

DAGENS LOGISTIK

MEDIA INFO 2024



DL Magazine

👉 Circulation: 2,500 copies
4 editions/year

👉 Members' magazine for
PLAN



Dagenslogistik.se

👉 Daily News Update

👉 10,000 unique visitors/week

👉 9,300+ followers on LinkedIn



DL Newsletter

👉 Weekly Analysis & News Summary

👉 2,500 active subscribers (Nov 2023)

Dagens Logistik is Sweden's leading source of knowledge in logistics, and a proud member magazine for the Logistics Association Plan. If you want to reach out to the industry, it's with us that you should make yourself seen.



Advertising

Sponsorship

Collaborations

WE MAKE DAGENS LOGISTIK POSSIBLE

SLP

Eskilstuna
logistik

ELEMENT
LOGIC

LOGICENTERS

HELSINGBORGS HAMN
PORT OF HELSINGBORG

POSITION VÄST

STOROpack

SSI SCHÄFER

SWI
SEL
OG

CATENA

AFRY
BY ROYAL

LANGEBÆK

INTERROLL

LOGENT
SUPPORTING LOGISTICS

nShift

STENDÖRREN

Lokaler som gör skillnad.

SiB
SOLUTIONS
enabling flawless logistics

CASTELLUM

DESCARTES™

reflex
• live logistics

SWECO

KNAPP



BOCKASJÖ

plan

Vill du också bli sponsor till Dagens Logistik?

Läs mer på www.dagenslogistik.se

Sponsorship and advertising

Dagens Logistik is Sweden's leading media channel for logistics news. With our four in-depth magazines per year, daily updated news site and our popular newsletter, we are a must-have for Sweden's decision-makers in logistics. Over 9 300 readers follow us on LinkedIn, and our articles there are widely disseminated. If you want to be seen in the logistics industry, it's with us that you should make yourself seen.

BECOME A SPONSOR OF DAGENS LOGISTIK

All sponsors receive their logo in the magazine on our sponsor page, as well as a presentation with logo and link on our news site. The sponsors are also presented in a carousel on the front page. All sponsorships include a corporate subscription to the magazine.

Basic sponsorship 15 000 SEK/year

Sponsorship with a half-page advertisement

Sponsorship with a half-page advertisement in 4 editions of our magazine Dagens Logistik for one year.

60 000 SEK/year

Sponsorship with a full-page advertisement

Sponsorship with a full-page advertisement in 4 editions of our magazine Dagens Logistik for one year.

80 000 SEK/year

Sponsorship with a spread advertisement

Sponsorship with a spread advertisement in 4 editions of Dagens Logistik one year.

120 000 SEK/year



ADVERTISEMENT ON DAGENSLOGISTIK.SE

Our news site is visited daily by Sweden's decision-makers in logistics.

Advertisement in side column

Banner that appears in our right-hand column on the start page and subpages. Size: 336×240 pixels.

5000 SEK/week 15 000 SEK/month, 30 000 SEK/3 months

Advertisement in content

Banner in all articles. Size: 728×135 pixels. (plus 336×240 pixels for mobile view)

10 000 SEK/week

Large top banner

Full-width banner in our main column on the start page and at the top of all subpages. Size: 1170×240 pixels. (plus 336×240 pixels for mobile view)

10 000 SEK/week

ADVERTISEMENT NEWSLETTER

Our popular and unique newsletter have over 2 500 subscribers, and over 1 000 readers every week.

Full-width banner in the newsletter. Size: 1170×240 pixels. **5 000 SEK/week**

PAID COLLABORATIONS/NATIVE

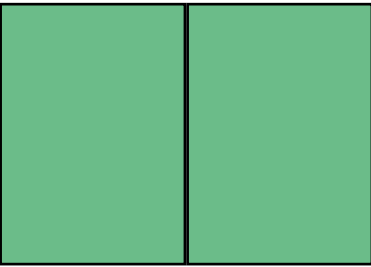
It is also possible to publish your own article on Dagens Logistik's channels: on dagenslogistik.se and/or in the magazine. The article is tagged as advertisement.

Price example: Native on dagenslogistik.se for 2 weeks, with a teaser on the front page and in newsletter: 50 000 SEK.

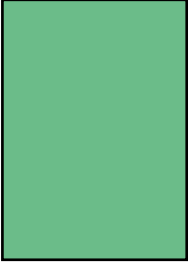
Contact the editorial team for more info and price

Good to know - Advertising in the magazine

Formate & prices

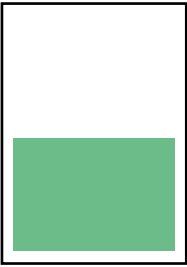


Spread: 430x270 mm + bleed 3 mm
Price: 40 000 SEK

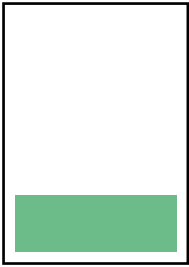
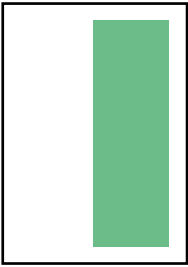


Full page: 215x270 mm + bleed 3 mm
Price: 25 000 SEK

The newspaper's editorial staff is happy to receive information and press material for journalistic assessment. Contact Klara or Hilda.



Half page Landscape:
190x125 mm
Portrait: 92x244 mm, Price:
15 000 SEK



Quarter side Landscape:
190x57 mm Price: 10 000 SEK

Printed ads must have 3 mm print and crop marks. Payment terms: 30 days net after the date of issue. VAT will be added to all prices. The pricing assumes print-ready digital advertising material (print-optimized pdf, no special ICC profiles are needed), delivered no later than the material deadline for each issue. The advertiser is responsible for ensuring that the material is of good printable quality.

Advertising material for the magazine should be sent to: Michael Wall, info@michaelwall.se

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Printing house: Hyttetryck AB

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DL Magazine – preliminary publication plan 2024

Number 1	Week 9	12 februari	Themes: Digitalization, Logistics locations, Transport Coverage: D-Congress, 6–7 March Plan Conference, 23–24 April, Eskilstuna
Number 2	Week 20	29 April	Themes: 3PL, E-commerce, Energy Coverage: Almedalen, v 27, Visby
Number 3	Week 40	16 september	Themes: Automation, Real Estate, Supply Coverage: Logistics &Transport 7–8 Nov 2024, Gothenburg
Number 4	Week 50	25 nov	Themes: Transport, Sustainability, Research Coverage: Transportforum 2025, Linköping

For more information about advertising, sponsorship and native services, see our contact details above.