DAGENS LOGISTIK



Media Info 2027

MEDIA INFO 2027



DL Magazine

- Circulation: 2,500 copies
  4 editions/year
- Members' magazine
  for PLAN



Dagenslogistik.se

- Daily News Update
- 7,000 unique visitors/week
- 17,000+ followers on Linkedin



DL Newsletter

- Weekly Analysis & News Summary
- 3,400 active subscribers

Bossa

Dagens Logistik are also the initiators of the female logistics network Bossa. To learn more, visit bossa.nu.

Dagens Logistik is Sweden's leading source of knowledge in logistics and a proud members' magazine for the Logistics Association Plan. If you want to reach the industry, this is where you should make yourself seen.

Advertising | **Sponsorship** | **Collaborations**



Sponsorship and Advertising

Dagens Logistik was founded in 2020 and has quickly become Sweden's leading media channel for logistics news. With our four in-depth magazines per year, a daily updated news site at dagenslogistik.se, and our popular newsletter, we are a must-read for Sweden's logistics decision-makers. Over 17,000 professionals follow us on LinkedIn, where our articles are widely shared and discussed. If you want to be seen in the logistics industry, this is the place to make your presence known!

BECOME A SPONSOR OF DAGENS LOGISTIK

Sponsors receive their logo in the magazine on our sponsor page, as well as in a carousel on our front page and under the tab "Våra sponsorer", with their logo and a presentation. The sponsorships also include a corporate subscription to the magazine as well as a 25 % discount on web advertising.

Basic sponsorship 20 000 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 our magazine Dagens Logistik for one year.

120 000 SEK/year

ADVERTISEMENT ON DAGENSLOGISTIK.SE

Advertise on our popular news site. Specifications for web advertisements: PNG, JPG, GIF or HTML. Max size: 0,5 MB

Advertisement in side column

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

From 5000 SEK

Advertisement in content/inline banner

Banner in our main column on the starting page and in all articles. Size: 728×135 pixels. (plus 336×240 pixels for mobile view)

From 10 000 SEK

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)

From 20 000 SEK/week

ADVERTISMENT NEWSLETTER

Full-width banner in the newsletter.
Size: 1170×240
pixels..

From 5 000 SEK/week

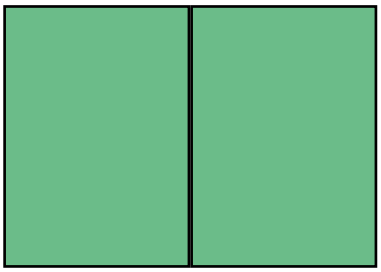
PAID COLLABORATIONS/NATIVE

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.

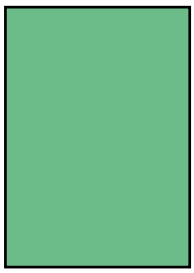
30,000 SEK for a two-week campaign – website and newsletter

Advertise in Dagens Logistiks' printed magazine!

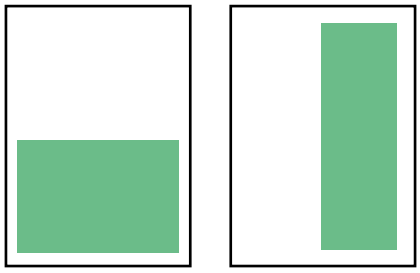
Format & prices



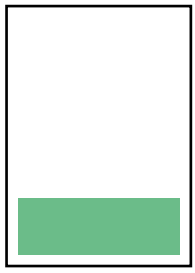
Spread: 430x270 mm + bleed 3 mm
Price: 40 000 SEK + VAT



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



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 bleed 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

Web address: www.dagenslogistik.se

Printing house: Ljungbergs Tryckeri AB

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DL Magazine – preliminary publication plan 2027

For updated publication plan visit www.dagenslogistik.se/annonsera

Number	Publication	Material Deadline	Content
Issue 1	Week 7	2 Februari	**Coverage:** D-Congress 10–11 March Gothenburg; Plan Conference 13–14 April Örebro
Issue 2	Week 20	3 May	**Coverage:** Logistics trends in Helsingborg; Logistikk 2027 in Oslo; Almedalen Visby week 26
Issue 3	Week 38	6 September	**Coverage:** Business Arena, Logistics & Automation, Optilon Supply Chain Conference
Issue 4	Week 44	18 October	**Coverage:** Logistik & Transport 2027, Gothenburg

For more information about advertising, sponsorship and native services, visit www.dagenslogistik.se/annonsera