

# Ad price list Energigas 2020



## Welcome to Advertise in Energigas!

**W**elcome to advertise in Energigas! We are the only magazine focusing on energy gases – bio gas, gas as a vehicle fuel, LPG, natural gas and hydrogen – and their broad applications in industry, road transport, shipping, power and heat.

The magazine is published four times a year and has a circulation of 6,200 copies, which means that more than 20,000 people are expected to read and come into contact with each issue of the publication. By advertising in Energigas you will reach people interested in the gas business, from as suppliers and industries to authorities and decision makers at both municipal and national level.

### High Credibility

A reader survey\* made by the research company Skop shows that:

- 100 percent of Energigas's readers think that the magazine is credible.
- A total of 79 percent of readers pay attention to the advertisements in the newspaper.
- Half of the readers state that they received valuable or useful information through the

advertisements in the magazine on one or more occasions.

Energigas writes about energy and the environment through interviews with the authorities and people in the industry, interspersed with news, image reporting, current research and urgent debate. In 2020, the magazine has four different themes: biogas/natural gas vehicles, sustainable development, heavy transport and industry.

### All Energy Gases

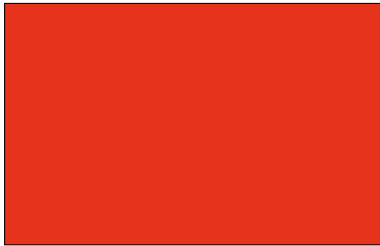
Energigas Sverige (Swedish Gas Association) is a member-funded industry association. We work with security, technology, analysis, information and advocacy for all energy gases. The magazine Energigas monitors developments for gas in Sweden and the rest of the world closely. Therefore, the magazine is also an obvious choice for advertisers who want to be seen in both the industry and in the debate.



**MARIA MALMKVIST**  
Managing Director, Energigas Sverige

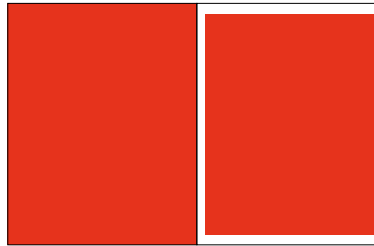
\*Conducted in 2013. New reader survey will be conducted in December 2019.

## Advertising prices 2020



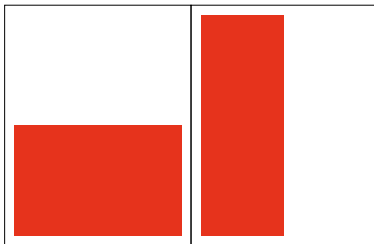
### Spread

Type area format: 410 x 250 mm  
Bleed format: 440 x 280 mm + 5 mm bleed  
Price: 37 000 kr



### Full page

Type area format: 190 x 250 mm  
Bleed format: 220 x 280 mm + 5 mm bleed  
Price: 23 500 kr (cover page 4)  
22 000 kr (cover page 2 och 3)  
19 500 kr (other pages)



### Half page

Format horizontal: 190 x 120 mm  
Format vertical: 90 x 250 mm  
Price: 11 000 kr

### Discount

2 ad insertions: 5 % discount  
3 ad insertions: 10 % discount  
4 ad insertions: 15 % discount

### Ad placement

Requested placement: 10 percent supplement.

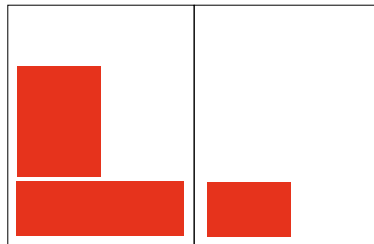
### Cancellation

At the latest 14 days before material day.

### Edition

6 200 copies

**Readership:** Just over 20 000 according to Skop's reader survey.



### Quarter page

Format horizontal: 90 x 120 mm  
Format vertical: 190 x 60 mm  
Price: 6 500 kr

### Eight page

Format vertical: 90 x 60 mm  
Price: 3 800 kr

### Supplements in Energigas

#### 2 pages

Price: 22 000 kr (incl. postage, excl. of printing)

#### 4 pages

Price: 25 000 kr (incl. postage, excl. of printing)

### Newsletter ads

The Newsletter is issued 11 times during 2019. Please contact Bengtsson & Sundström Media for price.

*All prices per insertion, exkl. of VAT.*

## Ad bookings

Bengtsson & Sundström Media

Telephone: +46 8-10 39 20

E-mail: energigas@bs-media.se

Address: Tjärhovsgatan 32  
116 21 Stockholm

### Technical information

Ad materials are delivered digitally via e-mail.

### Recommended file format:

High resolution/print optimized pdf in cmyk and 300 dpi.

### Material addresses:

E-mail: energigas@bs-media.se

Printing house: Exakta print



## Publication schedule 2020

Nr	Tema	Sista bokningsdag	Sista materialdag	Utgivningsdag
1.	Biogas/natural gas vehicles	Monday 27/1	Wednesday 5/2	Wednesday 26/2
2.	Sustainable development	Monday 20/4	Wednesday 28/4	Wednesday 20/5
3.	Transport	Monday 24/8	Wednesday 2/9	Wednesday 23/9
4.	Industry	Monday 2/11	Wednesday 11/11	Wednesday 2/12