

# automation

Magazine – Website – Newsletter – LinkedIn

## MEDIA KIT 2026

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)



# Reach the decision makers in the industry

Automation processes, structures and presents relevant information for the industry – with a focus on production technology that improves, simplifies and optimizes.

We are the hub for anyone who wants to follow developments in automation, digitalization and production.

## Our channels - maximum reach for your message

- **Tidningen Automation, tryckt + E-tidning**  
7 000 exemplar per utgåva – når direkt till beslutsfattare i branschen.
- **Automation magazine, printed + E-magazine**  
7,000 copies per issue – reaches decision makers in the industry directly.
- **automation.se**  
5,400 unique visitors per month – current news, reports and cases that engage.
- **The newsletter**  
14,471 subscribers – directly in the inbox of key people in the industry.
- **Native advertising**  
Editorial flair in the magazine as well as on the web – for engagement beyond the ordinary.
- **Takeover of the newsletter - full control, maximum visibility**  
You are responsible for all the content – we send it to our readers.

### We reach those who influence decisions and investments:

- System integrators
- IT and systems production engineers
- CEOs and business owners
- Production engineering managers
- Instrumentation technicians
- Process engineers
- Operations, machine and maintenance managers
- Consultants

### Why you should be visible with us

- ✓ Direct contact with a qualified target group
- ✓ Combination of print and digital for maximum impact
- ✓ Editorial context that is linked to innovation and efficiency
- ✓ Opportunity to build a brand and drive leads in the same channel



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## PUBLICATION SCHEDULE 2026

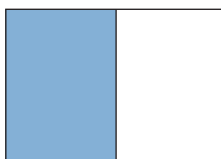
| Publication    | Copy date    | Themes/Trade Fairs*                    |
|----------------|--------------|----------------------------------------|
| 1 19 februari  | 26 januari   | Underhållsmässan 10 - 13 mars          |
| 2 19 mars E    | 6 mars       | IIOT digitization                      |
| 3 16 april     | 19 mars      | Elmia Production Fairs 19 - 22 maj     |
| 4 13 maj       | 13 april     | Elmia Automation 19 - 22 maj           |
| 5 11 juni E    | 29 maj       | Robot/Cobots                           |
| 6 31 augusti   | 6 augusti    | Automatik 8 - 10 sep.                  |
| 7 28 september | 31 augusti   | Scanautomatic/Processteknik 20-22 okt. |
| 8 16 oktober   | 21 september | Scanautomatic 20-22 okt.               |
| 9 7 december E | 23 november  | Automation in Logistic                 |

E = E magazine only

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

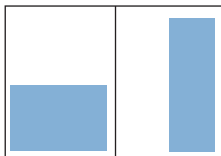
# ADVERTISING RATES (PRICES SEK)

## FULL PAGE



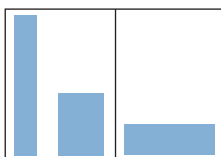
|                                                            |          |
|------------------------------------------------------------|----------|
| <b>Full page</b><br>210x297 mm:s + 3 mm:s bleed            | 32 800:- |
| <b>Cover 2</b>                                             | 35 900:- |
| <b>Cover 3</b>                                             | 35 900:- |
| <b>Cover 4 - back cover</b><br>210x260 mm:s + 3 mm:s bleed | 38 900:- |
| <b>E-magazine (Issue No 2, 5 &amp; 9)</b>                  | 16 400:- |

## HALF PAGE



|                                                                 |          |
|-----------------------------------------------------------------|----------|
| <b>Half page</b><br>Horizontal 185x131 mm<br>Vertical 90x265 mm | 21 900:- |
| <b>E-magazine (Issue No 2, 5 &amp; 9)</b>                       | 10 950:- |

## QUARTER PAGE



|                                                                                         |          |
|-----------------------------------------------------------------------------------------|----------|
| <b>Quarter page</b><br>Vertical 42x265 mm<br>Vertical 90x131 mm<br>Horizontal 185x62 mm | 15 700:- |
| <b>E-magazine (Issue No 2, 5 &amp; 9)</b>                                               | 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

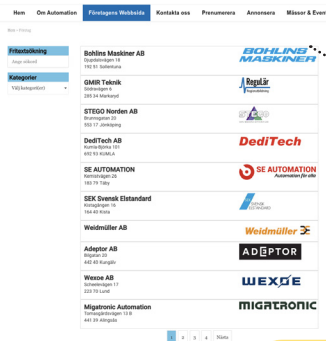
### Digital

- 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**

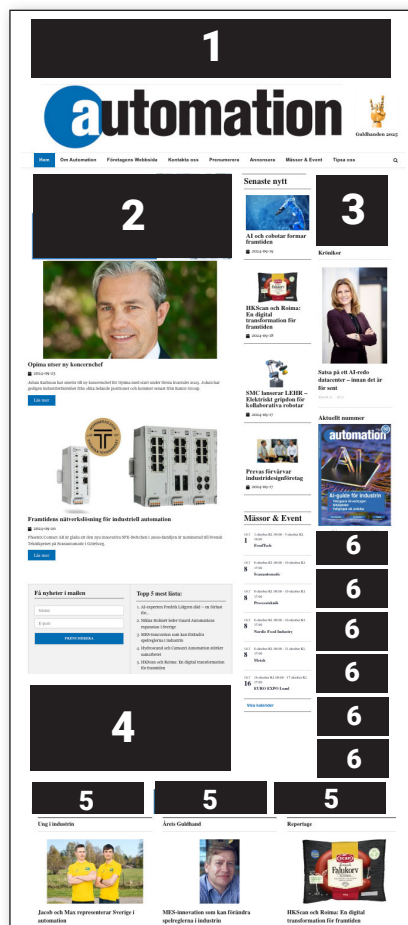
- Logo
- Web page, clickable in the e-magazine

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



**Click to find out more »**

## WEBB



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

## NEWS LETTER

**The newsletter is published every week to over 14.800 subscribers.**

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

**Streamer**  
5 950:-/mailing  
600 x 120 pxl

**Just over 14.800 subscribers to our newsletter!**





Make sure  
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:** 185x265 mm, full page 210x297 mm + 3 mm bleed  
**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)

## Fyra ledande facktidningar

Automation ingår i Förlags AB Verkstadstidningen som även ger ut följande tidningar:  
Verkstadstidningen – Transportnytt – Järn/Bygg/Färg.



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

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