PROFFS
En RIKTIG Lastbilstidning

Kvalitets journalistik sedan 1990

Advertising Rates & Publication Schedule

Print Advertising



Full page



Half page



Quarter page, 255×90 mm



Quarter page, 100×135 mm



Classified advertising



Industry website directory

Artwork specifications: EPS and PDF files prepared to print specifications: CMYK, 300 dpi, with all PostScript fonts embedded. Do not use Type 1 fonts.
Colour profile: Coated FOGRA39 (ISO 12647-2:2004)
Delivery: By email to media@vagpress.se or via a file transfer service such as WeTransfer.
For further technical information, call +46 708 15 33 45 or email media@vagpress.se.

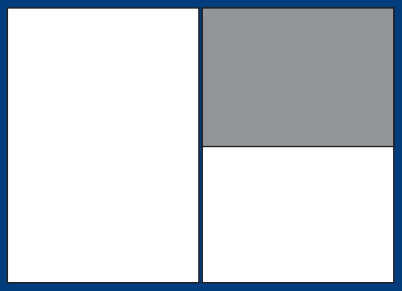
Advertising sales
Tel. +46 708 733 955, +46 708 345 575
annons@vagpress.se, eftertext@vagpress.se

Our most popular ad sizes



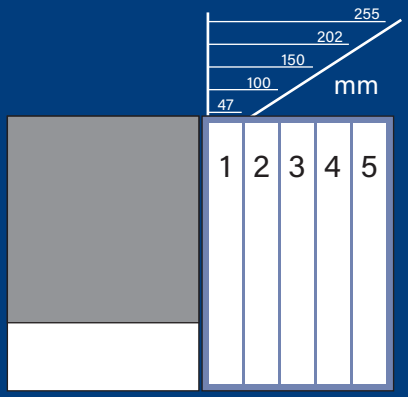
Double-page
(515 x 365 mm)
B/W: SEK 42.000
Full col.: SEK 52.700

Half double
(515 x 180 mm)
B/W: SEK 32.000
Full col.: SEK 46.600



Full page
(255 x 365 mm)
B/W: SEK 26.300
Full col.: SEK 31.900

Half page
(255 x 180 mm)
B/W: SEK 14.900
Full col.: SEK 20.500



Quarter page
(255 x 90 mm)
B/W: SEK 8.000
Full col.: SEK 13.600

Custom sizes
Column width: 47 mm
Rate per column mm:
SEK 17:90

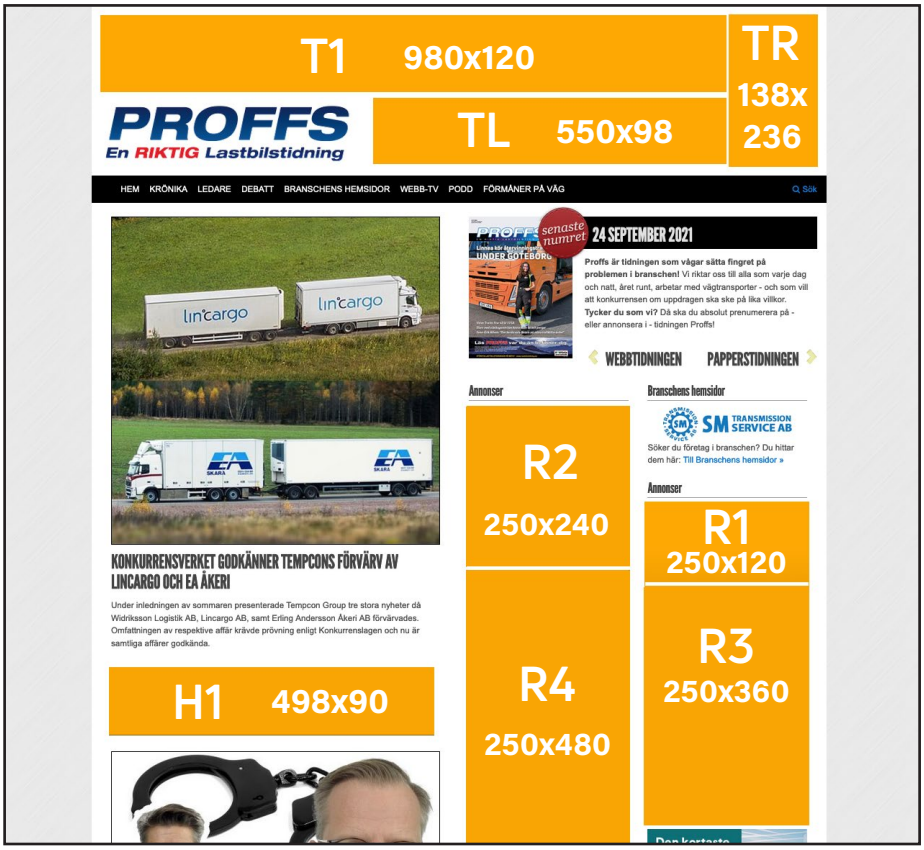
Technical information
- Page size: 278 x 378 mm
- Type area: 255 x 365 mm
- Full bleed: 278x378 + 5mm
- Number of columns: 5
- Heatset, Web Offset

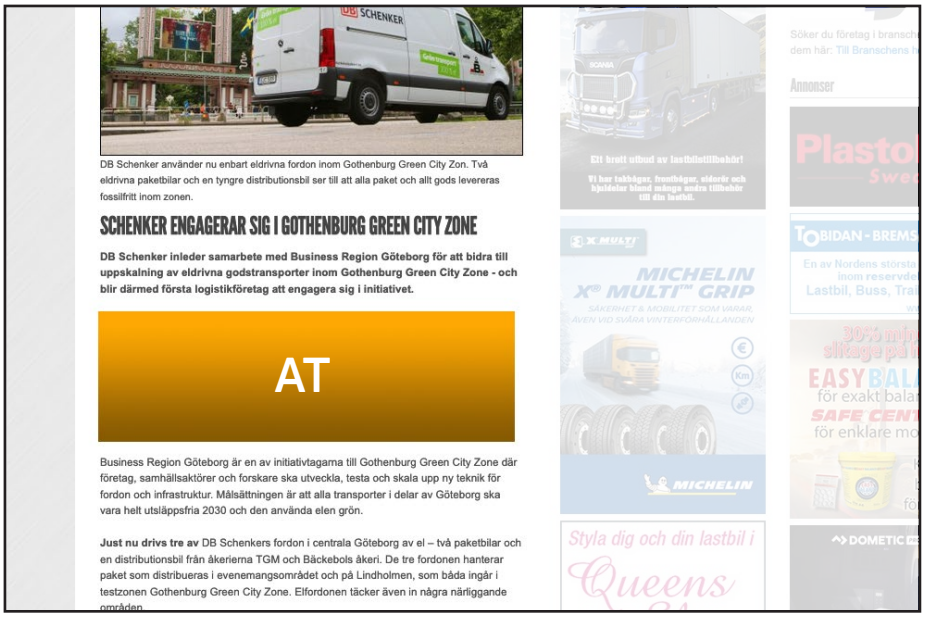
Terms and conditions
- Cancellations must reach Vägpress AB no later than four weeks before the publication date.
- Only written cancellations will be accepted.
- Corrections to incomplete artwork will be charged at SEK 950 per hour.

Prices exclude VAT

Online Advertising

Examples of ad sizes and placements





Accepted file formats: EPS-, JPG, GIF PDF and HTML5.
Colour profile: RGB.
Delivery: By email to media@vagpress.se or via a file transfer service such as WeTransfer.
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Information

T1 - Top banner
Fixed size: 980x120 px

TR - Top right
Fast storlek: 138x236 px

TL - Top, to the right of the logo
Fixed size: 550x98 px

H - Main feed
Variable height, fixed width: 498 px
Example dimensions are shown in the illustration.

R - Right-hand column
Variable height, fixed width: 250 px
Example dimensions are shown in the illustration.

AT - Ad below the article introduction
Variable height, fixed width: 498 px
This ad always appears between the introduction and the main text of every article.

Takeover (pop up)
Fixed size: 1000x1000 pxl

Rates

Please contact us for a quote.

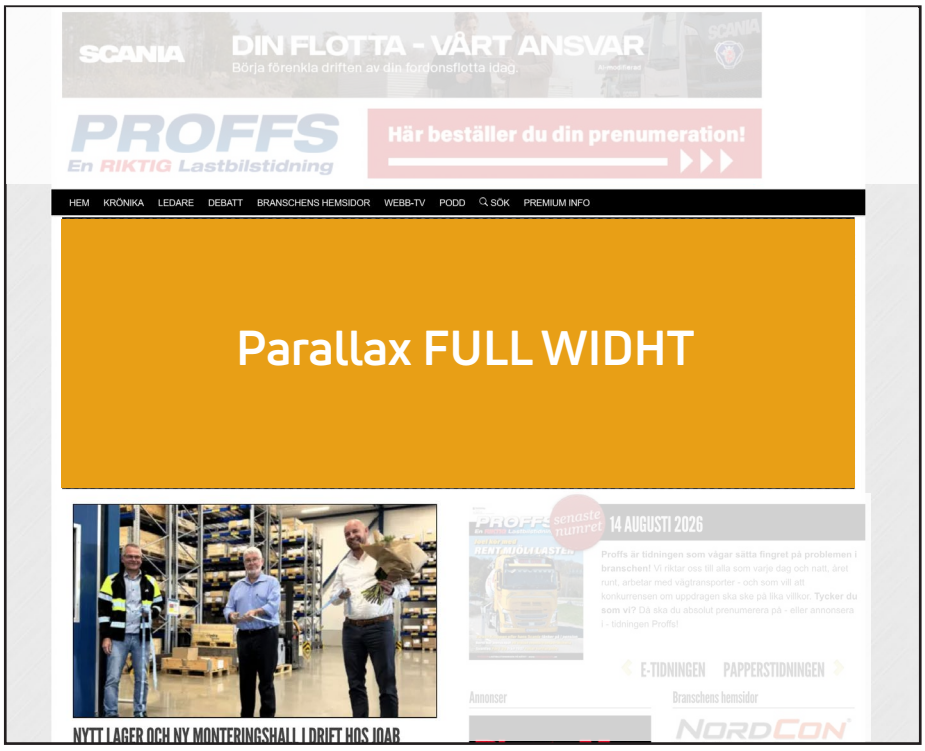
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annons@vagpress.se, eftertext@vagpress.se

www.tidningenproffs.se

Parallax

Examples of ad sizes and placements





This ad format offers a premium placement. As visitors scroll through an article, the ad is revealed within the text before disappearing upwards out of view. Like the AT ad, it is impossible to miss.
The difference is that the AT ad is static and positioned between the article introduction and the body text.
The parallax ad also appears twice on each page!

Parallax – STANDARD

Variable height, fixed width: 498 px
This ad appears in every article.
Height can range from 300 to 750 pxl.

Parallax – FULL WIDHT

Variable height, fixed width: 1920 pxl
This ad appears in every article.
Height can range from 300 to 600 px.

Artwork specifications:
EPS-, JPG and PDF.
Colour profile: RGB.

Rates

Please contact us for a quote.

Publication Schedule 2027

Issue	1	2	3	4	5	6	7-8	9	10	11	12
Booking deadline	13 jan	3 feb	3 mars	14 apr	12 may	2 june	11 aug	8 sep	6 oct	3 nov	1 dec
Artwork deadline	15 jan	5 feb	5 mars	16 apr	14 may	4 june	13 aug	10 sep	8 oct	5 nov	3 dec
Publication date	29 jan	19 feb	19 mars	30 apr	28 may	18 june	27 aug	24 sep	22 oct	19 nov	17 dec

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