



## Biggest truck magazine in Scandinavia

Trailer is the most sold truck magazine in Sweden and Scandinavia, with a certified print run of 23 900 per issue! Of these, no less than 21 200 are purchased copies. This means Trailer has by far the largest number of paid/sold copies per issue of any trucking magazine in Sweden, both in percent and numbers!

As always, it is better to repeat an ad in the dominant magazine than to choose several weaker alternatives. Trailer offers an effective way of reaching the entire trucking industry at a low unit cost per contact!



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### Readership data

Readers per copy, RPC (source: Orvesto)	61 000
Audited circulation (source: TS)	23 900
Subscribers (source: TS)	17 700
Male readers	87 %
Female readers	13 %
Average age	47 years

### PUBLICATION AND FINAL MATERIAL SUBMISSION DATES 2018

No.	Theme	Publ. date	Submission
1		19 dec	21 nov
2	Forest	23 jan	21 dec
3		20 feb	23 jan
4		20 mar	20 feb
5	Vehicle body builder	17 apr	20 mar
6		15 may	17 apr
7	IT in vehicle	12 jun	15 may
8	Lastbil 2018	10 jul	12 jun
9	Lastbil 2018	21 aug	24 jul
10	Lastbil 2018	18 sep	21 aug
11	Rims & Tires	16 oct	18 sep
12		13 nov	16 oct
1/19		18 dec	20 nov

Material:  
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### FORMAT AND PRICES

Format	Size	Price (SEK)
First spread	424x297 mm + 5 mm bleed	84 900
Spread		71 900
Full page	212x297 mm + 5 mm bleed	41 900
Back cover		53 900
Cover page 2		50 000
Cover page 3		47 900
Half page horizontal	212x146 + 5 mm bleed (type area 190x135 mm)	24 900
Half page vertical	103x297 + 5 mm bleed (type area 92x275 mm)	24 900
1/4 page vertical	55x297 + 5 mm bleed (type area 44x275 mm)	14 900
1/4 page 2-column	92x135 mm	14 900
1/4 page horizontal	190x65 mm	14 900
1-column x 135	44x135 mm	8 900
2-column x 65	92x65 mm	8 900
1-column x 65	44x65 mm	4 500

### SUPPLIERS REGISTER

Format	Size	Price (SEK)
1-column x 135	44x135 mm	3 590
2-column x 65	97x65 mm	3 590
1-column x 65	44x65 mm	1 990
1-column x 30	44x30 mm	1 390

Price incl. advertising tax, excl. VAT. We reserve the right to adjust prices in accordance with paper rates.

### ANNEX

Weight	Price total issue	Price subscr. issue
0-20 g	0,79	1,22
21-40 g	0,91	1,43
41-49 g	0,96	1,53

Price in SEK, inclusive of advertising tax, exclusive of VAT. We reserve the right to adjust prices in accordance with postal rates. Inserts over 50 g quoted separately. Plastic enclosed subscription edition.