ALUMINIUM SCANDINAVIA

All about aluminium – keeping you up to date

2027 MEDIA PLAN & ADVERTISING RATES

8,000+ subscribers.

And we're growing.

33% growth in a short time.

Want to reach the people responsible for purchasing, design, production and decision-making across Swedish industry?

Aluminium Scandinavia reaches a growing audience with a shared interest in aluminium. We cover the entire value chain – from materials and casting to extrusions, machining, surface treatment, design and recycling.

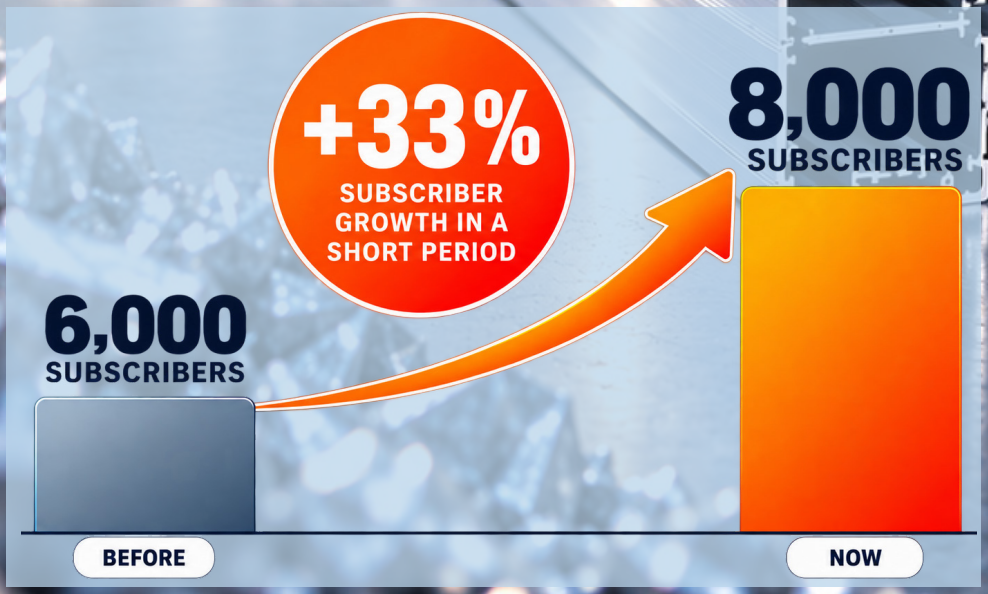
8,000+ subscribers

6 issues per year

24 newsletters per year

100 % focus on aluminium

MANAGEMENT | PURCHASING | DESIGN & ENGINEERING | PRODUCTION TECHNOLOGY | PRODUCT DEVELOPMENT | QUALITY | SALES



Be seen by the right people.

www.aluminium.nu

MEMBER MAGAZINE OF THE SWEDISH INDUSTRY ASSOCIATION: Svenskt Aluminium

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More than an ad

An integrated media platform for the aluminium industry.

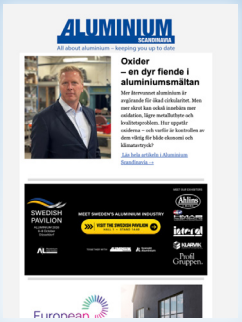
Advertising in Aluminium Scandinavia gives you more than exposure in the magazine itself. We combine the magazine, newsletters and digital channels to give advertisers high visibility within a clearly defined industry.

THE MAGAZINE



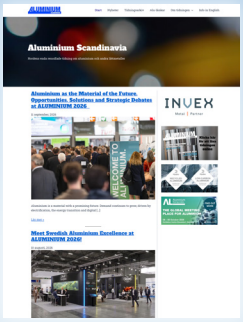
Reach readers in an editorial environment entirely focused on aluminium.

NEWSLETTERS



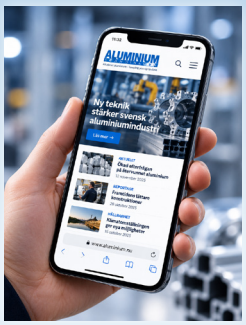
Your logo and website link in four newsletters accompanying each issue.

DIGITAL EXPOSURE



Your message also reaches readers via aluminium.nu.

YOUR WEBSITE



Opportunities to attract relevant visitors to your website.

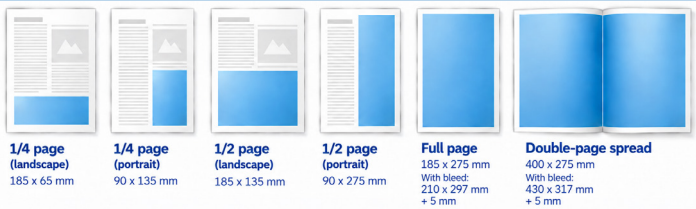


Stronger together.

From editorial credibility to digital reach.

Advertise in the magazine

Choose from several formats and attractive positions.



1/4 page (landscape)	1/4 page (portrait)	1/2 page (landscape)	1/2 page (portrait)	Full page	Double-page spread
185 x 65 mm	90 x 135 mm	185 x 135 mm	90 x 275 mm	185 x 275 mm With bleed: 210 x 297 mm + 5 mm	400 x 275 mm With bleed: 430 x 317 mm + 5 mm

Be visible all year – at a better rate.
Book multiple insertions and receive a discount.

4 insertions **10 % discount**

6 insertions **15 % discount**

Ask us which formats are the best fit for your company.

Have something worth telling?

A new product. An investment. A customer case study. New technology. A project or solution that deserves more space than a traditional advertisement.

Sponsored Content

- Up to 5,000 characters + image
- Placement in the news feed at aluminium.nu
- Exposure in one newsletter

SEK 17,000

Be there when customers are looking for a supplier

Link pages:
SEK 2,500 per issue



Industry directory:
SEK 500 per listing/year

An easy way for buyers, engineers and other decision-makers to find your company.

Aluminium Scandinavia is an important channel for us.
We reach the right target audience and achieve strong visibility.

Melinda Lemke, Secretary General
Svenskt Aluminium

Book your visibility for 2027 – we'll help you find the right solution. →

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Plan your visibility in 2027

Six issues give you the opportunity to maintain a consistent presence throughout the year – or choose the issues that best match your market and business activities.

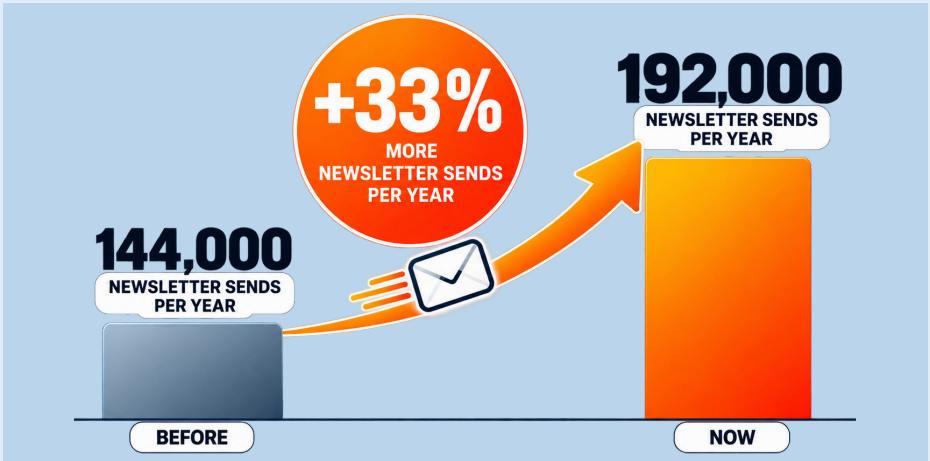
ISSUE 1	ISSUE 2	ISSUE 3	ISSUE 4	ISSUE 5	ISSUE 6
					
26 FEBRUARY	**9 APRIL**	**21 MAY**	**3 SEPTEMBER**	**5 NOVEMBER**	**3 DECEMBER**
Material deadline 15 February	Material deadline 29 March	Material deadline 3 May	Material deadline 23 August	Material deadline 25 October	Material deadline 23 November

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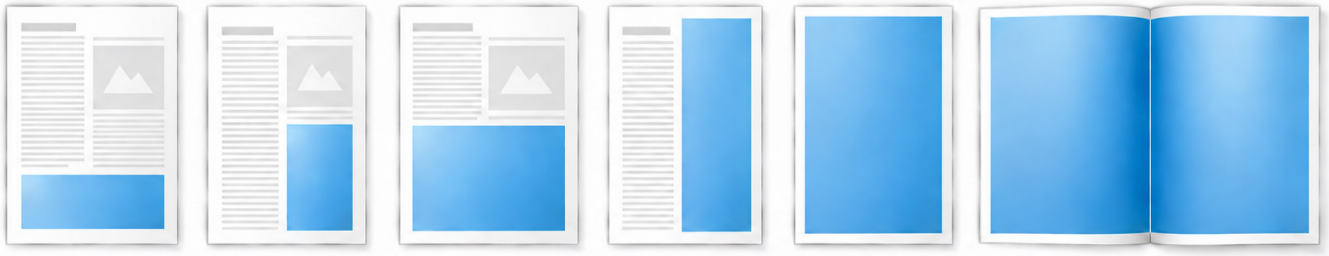




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Advertising formats and rates 2027

Choose the format that best suits your message. All advertising includes exposure with your logo and website link in our newsletters accompanying each issue.



1/4 page (landscape)
185 x 65 mm

1/4 page (portrait)
90 x 135 mm

1/2 page (landscape)
185 x 135 mm

1/2 page (portrait)
90 x 275 mm

Full page
185 x 275 mm
With bleed:
210 x 297 mm
+ 5 mm

Double-page spread
400 x 275 mm
With bleed:
430 x 317 mm
+ 5 mm

RATES 2027

Format	Price
Double-page spread	SEK 40,200
Full page	SEK 24,800
Half page	SEK 17,500
Quarter page	SEK 9,100
Inside front cover	SEK 27,800
Inside back cover	SEK 25,800
Back cover	SEK 29,800

ANNUAL RATES – 6 INSERTIONS

QUARTER PAGE — 15 % discount
Standard rate
~~SEK 54,600~~
SEK 46,410

HALF PAGE — 15 % discount
Standard rate
~~SEK 105,000~~
SEK 89,250

FULL PAGE — 15 % discount
Standard rate
~~SEK 148,800~~
SEK 126,480

All advertising includes exposure with your logo and link in our newsletters.

TECHNICAL SPECIFICATIONS

Type area: 185 × 275 mm
Screen ruling: Up to 150 lpi
Material: PDF files
Artwork: torbjorn.larsson@nortuna.se

TERMS

Requested position: +15%
VAT will be added
Cancellation: In writing no later than four weeks before the material deadline.



Ready to be seen in the aluminium industry?

I'll help you find the right solution – from a single campaign to year-round visibility.

Torbjörn Larsson
Aluminium Scandinavia
+46 708 18 81 00
torbjorn.larsson@nortuna.se
www.aluminium.nu

Plan your 2027 advertising →