

# GJUTERIET

## GJUTERIET PRICE LIST/2010

### GJUTERIET – WHEN YOU WANT TO REACH THE SCANDINAVIAN CASTING INDUSTRY AND THEIR SUPPLIERS!

GJUTERIET is the leading trade journal within the Scandinavian casting industry. With an advert in GJUTERIET you will reach all important decision takers within the casting and foundry industry in Sweden and the other Nordic countries, as well as employees and the most important customers as Volvo, Scania etc, and buyers of casting products and parts and subcontractors. Each edition of GJUTERIET is read by approximately 12 000 persons.

#### EDITORIAL

The editorial program concerns news and research within the casting industry, material, methods, machinery, working environment and technical progress as well as company and product news, information about education, conferences and fairs.

#### TARGET GROUPS AND DISTRIBUTION

Decision takers within the Scandinavian casting industry, 8 -10 000 employees within the casting industry and also more than 1 500 employees working with processing of casting products. Employees within machinery companies and subcontractors. Casting buying companies in Sweden are far more than 1 000 and represents all types of industry, but mostly you'll find them within the automotive-, energy-, engineering-, aircraft- and IT/telecom industry as well as furniture factories and the bio medical industry.

The magazine GJUTERIET is distributed to all members of "The Swedish Foundry Association", approx 200 companies. There is also a subscribed issue and the magazine is distributed at important fairs, such as as the Scandinavian Technical Fair (Tekniska Mässan) in Stockholm and at Elmia Subcontractor in Jönköping.

A normal issue of GJUTERIET is printed in 3 300 copies/issue but read by far more eyes. Every issue is estimated to be read by 12 000 persons.

#### EDITIONS

9 numbers a year.

#### GJUTERIET

The magazine for Svenska Gjuteriföreningen och Sveriges Gjuteritekniska Förening

#### EDITORIAL OFFICE

Box 2033, 550 02 JÖNKÖPING  
PHONE +46 (0)36-30 12 17 FAX +46 (0)36-30 12 40  
E-MAIL [gjuteriet@gjuteriforeningen.se](mailto:gjuteriet@gjuteriforeningen.se)  
CONTACT Zoltan Tiroler, Svenska Gjuteriföreningen  
PHONE +46 (0)036-30 12 17

#### ADVERTISING AGENCY

Kommunikationsbyrå Vinna AB, Brunnsg 24, S-553 17 JÖNKÖPING  
PHONE +46 (0)36-30 51 20 FAX +46 (0)36-71 08 24  
E-MAIL [gjuteriet@vinnandekommunikation.se](mailto:gjuteriet@vinnandekommunikation.se)  
CONTACT Marie Gustafsson PHONE +46 (0)36-30 51 22



# GJUTERIET



## GJUTERIET IS THE LEADING TRADE JOURNAL WITHIN THE SCANDINAVIAN FOUNDRY INDUSTRI

### EDITOR-IN-CHEIF

Dennis Karlsson

Ordf. Sveriges Gjuteritekniska Förening

### PUBLISHER:

AB Gjuteriinformation i Jönköping

### EDITORIAL OFFICE, ADMINISTRATION AND SUBSCRIPTION

Gjuteriet, Box 2033, 550 02 Jönköping

E-mail: [gjuteriet@gjuteriforeningen.se](mailto:gjuteriet@gjuteriforeningen.se)

Zoltan Tiroler Phone: +46 (0)36-30 12 17

Karina Brandt Phone: +46 (0)36-30 12 53

### PUBLICATION DATES FOR 2010

18/2, 25/3, 27/4, 17/6, 27/8, 21/9,

18/10, 23/11, 16 /12

### SUBSCRIPTION

725 SEK (75€)

## PRICELIST AND PUBLICATION DATES FOR 2010

ISSUE	SPREADING OUT/TOPICS	PUBLICATION DATE	ADVERTISING DEADLINE	EDITORIAL DEADLINE
1	Automation, Production engineering.	18 Feb	20 Jan	2 Feb
2	Customer issue, CAD/CAM, simulation and design.	25 March	24 Feb	8 March
3	Supplier issue. Customer and supplier interaction, patterns and tools.	27 April	23 March	13 April
4	Automotive.	17 June	19 May	31 May
5	Non-ferrous castings.	27 Aug	23 June	9 Aug
6	Work environment, external environment and energy.	21 Sept	20 Aug	31 Aug
7	Fair issue. Distribution at Elmia Subcontractor and Stockholm Technical Fair.	18 Oct	16 Sept	24 Sept
8	Fettling, machining, surface treatment.	23 Nov	25 Oct	4 Nov
9	Iron and Steel Castings.	16 Dec	17 Nov	29 Nov

PRICELIST 2010	FOUR COLOURS	BLACK/WHITE
(1/1) Whole page – Inside backcover (205x270 mm)	14 000 SEK	9 500 SEK
(1/1) Whole page – Backcover (205x260 mm)	16 000 SEK	11 000 SEK
Spread (450x297 mm)	22 000 SEK	18 000 SEK
(1/1) Whole page – Text face 205x265 mm	13 000 SEK	8 750 SEK
2/3 page – Text face 120x265 mm	11 000 SEK	7 650 SEK
(1/2) Half page – Text face 205x130mm	9 500 SEK	7 050 SEK
(1/2) Half page – Text face 90x265 mm	9 500 SEK	7 050 SEK
1/3 page – Text face 205x90 mm	6 000 SEK	4 250 SEK
(1/4) Quarter page – Text face 90x130 mm	4 350 SEK	3 450 SEK
(1/4) Quarter page – Text face 56x265 mm	4 350 SEK	3 450 SEK
1/8 page – Text face 90x65 mm	2 750 SEK	2 050 SEK
Christmas greetings – issue No 9 (80x45 mm)	1 500 SEK	3 000 SEK
Inserts – price on req.		
Special position	+ 20% svr charge	

## FREQUENCY DISCOUNT

For advertisements ordered at the same time the advertiser receives a discount as following:

2 insertion 5%, 3 insertion 10%, 5 insertion 15%, 9 insertion 25%.

## BOOK EARLY AND RECEIVE A DISCOUNT

All Christmas greetings (GJUTERIET no 9) ordered not later then the 24 of September 2010 receives a 200 SEK discount.

ADVERTISING SIZES GJUTERIET/2010



Spread: 430 x 270 mm

Price/CMYK: 20 000 SEK



Spread/Bleed  
450 x 297 mm + 5 mm

Price/CMYK: 20 000 SEK



(1/1) Whole page cover, page 2 and 3  
205 x 270 mm

Price/CMYK: 13 000 kr

(1/1) Whole page back cover, 205 x 260 mm

Price/CMYK: 15 000 kr

(1/1) Whole page insert, 205 x 265 mm

Price/CMYK: 12 000 kr



(1/1) Whole page cover, page 2 and 3/Bleed  
225 x 297 mm + 5 mm

Price/CMYK: 13 000 kr

(1/1) Whole page insert/Bleed  
225 x 297 mm:+ 5 mm

Price/CMYK: 12 000 kr

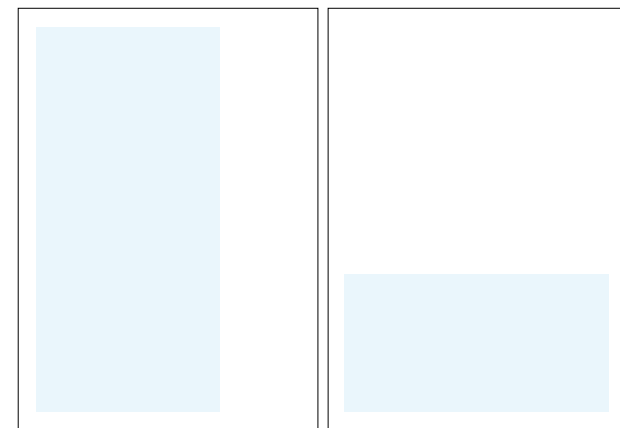


(1/2) Half page, 205 x 130 mm

Price/CMYK: 9 000 kr

(1/2) Half page, 90 x 265 mm

Price/CMYK: 9 000 kr

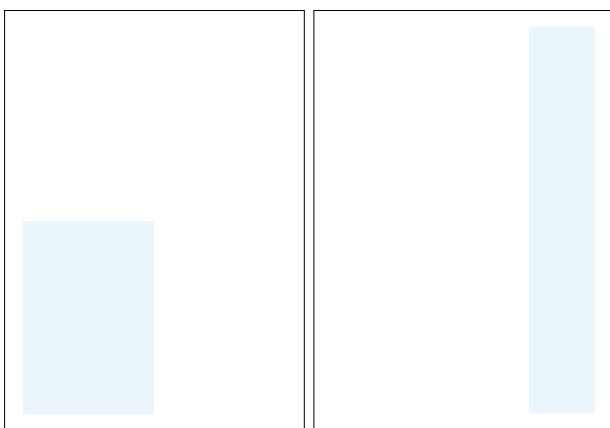


2/3 page, 120 x 265 mm

Price/CMYK: 10 500 kr

1/3 page 205 x 90 mm

Price/CMYK: 5 500 kr

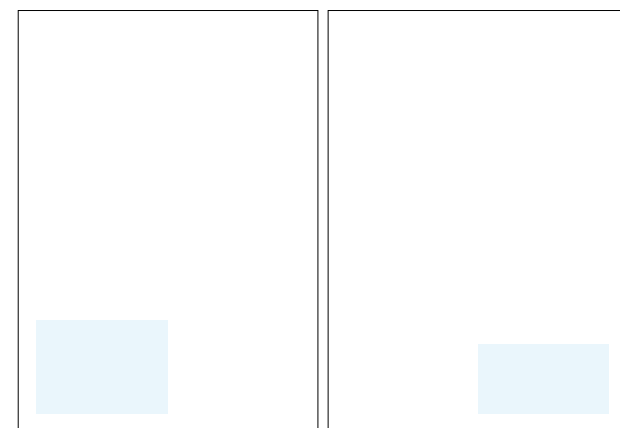


(1/4) Quarter page, 90 x 130 mm

Price/CMYK: 3 850 kr

(1/4) Quarter page, 56 x 265 mm

Price/CMYK: 3 850 kr



1/8 page, 90 x 65 mm

Price/CMYK: 2 550 kr

Christmas greeting (no 9) 80 x 45 mm

Price/CMYK: 1 400 kr

ISSUE	SPREADING OUT/TOPICS	PUBLICATION DATE	MARK YOUR AD WITH AN [X]	WHOLE PAGE BACK COVER (205x260)	WHOLE PAGE IN-SIDE BACK COVER (205x270)	WHOLE PAGE IN-SIDE FRONT COVER (205x270)	WHOLE PAGE SPREAD (450x297)	WHOLE PAGE TEXT FACE (185x265)	PAGE 2/3 PAGE TEXT FACE 120x265	HALFPAGE TEXT FACE 185x130	HALFPAGE TEXT FACE (90x265)	1/3 PAGE TEXT FACE (205x90)	QUARTER PAGE TEXT FACE (90x130)	QUARTER PAGE TEXT FACE (56x265)	1/8 PAGE TEXT FACE (90x65)	CHRISTMAS GREETING (80x45)	INSERTS (PRICE ON REQ.)
1	Automation, Production engineering.	18 Feb															
2	Customer issue, CAD/CAM, simulation and design.	25 Mar															
3	Supplier issue. Customer and supplier interaction, patterns and tools.	27 Apr															
4	Automotive.	17 Jun															
5	Non-ferrous castings.	27 Aug															
6	Work environment, external environment and energy.	21 Sep															
7	Fair issue, Elmia Subcontractor, Stockholm Technical Fair. Distribution at Elmia.	18 Oct															
8	Fettling, machining, surface treatment.	23 Nov															
9	Iron and Steel Castings.	16 Dec															

## BOOK YOUR ADVERTISING NOW!

You are welcome to use the form to order and book your advertisement for Gjuteriet 2010. Just mark the issues you want to advertise in and the size of the ad and send the form to Kommunikationsbyrån Vinna by fax or mail. We will send you a confirmation in return.

For advertisements ordered at the same time you receive a discount as following:

2 insertions 5%, 3 insertions 10%,  
5 insertions 15%, 9 insertions 25%.

## GJUTERIET

Ordinary circulation: approx. 3 100 copies

SIZE: 225 x 297 mm.

TEXT FACE: 205 x 265 mm

BLEED: 225 x 297 mm + 5 mm

SCREEN: 150 lines/inch

COVER/insert:

Galleri Art Gloss 150 g/Holmen Ideal 90 g

PRINT: Stokirk-Landströms AB

### ADVERTISING/TECHNICAL PRODUCTION:

Kommunikationsbyrån Vinna AB

Brunnsgatan 24, 553 17 Jönköping

Phone: (vx) + 46 (0)36-30 51 20

Fax: + 46 (0)36-71 08 24

E-mail: gjuteriet@vinnandekommunikation.se

www.vinnandekommunikation.se

### TECHNICAL INFO:

Ready material for print to be sent as printable

PDF (300 dpi). You can deliver the PDF by e-mail or ftp.

Ftp: call us for further info: phone: + 46 (0)36-30 51 22.

E-mail: gjuteriet@vinnandekommunikation.se

### OTHER:

Any additional work on received material

(such as editing, original work etc. will be

charged extra. Special placing of advertisement

(if possible) adds 10 per cent to advert price.

Kommunikationsbyrån Vinna may help you with advertising production. Please contact us for an offer.

Cancellation must be received by the publisher at least one week before the specified copy date. Absent advertising material will be charged according to confirmation.

Terms of payment: 15 days net from the invoice date.

Late payment will be charged with discount rate + 8%.

GJUTERIET reserves the right to refuse inappropriate advertisement. The magazine is exempt from VAT.