



DAGENS LOGISTIK

MEDIA KIT 2022



DL Magazine

- 👉 Edition: 4 500 copies
4 issues yearly
- 👉 Member journal for PLAN



Dagenslogistik.se

- 👉 Daily news coverage
- 👉 9 000 unique visitors/week



DL News letter

- 👉 Analyzes and weekly news summary
- 👉 1 700 active subscribers (nov 2021)

Dagens Logistik is Sweden's leading news source for logistics, and member journal for Plan – the largest professional logistic network in Sweden. We reach the decision makers in the logistic industry.



Advertising

Sponsorships

Cooperations

WE MAKE DAGENS LOGISTIK POSSIBLE



Become a sponsor to Dagens Logistik!

Read more at www.dagenslogistik.se

Advertising and sponsorships

Dagens Logistik with the news site dagenslogistik.se was founded in 2020 and has grown to be Sweden's leading news and knowledge source in logistics. With our daily news site, our popular weekly news letter and four in-depth magazine issues per year, we have become a "must have" for Sweden's decision makers in logistics. As a sponsor and advertiser with us, you effectively reach out to the stake holders in the logistics industry, and support our mission to make high quality journalism and business monitoring.

If you want to reach out to the Swedish logistics industry, do it through our channels.

Yearly sponsorship with Dagens Logistik

Your logo is shown on our "sponsor page" in four editions of our magazine, and on dagenslogistik.se, where a short description of your company and a link are also included.

15 000 SEK/year

Sponsorship with 1/2-page ad

Sponsorship (described above) with 4 free 1/2-page adds in all four editions of the printed/digital magazine Dagens Logistik during one year.

60 000 SEK/year

Sponsorship with 1/1-page ad

Sponsorship (described above) with 4 free full page adds in all four issues of the printed/digital magazine Dagens Logistik during one year.

80 000 SEK/year

Sponsorship with full spread ad

Sponsorship (described above) with 4 free full spread (2-page) adds in all four issues of the printed/digital magazine Dagens Logistik during one year.

120 000 SEK/year

ADVERTISING ON DAGENSLOGISTIK.SE

Our news site is visited daily by Sweden's decision makers within logistic. During the autumn 2021 we've had around 9 000 unique visitors per week on our site.

Column banner ad

Banner shown in our right column on our start page and subpages.

Size: 336×240 pxl

5 000 SEK/week

News feed ad

Banner in our main news feed column on our start page and subpages.

Size: 728×90 pxl (plus 336×240 pxl for mobile view)

5 000 SEK/week

Large top banner

Full-width top banner on our start page and all our sub pages.

Size: 1170×240 pxl (plus 336×240 pxl for mobile view)

10 000 SEK/week

Add in our weekly news letter

Strengthen your brand and find new business opportunities by reaching our most active readers in our popular news letter. The letter had 1 700 active subscribers in november 2021, a number that rises every week.

Size: 1170×240 pxl

5 000 SEK/week

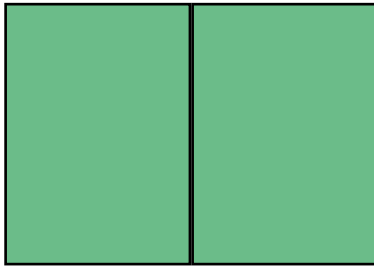
Advertorials/Native advertising

Get your own content published on dagenslogistik.se marked under the brand "Sponsored content from xxx". Editorial production fees will be added when needed.

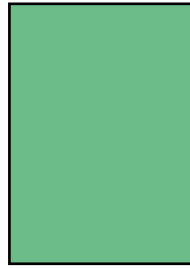
Contact the editorial team for more info and prices

More information on advertising in print

Contact Editorial staff



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



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

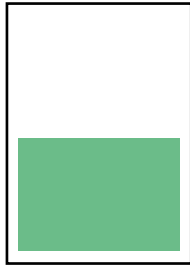
The editorial team are happy to receive press information and news tips for journalistic assessment. Please contact Klara or Hilda.



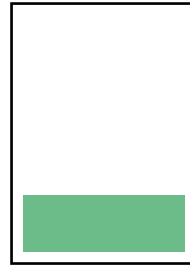
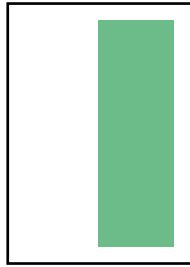
Klara Eriksson
Editor in chief
klara.eriksson@dagenslogistik.se
+46 73 653 07 72



Hilda Hultén
Publisher/Print editor
hilda.hulten@dagenslogistik.se
+46 70 477 59 04



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



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



Emanuel Lehtonen
Web editor
emanuel.lehtonen@dagenslogistik.se
+46 73 594 25 52

Ads with bleed should have 3 mm bleed and crop marks.

Payment terms: 30 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

Print: Hyltetryck AB

Advertising



Hans Flygare
Sales
hans.flygare@dagenslogistik.se
+46 70 116 50 01



Fredrik Johnsson
Sales
fredrik.johnsson@dagenslogistik.se
+46 70 589 47 56

DL Magazine – publication scedule 2022

Issue	Release	Mtrl deadline	Content/Themes
Number 1	Week 12	7 march	Themes: Digitalization, Logistic real estate & locationing, Sustainability Special coverage: • Plan-konferensen 2022, 5–6 april, Gothenburg • D-congress 2022, 28 april, Gothenburg • Logistiktrender LIVE, may, Helsingborg
Number 2	Week 24	30 may	Themes: Mobility, Logtech, 3PL, Infrastructure Special coverage: • Almedalsveckan (Annual political meet) 2021, july, Visby • Treff 2021, august, Gothenburg
Number 3	Week 40	19 september	Themes: Logistic real estate, Automation, Material handling, Digitalization Special Coverage: • Logistik&Transport 2022, 8–9 november, Gothenburg • Plans Research & Application conference, october date/place TBA
Number 4	Week 50	28 november	Themes: Supply, Transportation, E-commerce, Circularity Special Coverage: • Transportforum, januari 2023, Linköping