



# DAGENS LOGISTIK



**Dagens Logistik (tr Logistics Today)** is Sweden's new logistics magazine, and proud member magazine for PLAN – the largest network of professional logisticians in Sweden. Join us in our quest to make the best logistics trade journal ever.

Advertising

Sponsorship

Collaboration

# The logistics industry gets a new journal – do you want to join?

**W**e are planning to start a brand new logistics magazine. With Sweden heading into a recession and with a media industry in sharp decline. Have we gone mad? No, we just think there is a need for our product: independent journalism on logistics, transport and e-commerce, by someone who wants to spread true knowledge. If you are specialised enough – the readers are there – especially if the niche you cover is thriving.

And the logistics industry really is. Warehouses are established in a pace never seen before, the digitalized commerce is redrawing the logistics landscape and the supply chains are getting increasingly complex. The logistic sector is also facing huge challenges: labour shortage, technical disruption, new business models and an ever increasing need to transform into more circular, sustainable supply chains. The need for both overview and recess and a branch journal that describe the nuances in our complex world of logistics has never been greater.

**Who are we then?** We are Hilda Hultén and Klara Eriksson, the editorial team behind the swedish branch magazine Intelligent Logistik and [intelligentlogistik.com](http://intelligentlogistik.com). Intelligent Logistik – founded in 2005, has up until now been both a magazine, an appendix in the Swedens leading finance magazine Dagens Industri (DI) and a news web. We will continue producing Intelligent Logistik as an appendix in DI with 4 issues per year, but the magazine is closed down at year end, and the news web is transformed into more of a recess character, covering mostly logistic real estate and locationing. This gives us the opportunity to put time and effort into our new babies: “Dagens Logistik”, and [dagenslogistik.se](http://dagenslogistik.se), where we will have daily, initiated, broad news coverage of the logistic industry. The magazine will have deeper coverage, with interviews, features, reports, mappings, statistics, and theme articles, with four issues per year. We aim to be the sharpest, most established, reputable and cited logistics magazine on the market, a

“must have” for everyone working in the logistics sector – from purchasing, to transportation, infrastructure, production, material handling, warehousing and real estate to solving last mile.

**But to succeed, we will need you, our beloved branch – to join us.** As partners, sponsors and advertisers. Do you want a branch journal worth it’s name? Then support us – and get the benefits of reaching our readers with your brand and message.

One who already choose to join us, is PLAN – Swedens largest association for professional logisticians and decision makers, who will have our printed magazine as their member journal. Also the Logistics and Transport association, LTS, has renewed their cooperation with us, and the magazine will contain their periodic journal LTS Rapport, just as Intelligent Logistik did. We will not publish advertorials or sell editorial space (sorry), because it is our belief that an independent voice is what our readers want.

We will have a printed edition of at least 5 000, depending on economics we can easily raise it. We have the contact network to reach at least 30 000 logistics readers. On January 1, our news web will be launched, and the first printed magazine is published in March. Welcome to join our journey!



*Hilda Hultén & Klara Eriksson*

# Become a sponsor to Dagens Logistik

**D**o you want to help us make a great branch magazine, keep a high quality on our news web – and at the same time brand yourself in a serious media platform? We consider it crowdsourcing – the more who join together, the better we can cover the logistics market. You choose the level – either you join us as a “magazine enabler” for a smaller cost, with your logo or name in our editorial page in the printed paper. We will also publish all our sponsor’s in our web site dagenslogistik.se. You can also choose a sponsorship combined with advertising, and reach the Swedish logistics market with your message – with a discount off course.

The sponsorship is annual, and the publication of sponsor’s logos, links and info is valid the whole year in our web, and published in all four annual issues of the printed magazine.



## Annual sponsorship

You get your logo published on our editorial information page (page 5) in all four issues of the magazine under the headline We make Dagens Logistik possible: You also get your logo, a brief company information and a web link in a list of “Our sponsors:” on our web site. You then get 20 % discount on all advertising in print and web during the sponsorship year.

*Price 10 000 SEK (excl. VAT)*

## Annual sponsorship + 1/2-page advert

You get your logo in the magazine and on our web page as described above, plus a half page advertisement space in each of the 4 issues of the printed magazine. You also get 30 % discount on all additional web advertising in our web page dagenslogistik.se.

*Price 50 000 SEK (excl. VAT)*

*(total value 66 000 SEK, 30 % discount on advertising)*

## Annual sponsorship + 1/1-page advert

You get your logo in the magazine and on our web page as described above, plus a full page advertisement space in each of the 4 issues of the printed magazine. You also get 40 % discount on all additional web advertising in our web page dagenslogistik.se.

*Price 70 000 SEK (excl. VAT)*

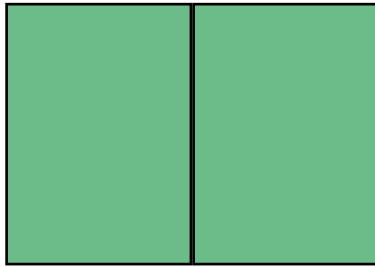
*(total value 110 000 SEK, 40 % discount on advertising)*

## Smart collaborations

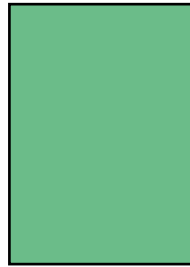
If you want to arrange an event, need a market report or have any other types of partnerships or collaborations with Dagens Logistik? Please contact Klara Eriksson or Hilda Hultén.

# Advertising – technical information

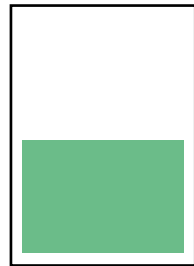
## Formats & prices



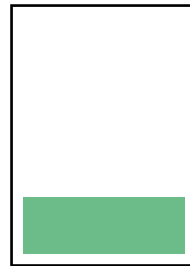
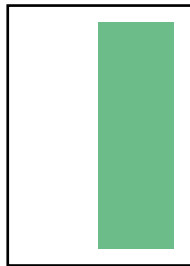
**Spread:** 430x270 mm + 3 mm bleed  
**Price:** 40 000 SEK + VAT



**Full page:** 215x270 mm + 3 mm bleed  
**Pris:** 25 000 SEK + VAT



**Half page**  
**Horizontal:** 190x125 mm  
**Vertical:** 92x244 mm,  
**Price:** 14 000 SEK + VAT



**Quarter page**  
**Horizontal** 190x57 mm  
**Price:** 9 000 SEK + VAT

Ads with bleed should have 3 mm bleed and crop marks

Payment terms: 20 days netto after publication date.

VAT (25 % in sweden) is added on all prices.

Prices implies printable digital advertising material (print-optimized PDF) delivered at latest on material deadline for each issue. The advertiser is responsible for ensuring that the material is of good printable quality.

Digital advert material is sent to: Michael Wall, info@michaelwall.se

Web page: www.dagenslogistik.se (launched on january 1st 2020)

Print: Hyltetryck AB

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## Dagens Logistik – Publication schedule 2020

Issue	Release	Mtrl deadline	Content
Number 1	Week 10	17 february	<b>Themes:</b> E-commerce logistics, Logistic property, 3PL, Circular logistics <b>Special Edition:</b> <ul style="list-style-type: none"><li>• D-Congress 2020, 5 march, Gothenburg</li><li>• Plan-konferensen 2020, 20–21 april, Västerås</li><li>• Logistiktrender LIVE, 7 may, Helsingborg</li></ul>
Number 2	Week 24	1 june	<b>Themes:</b> Infrastructure, Electrification, Ports, Logistic establishments <b>Special Edition</b> <ul style="list-style-type: none"><li>• Almedalsveckan 2020 (Annual political meet), 28 june–5 july, Visby</li><li>• Treff 2020, 27 august, Gothenburg</li></ul>
Number 3	Week 38	1 september	<b>Themes:</b> Logistic Property, Automation, Material Handling, Digitalization & IT <b>Special Edition:</b> <ul style="list-style-type: none"><li>• Business Arena, 16–17 sep, Stockholm</li><li>• Logistics &amp; Automation, 30 sep–1 okt, Stockholm</li><li>• Logistik&amp;Transport, 3–4 november, Göteborg</li></ul>
Number 4	Week 48	9 november	<b>Themes:</b> Warehousing, Purchase & supply, Transport, Infrastructure <b>Special edition:</b> <ul style="list-style-type: none"><li>• Supply chain Outlook, november, Stockholm</li><li>• Transportforum, january, Linköping</li></ul>