

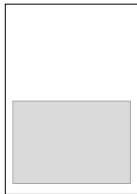
# ytforum

Branschtidningen om ytbehandling

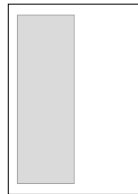
## Advertising rates & Publishing schedule 2024



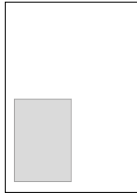
**1/1-page**  
Full page bleed  
210x297 mm  
+3 mm trim size  
14 900 :- SEK



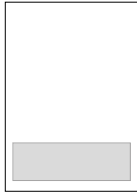
**1/2-page**  
185x130 mm  
11 500 :- SEK



**1/2-page**  
90x265 mm  
11 500 :- SEK



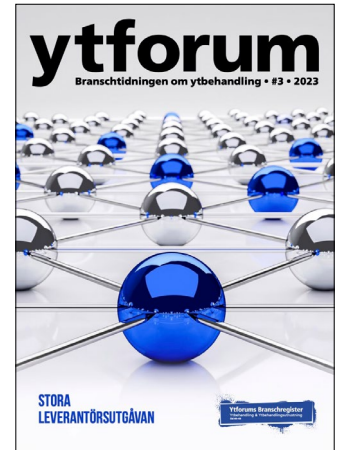
**1/4-page**  
90x130 mm  
7 300 :- SEK



**1/4-page**  
185x62 mm  
7 300 :- SEK

### Premium positions & inserts

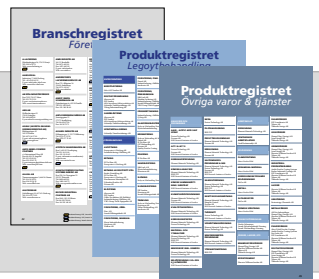
Cover 2	210x297 mm	19 500 :- SEK
Cover 3	210x297 mm	18 500 :- SEK
Back cover	<b>210x267 mm</b>	21 500 :- SEK
Insert < 20 g		15 500 :- SEK
Insert > 20 g		Request price



Ytforum is Scandinavia's leading trade magazine about finishing and corrosion protection and has delivered news and articles to their readers for over 40 years. The magazine is read by professionals in paint, powdercoating, electroplating and hot dip galvanizing industry, but also by purchasers and engineers.

### Supplier directory

The supplier directory shows who does what in the industry and is published in each issue of Ytforum as well as on the web. Participation is charged annually. Advertising continues until cancellation is made by the customer. Contact us for more information regarding the supplier directory.



### Advertising web & newsletter

#### ytforum.se

Side banner: 296x198 px (b x h) 14 500:- per 1 year  
296x198 px (b x h) 8 500:- per 1/2 year

#### Newsletter

Banner, full width: 564x198 px (b x h) 5 500:- per newsletter

For more information, see separate price list.

### Material

Ad material is delivered in digital form via mail or similar. We accept most file formats, but print optimized pdf is preferred. The resolution must be 300 dpi and all images, logos and fonts must be included in the file. Ads in four colors should be created using CMYK for full color separation.

### Discounts

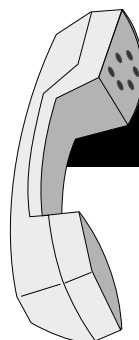
Quantity discount is given as follows:  
4 times 10% discount, 6 times 15% and 8 times 20% discount.

### Terms of payment

Net due within 30 days of billing  
Prices are excl. VAT

### Material address

Submit ad material to:  
urban@uhmarketing.se



### For ad bookings or further information please contact:

Urban Hedborg, UH Marketing AB  
Phone: (+46) 08-732 48 50  
E-mail: urban@uhmarketing.se

### Publishing schedule 2024

#	Materials due	Publishing date	Theme
1	17/1	15/2	Sustainability
2	20/2	20/3	PaintExpo Special
3	8/4	8/5	The big suppliers issue (extra large distr.)
4	14/5	14/6	Coating & Surface treatment plants
5	8/8	6/9	Wood coating
6	5/9	4/10	Powder coating
7	3/10	1/11	Elmia Sucontractor Fair (extra large distr.)
8	13/11	12/12	Blasting & Corrosion protection / Ytskyddsdagarna 2025