The Magazine for the Entire Security Industry

Advertise Where You Reach Those Responsible for Safety and Security in the Entire Industry
Aktuell Säkerhet has a broad reach over the security and safety industry, private as well as public. We reach those responsible for IT security, information security & physical security – surveillance/shell protection, fire, alarm systems as well as personal & crisis issues. According to our readers, we are a magazine that is educating and engaging. It is the place where industry profiles as well as advertisers want to be seen.

The magazine was founded in 1982 and has since provided the industry with current information. Today, the magazine reaches about 9 000 recipients and each issue is read by 1–3 readers. Aktuell Säkerhet is a member of The Swedish Magazine Publishers Association.

JENNY PERSSON
publisher and editor in chief

WHAT OUR READERS SAYS according to the 2020 survey:
“A good mix from all branches of security”
“Serious and industry leading”
“The only comprehensive magazine in the industry”

WHY WE ADVERTISE IN AKTUELL SÄKERHET
“We use Aktuell Säkerhet as part of our digital and analogue marketing. This has helped us reach customers via banner advertising and in article form. Working with Aktuell Säkerhet as one of our marketing channels gives us the opportunity to reach out to a relevant target group with our safety message. We’ve a flexible and good cooperation who suit us very well.”

Malin Norrby
Marketing Manager Sweden, HP

AD BOOKING
Anders Jeansson, Mediakraft
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+46 (709) 769630

PUBLISHER
Jenny Persson
jenny@aktuellsakerhet.se
+46 (706) 980329
With Aktuell Säkerhet, you reach security managers throughout the industry – on the physical side and within IT & information security.

**Publication Schedule 2021**

<table>
<thead>
<tr>
<th>Submission</th>
<th>Publication</th>
<th>Editorial Program</th>
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<tr>
<td>1</td>
<td>01-26</td>
<td>Training</td>
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<tr>
<td>2</td>
<td>03-02</td>
<td>IT security</td>
</tr>
<tr>
<td>3</td>
<td>04-13</td>
<td>Guarding/shell protection</td>
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<td>05-25</td>
<td>Fire</td>
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<td>5</td>
<td>08-24</td>
<td>Information security</td>
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<tr>
<td>6</td>
<td>09-28</td>
<td>Trade/access control</td>
</tr>
<tr>
<td>7/8</td>
<td>11-16</td>
<td>Alarms/personal protection</td>
</tr>
</tbody>
</table>

**Ad Formats**

- **Spread**
  - SEK 51,200:-
  - 430 x 280 mm + bleed 5 mm

- **1/1**
  - SEK 29,200:-
  - 215 x 280 mm + bleed 5 mm

- **1/2 Portrait**
  - SEK 20,600:-
  - 104 x 280 mm + bleed 5 mm

- **1/2 Landscape**
  - SEK 20,600:-
  - 215 x 134 mm + bleed 5 mm

- **1/2 Spread**
  - SEK 35,200:-
  - 430 x 138 mm + bleed 5 mm

- **1/4 Landscape**
  - SEK 16,600:-
  - 215 x 65 mm + bleed 5 mm

- **1/4 Portrait**
  - SEK 16,600:-
  - 85 x 121 mm

- **1/8 Landscape**
  - SEK 13,600:-
  - 193 x 32 mm

**Annual Subscription Säkerhetsmarknaden**

SEK 9,600:- (7 issues)

Address, picture (40 x 40 mm). Additional row 3.7 mm + SEK 500:-

For native advertising, see special information!

**Technical Details**

Bleed ads should extend beyond trim size a minimum of 5 mm. Fonts are to be included in the file. Images are to be of high resolution (300 ppi). ICC profile (PSO Uncoated ISO12647 eci) can be downloaded from trydells.se. Booking cancelled later than three weeks before material day will be fully charged. All prices in Swedish krona excl VAT. Trim size: 215 x 280 mm. Type area: 11 mm from edge

**Ad Booking**

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With appearance on Aktuell Säkerhet’s site and in the newsletter, you build your brand. The site has an average of 15,000 visitors each month. The newsletter reaches approximately 2,000 subscribers twice a week.

**EDITORIAL PROGRAM**

<table>
<thead>
<tr>
<th>Program</th>
<th>Material Live</th>
</tr>
</thead>
<tbody>
<tr>
<td>MAR learning/cyber security</td>
<td>02-22 02-24</td>
</tr>
<tr>
<td>APR digital keys</td>
<td>03-29 03-19</td>
</tr>
<tr>
<td>MAY shell protection</td>
<td>04-26 04-30</td>
</tr>
<tr>
<td>JUN emergency service centre</td>
<td>05-21 06-11</td>
</tr>
<tr>
<td>JUL fire</td>
<td>06-28 06-30</td>
</tr>
<tr>
<td>AUG information security</td>
<td>07-26 07-28</td>
</tr>
<tr>
<td>SEP crisis management</td>
<td>08-23 08-25</td>
</tr>
<tr>
<td>OCT data center</td>
<td>09-27 09-29</td>
</tr>
<tr>
<td>NOV biometrics</td>
<td>10-25 10-27</td>
</tr>
<tr>
<td>DEC personal protection</td>
<td>11-22 11-24</td>
</tr>
</tbody>
</table>

**AD FORMATS**

<table>
<thead>
<tr>
<th>Format</th>
<th>Dimensions (px)</th>
<th>Price (SEK)</th>
</tr>
</thead>
<tbody>
<tr>
<td>A Top banner</td>
<td>1140 x 300</td>
<td>8 500-</td>
</tr>
<tr>
<td>B Banner right</td>
<td>334 x 108</td>
<td>5 000-</td>
</tr>
<tr>
<td>C Center banner large</td>
<td>690 x 108</td>
<td>1 000-</td>
</tr>
<tr>
<td>D Right small</td>
<td>140 x 100</td>
<td>2 000-</td>
</tr>
<tr>
<td>E Right large</td>
<td>334 x 216</td>
<td>10 000-</td>
</tr>
<tr>
<td>F Sponsored article</td>
<td></td>
<td>10 000-</td>
</tr>
</tbody>
</table>

**TECHNICAL DETAILS**

The website is updated daily with current information. The newsletter is published twice a week during the season. Materials are to be be delivered in .jpg or .png format. Prices in Swedish krona excl VAT. Prices for the site refer to per month.

For native advertising, see special information!
NATIVE ADS - A UNIQUE OPPORTUNITY TO CREATE BUZZ AROUND YOUR COMPANY

A native ad (also called an advertorial or editorial ad) tells your story in a form and context familiar to the readers. It is a great opportunity to introduce a product, tell about a successful case or highlight the benefits of working with you!

The ad harmonizes with the editorial material and is clearly marked as advert. We help you all the way, from the idea to the finished ad, in continuous dialogue. Contact us and we will tell you more!

FORMATS

<table>
<thead>
<tr>
<th>Print, spread</th>
<th>Print, full page</th>
</tr>
</thead>
<tbody>
<tr>
<td>SEK 76 800:-</td>
<td>SEK 43 800:-</td>
</tr>
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</table>

Total price inclusive text production. Special conditions apply.

Digital (newsletter + www)
Price: request quote
Special conditions apply.

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