

– the newspaper for Swedish Public Sector decision makers

Sweden has a large public sector. Municipalities, county councils, authorities and state, account for more than a third of the economy and employ one in three of the country's workforce. For many companies, the public sector market is a large and important customer group.

The public sector in Sweden buys, in total, goods and services for more than € 100 billion per year. The major part of public operations is found in the 290 municipalities and the 20 county councils. Their purchasing exceeds € 40 billion a year. The municipalities are responsible for a broad spectrum of operations for their local residents, from schools, care, culture to town planning, environment, power, water and public transport. The county councils are responsible for national health and regional communications. The different operations are managed and developed by the civil servants and specialists in charge of them, together with the local politicians who hold the ultimate responsibility. The purchas-

ing process for goods and services is in many cases an interaction between civil servants and politicians. The public sector's decision makers have need of a newspaper that understands and deals with their operations - as opposed to the commercial decision makers whose interests lie more in business and the stock exchange. Dagens Samhälle is the newspaper that has impact on the public sector and is read by the decision makers. No other newspaper has such a large circulation in this target group. Dagens Samhälle is also the newspaper, which has the largest recruitment section when seeking candidates for higher positions with experience of the public sector.

BRIEF FACTS ON DAGENS SAMHÄLLE:

Dagens Samhälle is published by Dagens Samhälle Förlag AB, which is owned by the Swedish Association of Local Authorities and Regions (SALAR).

Webpage www.dagenssamhalle.se

Issued Weekly, 45 times per year

Editorial staff Twenty journalists with experience and expertise in public operations.

Subscribed circulation 27,500 copies, TS (Newspaper Statistics) controlled circulation.

Readers The public sector decision makers – politicians and managers with financial, operational and personnel responsibilities or specialist positions. Both local and central governance and management.

Format Tabloid, text-face 250x370 mm, 6 columns

Price full page Colour 61,200 SEK*

Price half page Colour 39,900 SEK*

* 1 SEK = €0.10 (2017)



Issue	Week	Publication date	Deadline	Topic
Nr 1	2	12 jan	05 jan	
Nr 2	3	19 jan	12 jan	
Nr 3	4	26 jan	19 jan	
Nr 4	5	2 feb	26 jan	
Nr 5	6	9 feb	02 feb	Future Healthcare
Nr 6	7	16 feb	09 feb	
Nr 7	8	23 feb	16 feb	
Nr 8	9	02 mar	23 feb	
Nr 9	10	9 mar	02 mar	
Nr 10	11	16 mar	09 mar	
Nr 11	12	23 mar	16 mar	
Nr 12	13	30 mar	23 mar	
Nr 13	14	06 apr	30 mar	
Nr 14	15	13 apr	06 apr	
Nr 15	16	20 apr	13 apr	School & Education
Nr 16	17	27 apr	20 apr	Digital Healthcare
Nr 17	18	4 maj	27 apr	
Nr 18	19	11 maj	04 maj	Super Municipalities
Nr 19	20	18 maj	11 maj	Future Employer
Nr 20	21	24 maj	17 maj	
Nr 21	22	01 jun	24 maj	IT - Digitalization
Nr 22	23	08 jun	01 jun	
Nr 23	24	15 jun	08 jun	
Nr 24	25	22 jun	15 jun	
Nr 25	26	29 jun	20 jun	Politics - Prior to Almedalen
Nr 26	27	06 jul	29 jun	Politics - On site in Almedalen
S U M M E R B R E A K				
Nr 27	33	17 aug	10 aug	
Nr 28	34	24 aug	17 aug	
Nr 29	35	31 aug	24 aug	
Nr 30	36	7 sep	31 aug	One year to election
Nr 31	37	14 sep	07 sep	Geriatric Care
Nr 32	38	21 sep	14 sep	
Nr 33	39	28 sep	21 sep	
Nr 34	40	05 okt	28 sep	
Nr 35	41	12 okt	05 okt	
Nr 36	42	19 okt	12 okt	
Nr 37	43	26 okt	19-okt	
Nr 38	44	2 nov	26 okt	
Nr 39	45	9 nov	02 nov	Quality
Nr 40	46	16 nov	09 nov	
Nr 41	47	23 nov	16 nov	
Nr 42	48	30 nov	23 nov	Digitalization
Nr 43	49	7 dec	30 nov	
Nr 44	50	14 dec	07 dec	
Nr 45	51	21 dec	14 dec	



Publication 2017

12-column

1	Full page spread	526 x 370 mm	98 200 kr
2		526 x 183 mm	66 500 kr
3		526 x 89 mm	45 200 kr

9-column

4		399 x 370 mm	89 800 kr
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6-column

5	Full page	250 x 370 mm	61 200 kr
6	Half page	250 x 183 mm	39 900 kr
7		250 x 136 mm	35 000 kr
8	Quarter page	250 x 89 mm	21 600 kr
9	Eighth	250 x 42 mm	12 900 kr

5-column

10	A5	206 x 136 mm	28 500 kr
11	A4	206 x 276 mm	49 900 kr

4-column

12		163 x 370 mm	54 700 kr
13		163 x 276 mm	42 800 kr
14	A5	163 x 183 mm	31 500 kr
15		163 x 136 mm	21 500 kr
16		163 x 89 mm	15 300 kr
17		163 x 42 mm	9 200 kr

3-column

18	Half page	121 x 370 mm	39 900 kr
19		121 x 276 mm	35 600 kr
20	Quarter page	121 x 183 mm	21 600 kr
21		121 x 136 mm	17 500 kr
22	Eighth	121 x 89 mm	12 900 kr
23		121 x 42 mm	6 700 kr

2-column

24		78 x 370 mm	31 800 kr
25	Quarter page	78 x 276 mm	21 600 kr
26		78 x 183 mm	15 700 kr
27	Eighth	78 x 136 mm	12 900 kr
28		78 x 89 mm	9 800 kr
29		78 x 42 mm	4 600 kr

FIXED PLACEMENTS

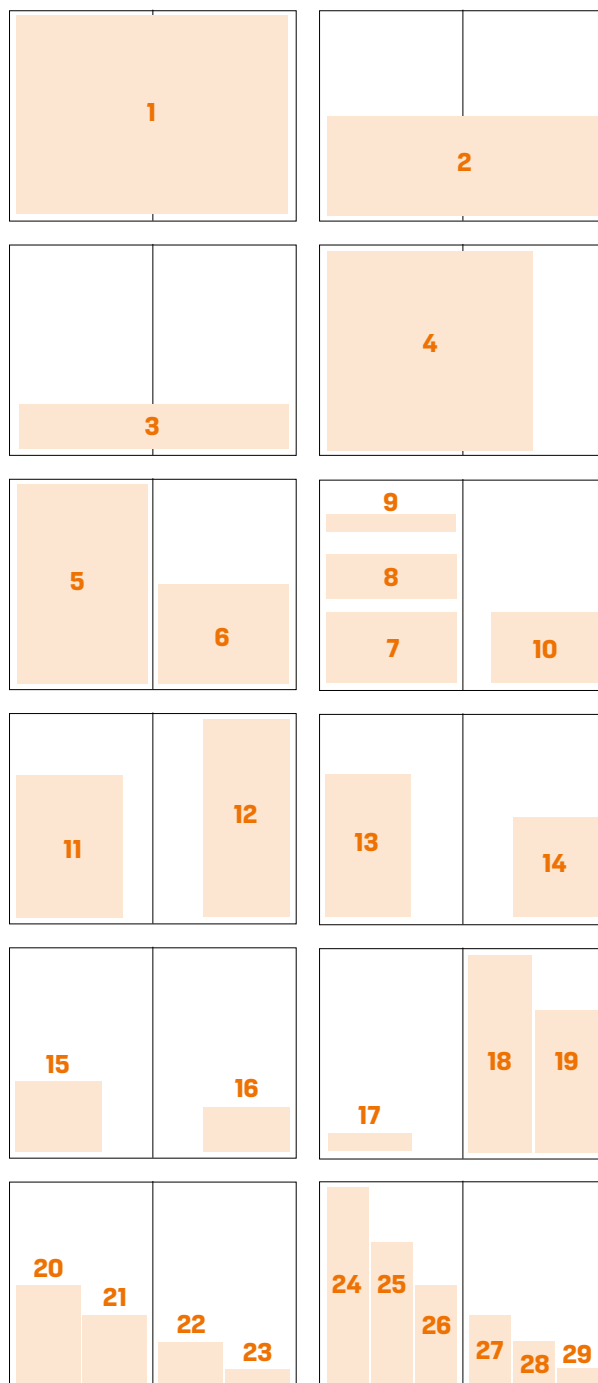
Front page
Back page
Special placement

Size

247 x 42 mm
250 x 89 mm

Prices

21 600 kr
25 900 kr
+ 10%



PARAD PLACEMENTS

First spread, page 2-3
First right side

Size

526 x 370 mm
250 x 370 mm

Prices

105 490 kr
65 200 kr

DAGENS Samhälle

1: Top banner area

2: "Sticky" sidebar area

3: Main content area, top left

4: Main content area, top right

5: Main content area, middle right

6: Main content area, bottom right

7: Main content area, bottom left

8: Main content area, bottom center

Priser 2017

Placering	Storlek Hemsida	Storlek Mobil	Pris/v	SOV*
Plats 1	980x240 px	320x320 px	21 200 kr	33%
	980x120 px	320x320 px	18 200 kr	33%
Plats 2	250x480 px	320x240 px	15 200 kr	33%
Plats 3	468x240 px	320x240 px	12 400 kr	33%
Plats 4	300x250 px	320x160 px	9 800 kr	33%
Plats 5	300x250 px	320x160 px	6 200 kr	33%
Plats 6	300x600 px	320x160 px	4 600 kr	33%
Plats 7	300x600 px	320x160 px	3 400 kr	33%
Plats 8	300x600 px	320x160 px	2 800 kr	33%

*SOV = Andel av totala antalet sidvisningar per vecka.

Targeting

Ämnen	Storlek Hemsida	Storlek Mobil	SOV*
Skola	468x240 px	320x160 px	100%
Sjukvård	468x240 px	320x160 px	100%
Omsorg	468x240 px	320x160 px	100%
Infrastruktur	468x240 px	320x160 px	100%
Karriär	667x80 px	320x160 px	33%

Fyra veckor 20 000 kr. Tolv veckor 40 000 kr.
24 veckor 65 000 kr. Ett år 90 000 kr

Materialleverans

För materialspecifikation, se separat teknisk webbspec.

Materialadress: dsannons@informa.se
Vid frågor, ring: 08-34 03 05



Webbannonser