

Aktuell Säkerhet

v210121

PUBLICATION SCHEDULE & ADVERTISING 2021



**ADVERTISE WHERE YOU REACH
THOSE RESPONSIBLE FOR SAFETY AND
SECURITY IN THE ENTIRE INDUSTRY**

Aktuell Säkerhet

With us, you reach the entire security 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

9/10
READERS DESCRIBES
THE MAGAZINE AS GOOD
OR VERY GOOD



AD BOOKING

Anders Jeansson, Mediakraft
anders.jeansson@mediakraft.se
+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

	Submission	Publication	Editorial program
1	01-26	02-12	Training
2	03-02	03-19	IT security
3	04-13	04-30	Guarding/shell protection
4	05-25	06-11	Fire
5	08-24	09-10	Informaiton security
6	09-28	10-15	Trade/access control
7/8	11-16	12-03	Alarms/personal protection

■ AD FORMATS



Spread

SEK **51 200:-**

430 x 280 mm
+ bleed 5 mm



1/1

SEK **29 200:-**

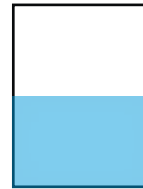
215 x 280 mm
+ bleed 5 mm



1/2 portrait

SEK **20 600:-**

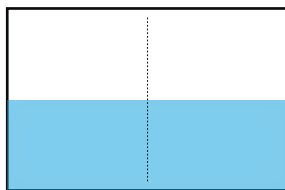
104 x 280 mm
+ bleed 5 mm



1/2 landscape

SEK **20 600:-**

215 x 134 mm
+ bleed 5 mm



1/2 spread

SEK **35 200:-**

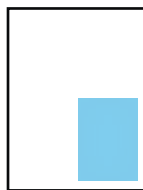
430 x 138 mm
+ bleed 5 mm



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:-.

För 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

9000

READERS RECEIVES
EACH ISSUE



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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.

DIGITAL

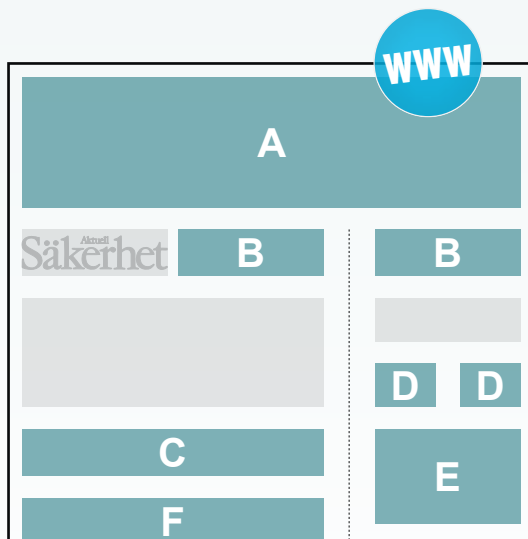
MEET THE
INDUSTRY IN
EVERYDAY
LIFE



EDITORIAL PROGRAM

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

AD FORMATS

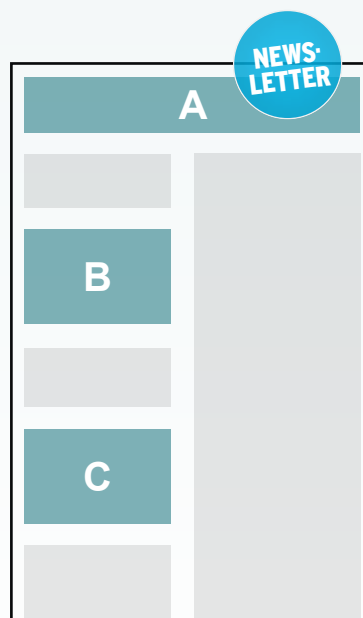


A Top banner	1140 x 300 px	8 500:-
B Banner right	334 x 108 px	3 500:-
C Center banner large	690 x 108 px	5 000:-
D Right small	140 x 100 px	1 000:-
E Right large	334 x 216 px	2 000:-
F Sponsored article		10 000:-

TECHNICAL DETAILS

The website is updated daily with current information. The newsletter is published twice a week during the season. Materials are to 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!



A Top banner	768 x 128 px	5 900:-
B Banner	334 x 216 px	3 900:-
C Native		6 000:-



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NATIVE



■ NATIVE ADS - A UNIQUE OPPORTUNITY TO CREATE BUZZ AROUND YOUR COMPANY

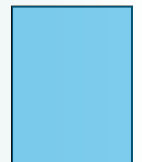
A native ad (also called an advertorial or editorial ad) tells your story in a form and context familiar to the readers. It is a great opportunity to introduce a product, tell about a successful case or highlight the benefits of working with you!

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



Print, spread
SEK **76 800:-**



Print, full page
SEK **43 800:-**

Total price inclusive text production. Special conditions apply.



Digital (newsletter + www)
Price: *request quote*

Special conditions apply.



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