

# Ad price list Energigas 2022



## Welcome to Advertise in Energigas!

**W**elcome to advertise in Energigas! We are the only magazine focusing on energy gases – biogas, 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 5 700 copies. Approximately 18 000 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 industry, from 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 in 2019–2020 shows that:

- 98 percent of Energigas's readers think that the magazine is credible.
- A total of 68 percent of the readers pay attention to the advertisements in the magazine.
- More than half of the readers state that

they received valuable or useful information through the advertisements in the magazine on one or more occasions.

- Almost half of the readers have some form of influence when it comes to purchasing.

### Four themes

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 2022, the magazine has four different themes: Light duty gas vehicles, Sustainable development, Heavy transport and Industry.

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

## Advertising prices 2022



### 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.

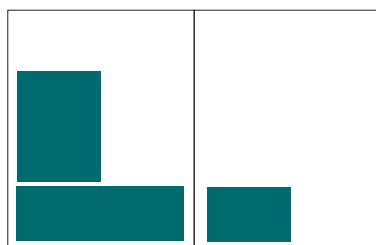
### Cancellation

At the latest 14 days before material day.

### Edition

5 700 copies

**Readership:** Just over 18 000 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 2022.  
Please contact Bengtsson & Sundström Media  
for price.

*All prices per insertion, excl. 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 2022

No	Theme	Booking deadline	Deadline for printable files	Publishing date
1.	Light duty gas vehicles	Monday 24/1	Wednesday 2/2	Wednesday 23/2
2.	Sustainable development	Monday 11/4	Wednesday 20/4	Wednesday 11/5
3.	Heavy transport	Monday 22/8	Wednesday 31/8	Wednesday 21/9
4.	Industry	Monday 30/10	Wednesday 9/11	Wednesday 30/11