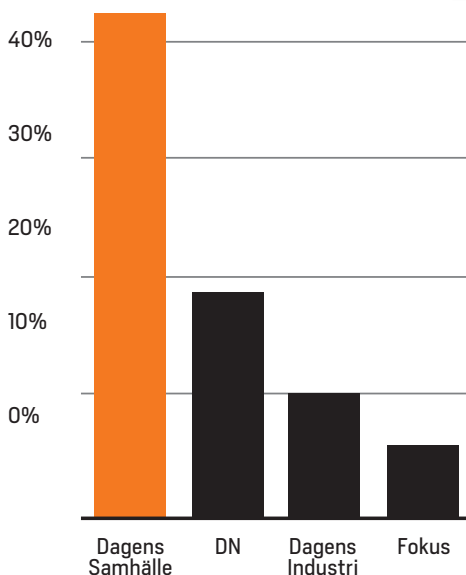




Dagens Samhälle – we write for Sweden’s most important decision makers

Dagens Samhälle is the newspaper devoted to keeping track of everything happening in public sector markets. Policy, economy, and public affairs. We write to policy-makers, managers, and specialists working in municipal and county administrations, governmental agencies and authorities, and government-owned companies. But we also write for the companies within the growing welfare sector – private operators of schools, hospitals, and care facilities.

We highlight the most interesting news, conduct in-depth analyses, and present the most initiated insights into the country’s welfare sector. Through Dagens Samhälle, readers meet the people behind the decisions, running the operations, delivering the services, and exercising the power.



KANTAR SIFO Reach for decision makers in the public sector 2017

WE OFFER:

Communication in the newspaper, at our website, through newsletters, physical meetings and social media. Talk to us about traditional advertising, events, native content, target-audience-oriented advertising in social media, and much more.

FACTS ABOUT DAGENS SAMHÄLLE



Owners: Swedish Association of Local Authorities and Regions (SARAL)

Managing editor and Publisher: Olov Carlsson
Measured circulation TS AB: 27,500

Published: Weekly, 45 issues / year

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Advertising: Informa AB, + 46 (0)8 34 03 05

Dagens Samhälle has by far the greatest reach for this target audience, more than twice the closest alternative (KANTAR SIFO 2017).

Issue	Week	Publication Date	Deadline	Topic
Nr 1	2	11 jan	4 jan	
Nr 2	3	18 jan	11 jan	
Nr 3	4	25 jan	18 jan	
Nr 4	5	1 feb	25 jan	
Nr 5	6	8 feb	1 feb	
Nr 6	7	15 feb	8 feb	Politics - Election Year 2018
Nr 7	8	22 feb	15 feb	
Nr 8	9	1 mar	22 feb	
Nr 9	10	8 mar	1 mar	Elderly Care
Nr 10	11	15 mar	8 mar	
Nr 11	12	22 mar	15 mar	
Nr 12	13	29 mar	22 mar	
Nr 13	14	5 apr	29 mar	
Nr 14	15	12 apr	5 apr	School & Education
Nr 15	16	19 apr	12 apr	Digital Healthcare
Nr 16	17	26 apr	19 apr	
Nr 17	18	3 maj	26 apr	
Nr 18	19	9 maj	3 maj	
Nr 19	20	17 maj	9 maj	Super Municipalities
Nr 20	21	24 maj	17 maj	IT - Digitalization
Nr 21	22	31 maj	24 maj	
Nr 22	23	7 jun	31 maj	
Nr 23	24	14 jun	7 jun	
Nr 24	25	21 jun	14 jun	
Nr 25	26	28 jun	19 jun	Politics - Prior to Almedalen
Nr 26	27	05 jul	28 jun	Politics - On site in Almedalen

SUMMER BREAK

Nr 27	33	16 aug	9 aug	
Nr 28	34	23 aug	16 aug	Public - Economy
Nr 29	35	30 aug	23 aug	
Nr 30	36	6 sep	30 aug	
Nr 31	37	13 sep	6 sep	Politics - Election Result
Nr 32	38	20 sep	13 sep	
Nr 33	39	27 sep	20 sep	
Nr 34	40	4 okt	27 sep	
Nr 35	41	11 okt	4 okt	
Nr 36	42	18 okt	11 okt	
Nr 37	43	25 okt	18 okt	
Nr 38	44	1 nov	25 okt	
Nr 39	45	8 nov	1 nov	
Nr 40	46	15 nov	8 nov	
Nr 41	47	22 nov	15 nov	Future Healthcare
Nr 42	48	29 nov	22 nov	Digitalization
Nr 43	49	6 dec	29 nov	
Nr 44	50	13 dec	6 dec	
Nr 45	51	20 dec	13 dec	



Publication 2018

POLITICS - ECONOMY - PUBLIC MARKET

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

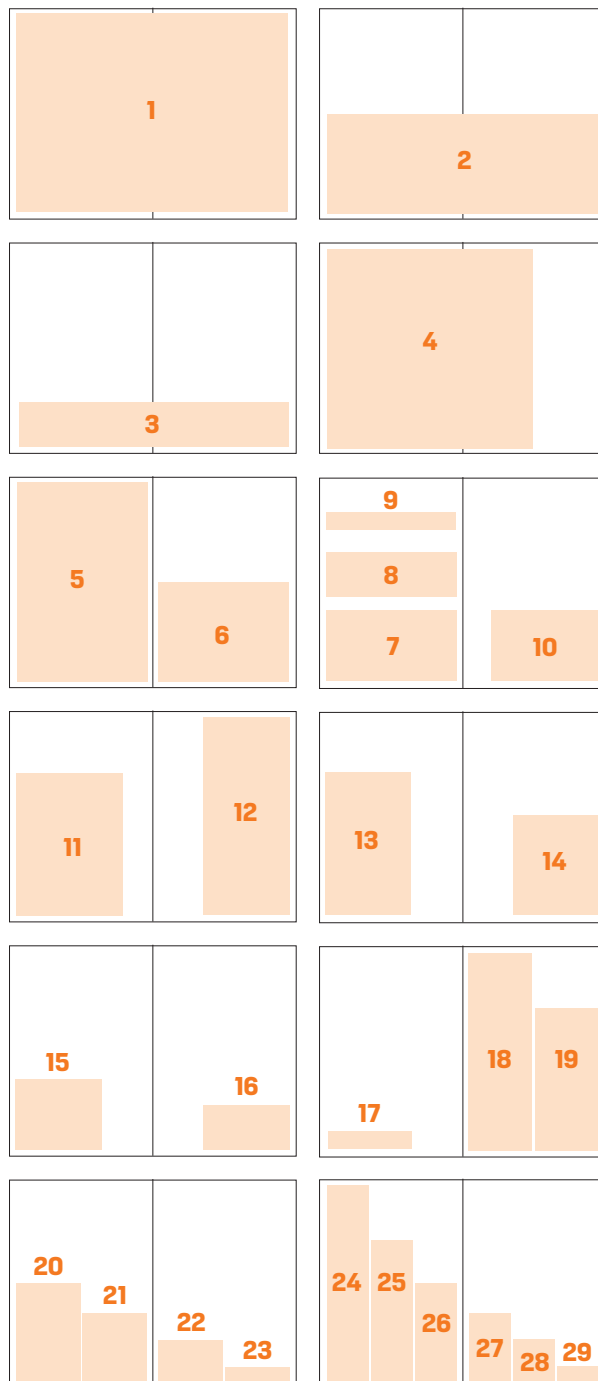
Front page
Back page
Special placement

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

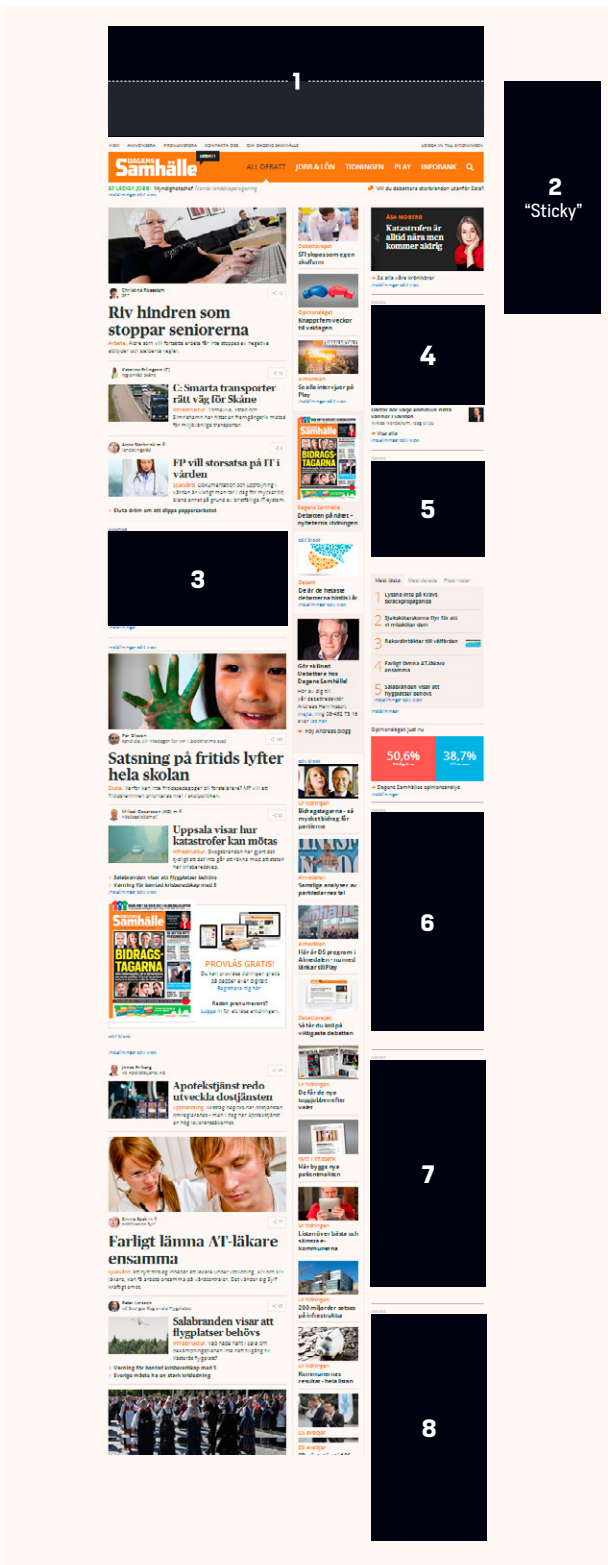
105 490 kr
65 200 kr

Pricelist 2018

The debate on the web

DAGENS Samhälle

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CALL INFORMA AB, +46 (0)8 34 03 05
[ds@informa.se



Pricelist 2018

Placement	Size Website	Size mobile	Price/wk.	SOV*
Place 1	980x240 px	320x320 px	24 200 kr	33%
	980x120 px	320x320 px	21 200 kr	33%
Place 2	250x480 px	320x240 px	18 200 kr	33%
Place 3	468x240 px	320x240 px	15 200 kr	33%
Place 4	300x250 px	320x160 px	12 400 kr	33%
Place 5	300x250 px	320x160 px	9 800 kr	33%
Place 6	300x600 px	320x160 px	6 200 kr	33%
Place 7	300x600 px	320x160 px	4 600 kr	33%
Place 8	300x600 px	320x160 px	3 400 kr	33%

*SOV = Share of total number of page views per week.

Targeting

Subjects	Size Website	Size mobile	SOV*
School	468x240 px	320x160 px	50%
Healthcare	468x240 px	320x160 px	50%
Elderly care	468x240 px	320x160 px	50%
Infrastructure	468x240 px	320x160 px	50%
Career	667x80 px	320x160 px	50%

Four weeks 20 000 kr. Twelve weeks 40 000 kr.
24 weeks 65 000 kr. One year 90 000 kr

Newsletter – Debate Sweep and Weekly Newspaper

Numbers of mailings per week	Size Website	Size Mobile	Price/wk.	SOV*
6	468x240 px	320x240 px	21 700 kr	100%

*SOV = Share of total number of page views per week.

Material delivery

For material specification see separate technical web spec.

Material address: dsannons@informa.se
For questions, please call: + 46 (0)8 340305



Banners