

# trä!

ADVERTISING PRICE LIST 2020

## THE NORDIC REGION'S BIGGEST ARCHITECTURE MAGAZINE

As the Nordic region's biggest architecture magazine, Trä! is aimed at architects, structural engineers and building contractors. We write from a global perspective about architecture, design, innovations, smart solutions and trendsetting individuals. Four issues of Trä! are published each year.

Kajstaden in Västerås, Sweden, with the eloquent contrasting cladding by C.F. Møller Architects and engineering by Martinsons & Bjerking is structurally made 100% of CLT. Photo Nikolaj Jakobsen.



SWEDISH  
WOOD



The Trä magazine 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 21,600 subscribers (verified by TS) have asked to receive the magazine

According to Demoskop, 94% of subscribers want to read the magazine on paper, 70% save the magazine to read again and also circulates it in the office. Half of readers are responsible for material and interior decisions in their projects. 30% of readers have contacted advertisers and asked for additional information.



### 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	44,000	37,400	35,200	30,800
Full page	29,000	24,650	23,200	20,300
1/2 page	17,200	14,620	13,760	12,040
1/4 page	10,200	8,670	8,160	7,140

### 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 per unit)

Weight, max	Price
10 g	2.10
20 g	2.20
30 g	2.30
40 g	2.40

### 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



### STAVKONSTRUKTION SKAPAR UNIK UPPLEVELSE

Den nya, gästerna i Qatar i samband med världens största muséum, och med sina böjande väggar av europeisk trä. Den nya, gästerna i Qatar i samband med världens största muséum, och med sina böjande väggar av europeisk trä. Den nya, gästerna i Qatar i samband med världens största muséum, och med sina böjande väggar av europeisk trä.

Väggen består av 40 000 björns trästavar som har producerats med hjälp av CNC-teknik. Ingen stav är densamma som den andra, vilket gör att den bär på ett unikt mönster. Detta gör att den bär på ett unikt mönster. Detta gör att den bär på ett unikt mönster.



## The Nordic region's biggest architecture magazine

Trä! (Swe)	21 600
Arkitekten (Swe)	14 000
Byggeri + Arkitektur (Dk)	9 700
Arkitekten (Dk)	8 900
Form (Swe)	8 000
Arkitektur (Swe)	7 600
Arkitektur N (No)	6 300
Arkitektnytt (No)	5 700
Betong (Swe)	4 800
Arkkitehtiutiset (Fi)	4 100
Arkkitehti (Fi)	3 800
Landskab (Dk)	1 900
Rum (Swe)	*

**SOURCES** kantarsifo.se, betong.se, formmagazine.se, fagpressen.no, mediakortit.fi, danskemedier.dk, \*edition not verified.

### Our subscribers

Of our 21,600 subscribers, around 10,200 work in the construction sector, and the majority of them are architects and designers. Around 1,700 are in property management, 1,800 are suppliers and manufacturers, 2,500 subscribers are in research and education, and the following more than 5,100 subscribers are other stakeholders.

### Format

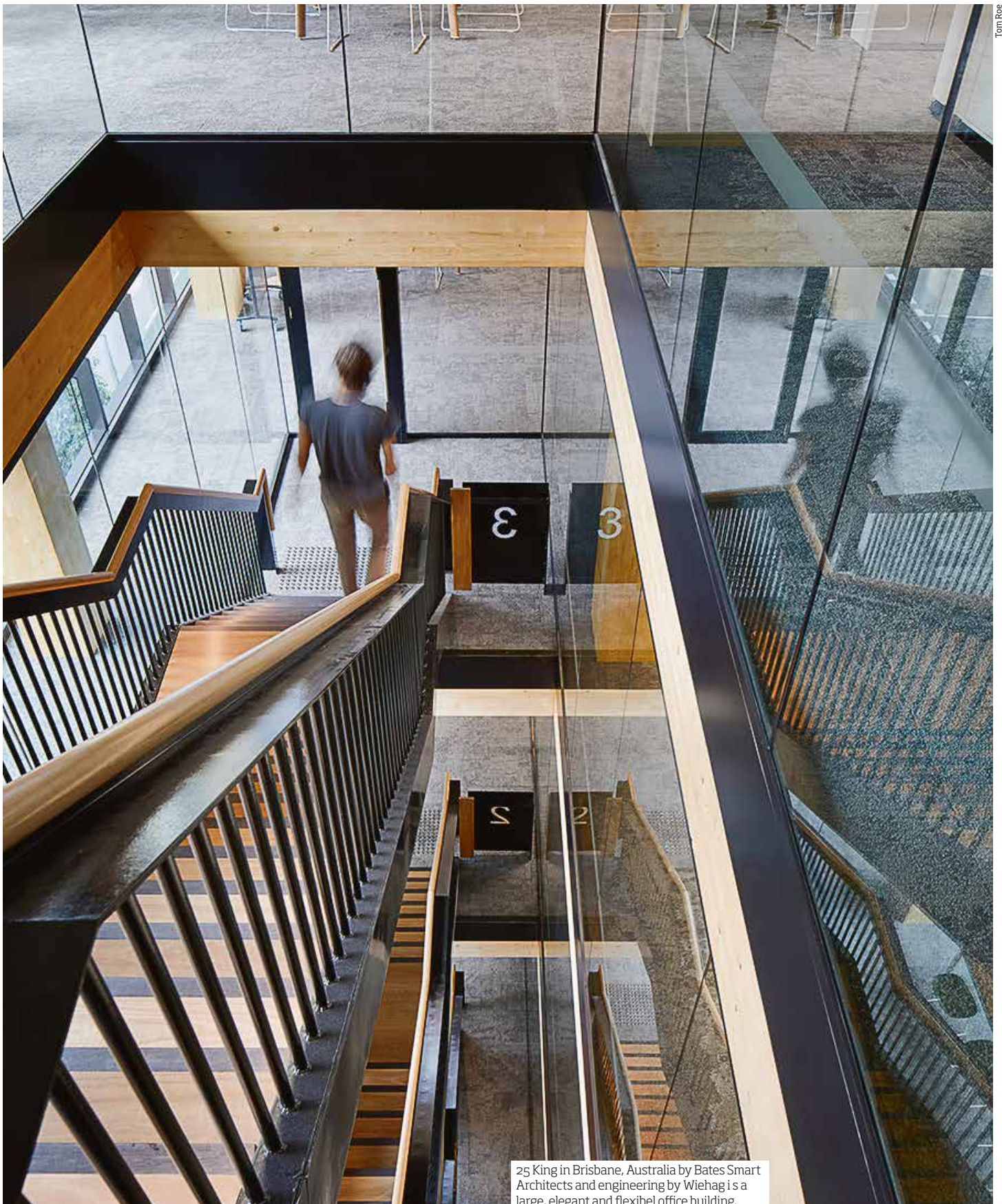
<b>BACK COVER</b> 215 x 270 mm + 3 mm bleed	<b>FULL PAGE</b> 215 x 300 mm + 3 mm bleed	<b>SPREAD</b> 430 x 300 + 3 mm bleed	<b>HALF PAGE</b> – horizontal 215 x 150 mm + 3 mm bleed	<b>HALF PAGE</b> – vertical 107 x 300 mm + 3 mm bleed	<b>1/4-PAGE</b> vertical 100 x 144 mm
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###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

ISSUE 4, 2019	ISSUE 1, 2020	ISSUE 2, 2020	ISSUE 3, 2020	ISSUE 4, 2020
Published 3 December	Published 5 March	Published 3 June	Published 16 September	Published 2 December
Last booking: 5 November	Last booking: 3 February	Last booking: 4 May	Last booking: 20 August	Last booking: 2 November
Material deadline: 14 November	Material deadline: 13 February	Material deadline: 18 May	Material deadline: 1 September	Material deadline: 16 November

### Adevertising hand-in

Material is sent by mail by the latest by the material deadline to: [david@utopi.se](mailto:david@utopi.se)



25 King in Brisbane, Australia by Bates Smart Architects and engineering by Wiehag i s a large, elegant and flexibel office building.



Swedish Wood's aim is to increase the size and value of the market for Swedish wood and wood products in construction, interior design and packaging. Through inspiration, information and education, we promote wood as a competitive, renewable, versatile and natural material.

Swedish Wood represents the Swedish sawmill industry and is part of the Swedish Forest Industries Federation.

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Kajstaden i Västerås, med den eleganta kontrasterande ytterpanelen, av C.F. Møller Architects med konstruktion av Martinsons & Bjerking är byggd helt och hållet av KL-trä. Foto Nikolaj Jakobsen.

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