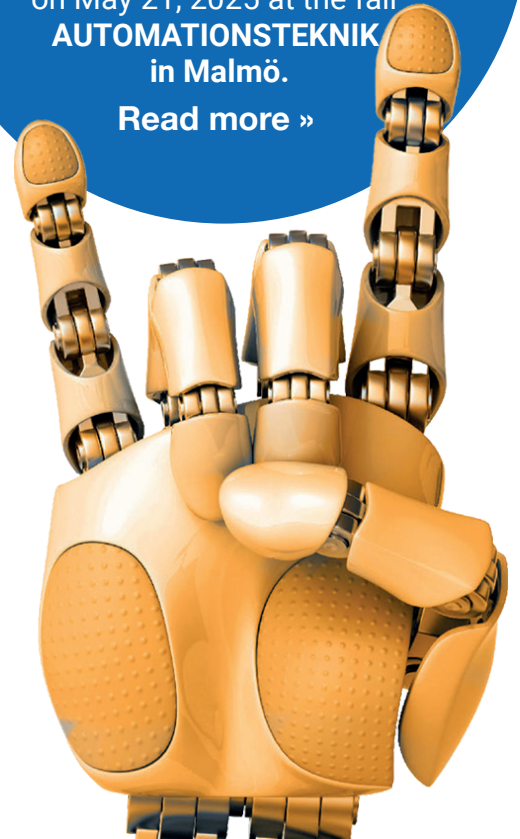
## THE GOLDEN HAND 2025

We are awarding two prizes in two categories:

- **Young Automation leaders of the year**
- **Automation innovation of the year**

The award ceremony will take place on May 21, 2025 at the fair **AUTOMATIONSTEKNIK** in Malmö.

[Read more »](#)



## PUBLICATION SCHEDULE 2025

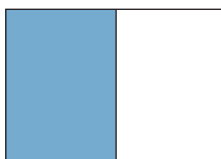
Publication	Copy date	Themes and Trade fairs
1 February 18 E	January 31	Cyber security
2 March 20	February 27	Euro Expo*
3 April 16	March 26	Robots / Cobots / AI
4 May 15	April 24	Industry Fairs Öresund May 21-22 Award ceremony for the golden hand
5 June 5 E	May 19	Summer reading
6 August 29	August 11	AI - Robotar - Cobots
7 September 25	September 4	AGV / AMR
8 October 29	October 9	Industrial IOT - Digital transformation
9 December 1 E	November 17	The most sold products of the year

E = E magazine only

\* We will be present at all EURO EXPO fairs in Sweden [Read more»](#)

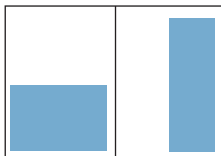
# ADVERTISING RATES (PRICES SEK)

## FULL PAGE



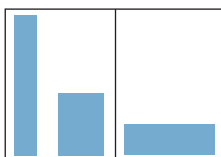
**Full page** 32 800:-  
 210x297 mm:s + 3 mm:s bleed  
**Cover 2** 35 900:-  
**Cover 3** 35 900:-  
**Cover 4 - back cover** 38 900:-  
 210x260 mm:s + 3 mm:s bleed  
**E-magazine (Issue No 1, 5 & 9)** 16 400:-

## HALF PAGE



**Half page** 21 900:-  
 Horizontal 185x131 mm  
 Vertical 90x265 mm  
**E-magazine (Issue No 1, 5 & 9)** 10 950:-

## QUARTER PAGE



**Quarter page** 15 700:-  
 Vertical 42x265 mm  
 Vertical 90x131 mm  
 Horizontal 185x62 mm  
**E-magazine (Issue No 1, 5 & 9)** 7 850:-

## INSERTS

Inserts are a cost-effective way to reach our readers.  
 All prices include postage and intake.

## ADVERTORIAL/NATIVE ADVERTS

This we can offer both in the magazine and on the internet.  
 Feel welcome to request a quote.

## COMPANIES WEB SITE

Price per year 13 200:-

**This is what you get on the Company Web page**

- Your own page at automation.se for 12 months
- 9 issues of the Automation Magazine

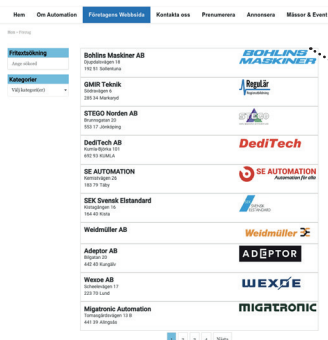
### Digital

- Company details
- Link to your web site and e-mail
- Logo
- Text about your company
- Movie or picture in your text

**Automation Magazine including e-magazine**

- Logo
- Web page, clickable in the e-magazine

**This is an example of companies exposed.**



**Bohlin Maskiner AB**

**VÅR VERKSAMHET**  
 Bohlin Maskiner specialiserar sig på högpresterande transmissionsaggregat samt linetransporter och distribuerar dem till svensk verkstads-, till-, papper-, cellulos-, förpacknings- och konstruktionsindustrin.

Vår kända förtjänst på kompetent samarbetspartner med hög servicegrad.

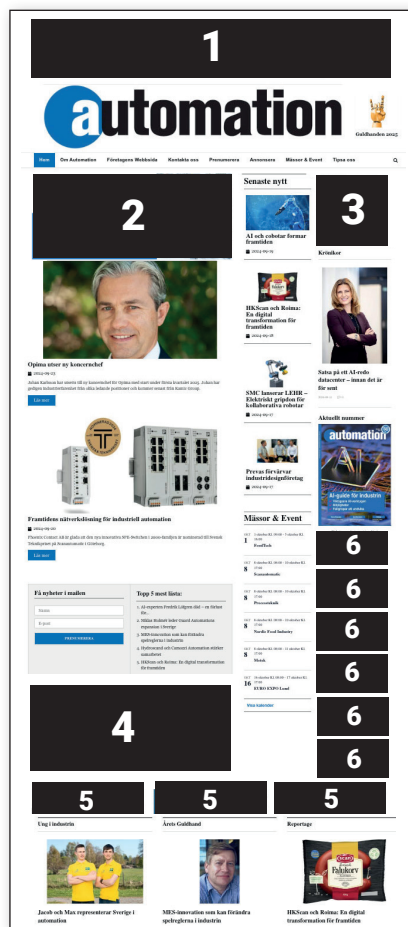
Bohlin Maskiner samarbetar med sina många leverantörer med att utveckla, producera och distribuera special- och kundspecifika komponenter och specialutrustningar.

**Fakta**  
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**Kontakt**  
 Adress:

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## WEBB



- 1 Top banner** 1600 x 200 pxl 6.950:-/week
- 2 Panorama top** 700 x 300 pxl 6.950:-/week
- 3 Banner top side** 425 x 300 pxl 6.950:-/week
- 4 Panorama 2** 425 x 550 pxl 6.950:-/week
- 5 Banner articles** 425 x 150 pxl 4.950:-/week
- 6 Banner side** 425 x 300 pxl 4.950:-/week

## NEWS LETTER

The newsletter is published every week to over 10.600 subscribers.

- Top banner** 6 950:-/mailing  
600 x 130 pxl
- Streamer** 5 950:-/mailing  
600 x 110 pxl

**Just over 10.600 subscribers to our newsletter!**

**automation**

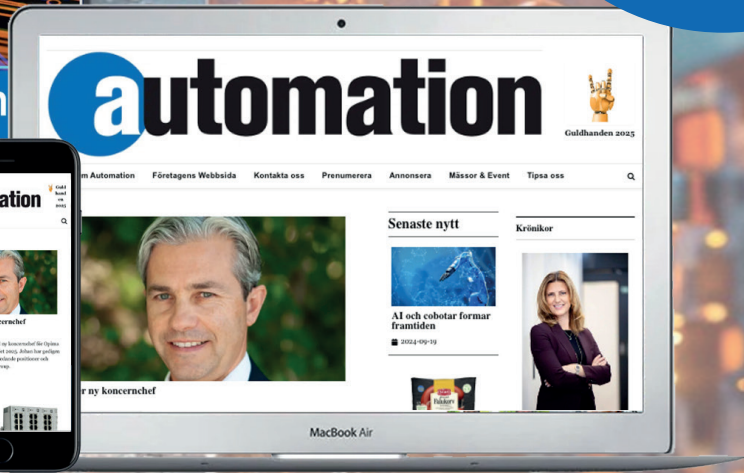
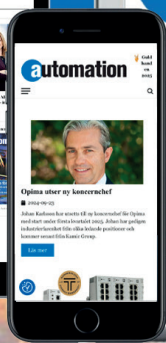
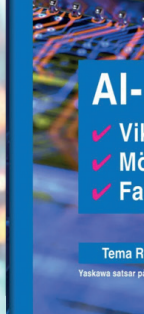
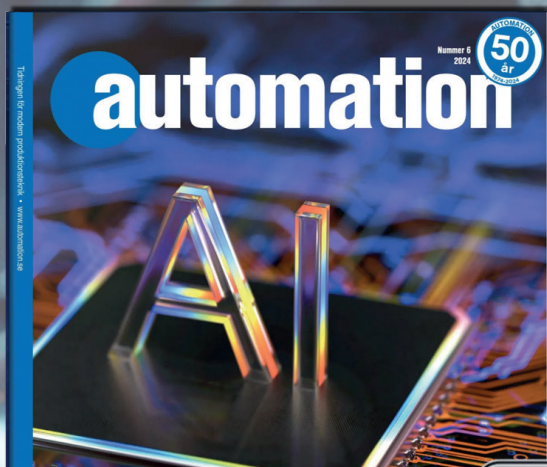
**Topbanner**

Hydroscand och Camozzi Automation stärker samarbetet

Hydroscand AB, en ledande leverantör av hydrauliska lösningar och industriella komponenter, har utökat sitt samarbete med Camozzi Automation, en global...

**Streamer**

Satsa på ett AI-redo datacenter – innan



Make sure to be seen on all our channels!

## We at Automation

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**Editor in chief: Mary Örnberg**  
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**Subscriptions**  
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**Printed edition:** 8 700 copies

## ADVERTISEMENT MATERIAL

**Print** - Digital, high resolution pdf (300 dpi) CMYK  
Mail printing material to [annons@automation.se](mailto:annons@automation.se)  
**Digital** - jpg, png or if animated gif  
Digital material mail to: [karolina.ekholm@automation.se](mailto:karolina.ekholm@automation.se)

## Four leading industry magazines

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



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