

monitor

MEDIA PLAN 2024



monitor

SKANDINAVIENS ENDA TIDNING FÖR AV-BRANSCHEN

NR 01-2023 • UTGÅVA 259 • PRIS: 64,-

Immersive experiences
GÖR KONST TILLGÄNGLIG
FÖR EN STÖRRE PUBLIK

Svenska Bio Trollhättar
TOPPMODERN BIO
I KLASSISK SKRUBB
Musikhjälpen 2023
144 TIMMAR NON STOPP
Test: Neumann Studio Headphone ND1
REFERENSLURAR FÖR VERKLIGHE
Test: Panasonic PRESS
WEBBKONFERENSSYSTEM MED ALLT-I



Reach 35,000 readers today!

Monitor Sweden is the country's only industry magazine for professionals in the areas of sound, light, image, media technology and AV technology. The latest industry news, the hottest product news, exclusive installation case studies, useful guides and in-depth tests of the latest technology are published here. Together with writers with long professional experience, since its inception in 1997, Monitor has kept its readers updated and informed about industry developments.

The magazine has a strong position and reaches 35,000 readers for each issue through our collaboration with established digital platforms such as Paperton and Readly as well as our very own app which is available via the App Store and Google Play.

Monitor - we monitor today's technology, with an eye on the future.

MONITOR 2024

ISSUE	BOOKING	MATERIAL	PUBLICATION
01	2 Feb	16 Feb	29 Feb
02	1 March	15 March	28 March
03	5 April	19 April	2 May
04	2 Aug	16 Aug	29 Aug
05	20 Sep	4 Oct	17 Oct
06	22 Nov	6 Dec	19 Dec

REACH About 35,000 unique readers per issue such as industry companies, public institutions and businesses as well as educational institutions

ISSUES PER ANNUM 6

DISTRIBUTION Paperton and Readly as well as our own app via the App Store and Google Play

WEBSITE 400-500 unique visitors per day

AD BOOKINGS

Björn Hansen

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AD SIZES & PRICES

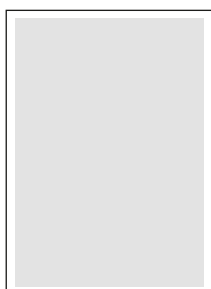
The formats in mm width x height. Current VAT is added.

Spread
47,200 SEK



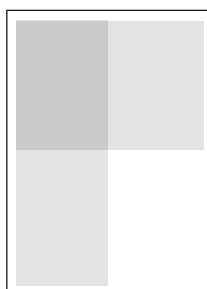
Type area: 395 x 250 mm
Print-to-edge: 420 x 280 mm

Full page
25,800 SEK



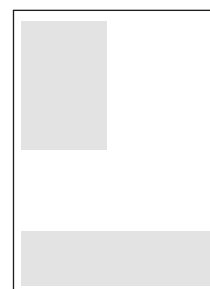
Type area: 185 x 250 mm
Print-to-edge: 210 x 280 mm

Half page
15,200 SEK



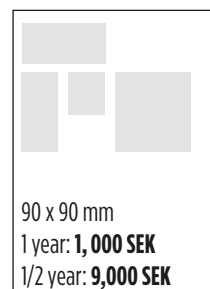
Type area (L): 185 x 123 mm
Type area (P): 90 x 250 mm
Print-to-edge (L): 210 x 138 mm
Print-to-edge (P): 103 x 280 mm

Quarter page
9,200 SEK



Type area (L): 185 x 52 mm
Type area (P): 90 x 123 mm
Print-to-edge (L): 210 x 67 mm
Print-to-edge (P): 103 x 138 mm

Gallery ad



90 x 90 mm
1 year: **1,000 SEK**
1/2 year: **9,000 SEK**
44 x 90 or 90 x 44 mm
1 year: **9,000 SEK**
1/2 year: **5,300 SEK**
44 x 44 mm
1 year: **6,000 SEK**
1/2 year: **3,950 SEK**

Back page: **31,400 SEK** | Other requested placement: **10% addition** | Inserts: **Ask for offer**
All ads are linked to any URL



Björn Hansen
Sales Manager

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SPONSORED ARTICLE

Monitor offers the opportunity to publish sponsored articles in the magazine. A sponsored article, also called native advertising, means that the advertiser provides a basis for an article in the form of text, image and logo.

The material for a sponsored article is processed by our editorial staff and designed so that it resembles other editorial articles in the magazine. However, the article is clearly marked with an "ad" mark. A well-produced sponsored article engages and has a high reading value compared to traditional advertising.

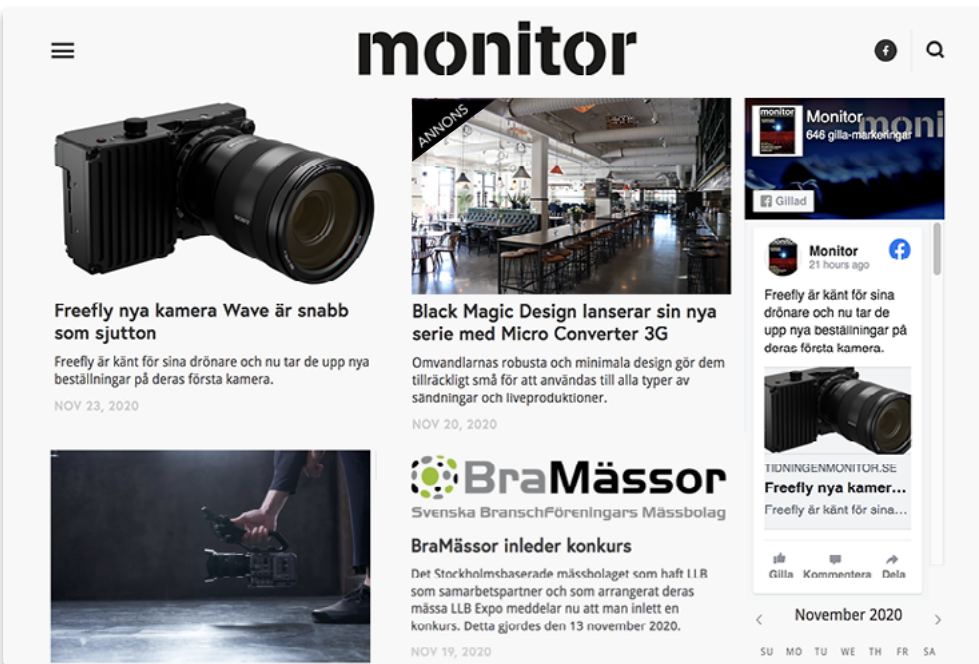


Spread in article form (maximum one per issue): **48,500 SEK**

Full page in article form (maximum two per issue): **27,200 SEK**

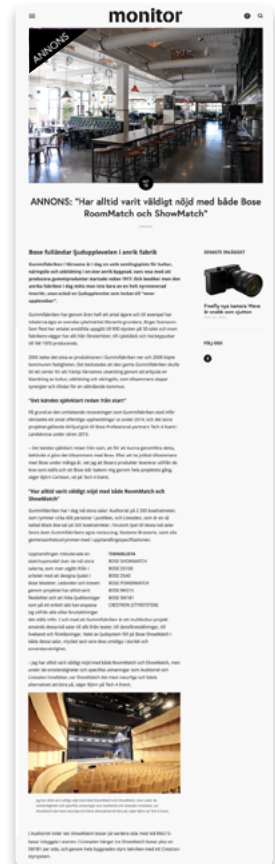
SPONSORED WEB ARTICLE

Monitor also offers the opportunity to publish sponsored articles on the website. The procedure is the same as for an advertisement in article form in the newspaper, but the publication takes place exclusively on our website.



Web article max 5700 characters and 3 images (corresponds to spread): **29,500 SEK**

Web article max 2500 characters and 2 images (corresponds to full page): **16,800 SEK**



WEBSITE

www.tidningenmonitor.se

Welcome page



Welcome page
20,000 SEK / month
 1920 x 1080 px

First page

Top Module
10,000 SEK / month
 1300 x 300 px

Center Module L
7,000 SEK / month
 1000 x 300 px

Center Module M
6,000 SEK / month
 1000 x 200 px

Center Module S
5,000 SEK / month
 1000 x 100 px

Side Module L
4,000 SEK / month
 300 x 500 px

Side Module M
3,000 SEK / month
 300 x 300 px

Side Module S
2,000 SEK / month
 300 x 100 px

Base Module (All pages)
8,000 SEK / month
 1300 x 300 px

First page



Inside pages
 (all pages with news, reports, reviews, etc.)

Side Module L
7,000 SEK / month
 300 x 500 px

Side Module M
6,000 SEK / month
 300 x 300 px

Side Module S
5,000 SEK / month
 300 x 100 px

Base Module (All pages)
8,000 SEK / month
 1300 x 300 px

Inside pages



Monitor's website is adapted for reading on mobile.



NEWSLETTER

TOP

Nyhetsbrev Monitor nr 11

Fokus: Lagringslösningar

I det här numret av Monitor beger vi oss till universitetet i Southampton för ta reda på hur man med en glasskiva av kvarts stor som en femkrona lyckats lagra 360 terabyte och som vid 190 grader Celsius har en hållbarhetstid på 13,8 miljarder år. Dessutom fördjupar vi oss i det nya lagringsformatet LTO-7. Missa heller inte vårt späckade sammandrag från årets upplaga av IBC-mässan, samt Jonas Nimmersjö's djupgående test av Nikon:s kameror D500 och D5.



Du kan läsa fler artiklar på vår hemsida.
www.monitor-magasin.se

LARGE



MÄSSREPORTAGE: IBC 2016

Årets upplaga av IBC – världens största oss för broadcast-branschen – löp på så mycket genast att vi verkligen måste säga att MediaKit.com och IP-konferens var som värdet till stora egenkapen hos många utställares produkt. Fokuserade men samtidigt på att erbjuda kompletta studier och produktionslösningar. Dessutom fick vi se ett intressant Virtual Reality-mag för (up)koppling. Här ger vi er ett exotiskt från vårt besök i Amsterdam.

MEDIUM/SMALL

Bästa hälsningar från redaktionen
Lena, Camilla, Elin, Fredrik, Patrik, Calle.

Monitor utkommer i Sverige, Norge och Danmark på respektive språk.
Är du redan prenumerant ska tidningen digitalt till. Är du inte prenumerant men vill bli, gå då in på denna länk.

Vill du annonsera maila camilla@hansenforlag.se

Monitor läses av dessa målgrupper:

Branschförening

Producenter, tekniker, verktygsleverantörer på samtliga produktionsbolag, film och video, TV-stationer, redaktionsverksamhet, lokalradio, ljudstudior, PA-arevringa och ljudinspelare. Konsult och serviceföretag inom ljud, ljus och bild samt hård- och mjukvaruleverantörer. Kabel-TV-bolag.

Offentliga institutioner

Arenor, teater, scener och konsertanläggningar, AV- och konferensanläggningar på kungärdar och hotell.

Offentlig verksamhet

AV- och informationsanläggningar på myndigheter och utbildningsinstitutioner.

Utbildning

Yrkesutbildade utbildningar på gymnasie- och högskolenivå samt vuxenutbildning och studieförbund inom media, kultur och information.



Monitor's newsletter is free of charge and is delivered once a month to 12,000 audio, video, lighting, media technology and AV technology professionals throughout Sweden. In the newsletter we keep our readers up to date on what is going on in their fields of interest and informs about interviews, features and reviews in the following issue of Monitor.

Top (Placed at the top)

6,900 SEK / mailings

600 x 150 px

Large (Placed in the center)

6,300 SEK / mailings

600 x 100 px

Medium (Placed at the bottom)

5,400 SEK / mailings

600 x 100 px

Small (Placed at the bottom)

4,600 SEK / mailings

600 x 60 px

TERMS: Invoice will be sent when advertisement has been published. Terms 10 days after invoice-date. Prices do not include Value Added Tax. Cancellations of advertisements will be accepted provided that a written notice to that effect is received by Hansen Förlag no later than 2 weeks prior to the date which the advertisements was scheduled for publication. Hansen Förlag will invoice you for any additional process or layout work if the advertisement material is not screen ready. Hansen Förlag will not be held responsible for any mistakes caused by faulty material or late delivery. Inserts must not contain third-party advertisements. Complaints must be made within 5 days from the publishing date. Prices and terms in this price list are subject to change.



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