

# trä!

ADVERTISING PRICE LIST 2024

## THE NORDIC REGION'S BIGGEST ARCHITECTURE MAGAZINE

As the Nordic region's biggest architecture magazine, Trä! is aimed at everyone that wants to be inspired, enlightened and informed about sustainable and innovative architecture. We write from a global perspective about architecture, design, innovations, smart solutions and trendsetting individuals. Four issues of Trä! are published each year.

By using load-bearing glass sections, the dimensions of the columns could be kept down at the Library House outside Bollnäs, Sweden. Drawn and photographed by Hanna Michelson/Fria Folket, constructed by BTKON and AFRY.

 SWEDISH  
WOOD



The magazine trä! (wood!) is a source of inspiration and a reference work for architects, structural designers, developers, building contractors, engineers, property managers, students and lecturers (at university level). Our 25,100 subscribers (verified by TS) have asked to receive the magazine. Every issue of the magazine is translated to English and published as a pdf.

According to Demoskop 9 of 10 subscribers want to read the magazine on paper, 50% save the magazine to read again and also circulate it in the office. Almost half of the readers are responsible for material and interior decisions in their projects. 21% of readers have contacted advertisers and asked for additional information, 11% have made purchases based on ads.



### Advertising prices

Price per insertion (SEK) when booked at the same time (all prices include advertising tax, but exclude VAT).

Insertions	1	2	3	4
Spread	55,900	50,300	44,700	39,200
Full page	37,000	33,300	29,600	25,900
1/2 page	21,800	19,600	17,400	15,300
1/4 page	12,900	11,600	10,400	9,100

### Advertising material

Digital advertising material as a pdf. We can help with your ads – ask us for a price quotation. Cancellations made less than five weeks before publication will be charged at full price.

### Insert prices

Loose or stapled (price in SEK/unit)	
Weight, max	Price
10 g	2.70
20 g	3.00
30 g	3.20
40 g	3.50

### Technical details

Magazine format: 215 x 300 mm  
 Printing system: Sheet-fed offset (4-colour)  
 Raster: 150 lines  
 Photos: 300 dpi at 100%  
 ICC-profil: download the profile ISOcoated\_v2\_300\_eci from trydells.se or choose Coated Fogra39



## The Nordic region's biggest architecture magazine

Trä! (Swe)	25,100
Arkitekten (Swe)	14,400
Byggeri + Arkitektur (Dk)	10,300
Form (Swe)	8,000
Arkitekten (Dk)	7,700
Arkitektur (No)	6,200
Arkkitehti (Fi)	4,200
Arkkitehtiutiset (Fi)	4,200
Arkitektur (Swe)	3,500
Landskab (Dk)	1,700
Rum (Swe)	*

SOURCES new.mediafacts.se, safaf.fi, formmagazine.com, fagpressen.no, danskemedier.dk, byggeri-arkitektur.dk  
\* edition not verified.



## Our subscribers

Of our 25,100 subscribers, around half work in the construction sector, and the majority of them are architects and designers. Around 2,000 are in property management, 2,000 are suppliers and manufacturers, 2,600 subscribers are in research and education, and the following more than 5,700 subscribers are other stakeholders.

## Format

<b>BACK COVER</b> 215 x 270 mm + 3 mm bleed	<b>FULL PAGE</b> 215 x 300 mm + 3 mm bleed	<b>SPREAD</b> 430 x 300 + 3 mm bleed	<b>HALF PAGE</b> – horizontal 215 x 150 mm + 3 mm bleed	<b>HALF PAGE</b> – vertical 107 x 300 mm + 3 mm bleed	<b>1/4-PAGE</b> vertical 100 x 144 mm
---	--	--	--	--	---

## Publishing schedule 2024

**ISSUE 1**  
Published 6 March  
Last booking:  
7 February  
Material deadline:  
15 February

**ISSUE 2**  
Published 5 June  
Last booking:  
7 May  
Material deadline:  
16 May

**ISSUE 3**  
Published 11 September  
Last booking:  
16 August  
Material deadline:  
27 August

**ISSUE 4**  
Published 4 December  
Last booking:  
5 November  
Material deadline:  
15 November

## Advertising hand-in

Material is sent by mail by the latest at the material deadline to:  
[annons@svenskamedia.se](mailto:annons@svenskamedia.se)

## Natives

Ads with an editorial appearance are not accepted. An editorial appearance occurs, for example, if the ad has a headline followed by an introduction and subsequent longer body text.



Kockum's old shipyard premises in Malmö have been given new life. Inside the old walls, a new wooden office environment has emerged. Designed by Kjellander Sjöberg, structural engineer Reijlers and Tyréns.

## SWEDISH WOOD

**Swedish Wood** disseminates knowledge about wood, wood products and wood in construction, contributing towards a sustainable society and a thriving sawmill industry. We achieve this by inspiring, educating and driving technical advances.

Swedish Wood represents the Swedish sawmill industry and is part of the Swedish Forest Industries Federation. Swedish Wood represents the Swedish glulam, CLT and packaging industries, and collaborates closely with Swedish builders' merchants and wholesalers of wood products.

### Contact details

Jon Öst, media sales  
[jon.ost@annonskraft.se](mailto:jon.ost@annonskraft.se)  
mobile +46 (0)707-627 682  
Box 77, 827 22 Ljusdal  
Sweden  
[w| annonskraft.se](http://www.annonskraft.se)

Alexander Nyberg,  
project manager  
tel. +46 (0)8-762 72 36  
[tidningentra@svensktrtra.se](mailto:tidningentra@svensktrtra.se)  
[w| swedishwood.se](http://www.swedishwood.se)  
[w| woodarchitecture.se](http://www.woodarchitecture.se)