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
Marie-Louise Ganebrant, Mediakraft
marie-louise.ganebrant@mediakraft.se
+46 (736) 790501

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 2022**

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**AD FORMATS**

- Spread
  - SEK 61 200:-
  - 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
- 1/4 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 15 600:-
  - 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:-.

**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
- Non-CMYK colors will be converted automatically without manual inspection. Overprint and reproduction may then differ from what was intended.

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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!

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.

### IN FOCUS

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<td>fire</td>
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### AD FORMATS

**WWW**

<table>
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<th>A Top banner 1140 x 300 px</th>
<th>B Right banner 334 x 108 px</th>
<th>C Center banner 690 x 108 px</th>
<th>D Right banner large 334 x 216 px</th>
<th>NATIVE Sponsored article</th>
</tr>
</thead>
</table>

| A Top banner 768 x 128 px | B Banner 334 x 216 px | NATIVE Sponsored article |

**NEWSLETTER**

### 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!

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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:-
Total price inclusive text production. Special conditions apply.

Print, full page
SEK 43 800:-

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

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