

Advertising rates & Publishing schedule 2025

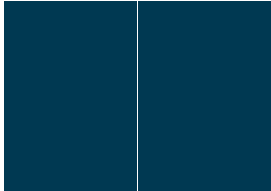



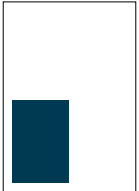

Publishing schedule

Edition	Materials due	Publishing date	Theme
1	16/1	14/2	Scandinavian Coating Industrial Coatings – Trends and Developments
2	20/2	21/3	Sustainability in the Surface Treatment & Coating Industry
3	1/4	7/5	The big suppliers issue (extra large distribution)
4	12/5	13/6	Energy Optimization of Coating & Surface treatment plants and processes
5	7/8	5/9	Pre-treatment, Industrial Cleaning & parts2clean Wood Coating
6	4/9	3/10	Powder coating
7	2/10	31/10	Elmia Sucontractor Fair (extra large distribution)
8	13/11	12/12	Blasting & Corrosion protection Ytskyddsdagarna 2026

About the magazine

Ytforum is Scandinavia's leading industry magazine on surface treatment and corrosion protection, delivering news and articles to its readers for over 40 years. The magazine reaches professionals in industrial coating, corrosion protection painting, chemical and electrolytic surface treatment, hot-dip galvanizing, as well as purchasers and designers.

Magazine advertisements

					
Two-page spread Full page bleed 420x297 mm +3 mm bleed 22 350 SEK	1/1-page Full page bleed 210x297 mm +3 mm bleed 14 900 SEK	1/2-page horizontal 185x130 mm 11 500 SEK	1/2-page vertical 90x265 mm 11 500 SEK	1/4-page horizontal 90x130 mm 7 300 SEK	1/4-page vertical 185x62 mm 7 300 SEK

Premium positions & inserts

Cover 2	210x297 mm	19 500 SEK
Cover 3	210x297 mm	18 500 SEK
Back cover	210x267 mm	21 500 SEK
Insert	Max. size 190x270 mm	Request price

Material

Print optimized pdf, 300 dpi resolution

Supplier directory

The Supplier Directory shows who does what in the sector and is published in every issue of Ytforum as well as on ytforum.se. Participation is billed annually, and advertising continues until any cancellation is made by the customer.

By securing a spot in our directory, you can easily reach decision-makers, experts, and buyers actively seeking the products and services you offer.

Annual Prices

Company Directory Standard: 1 950 SEK

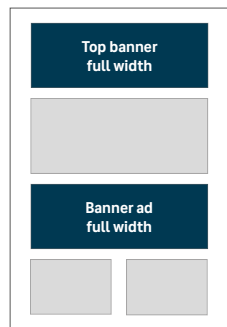
Company Directory, Extended (for multiple sites or additional information): 3 450 SEK

Business Directory (per year)

1-10 products: 550 SEK/pcs
11+ 275 SEK/pcs (-50%)
(discount applies to the number of products exceeding 10)



Advertising newsletter



Advertise in Ytforum's newsletter, published over 20 times per year.

Top banner, full width

564x198 px (b x h)
7 500 SEK per placement

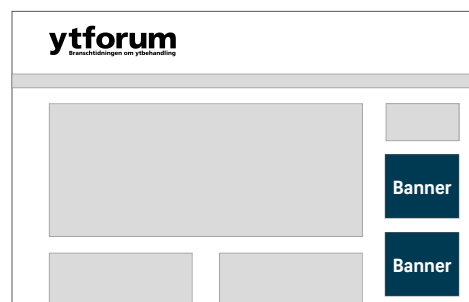
Banner, full width

564x198 px (b x h)
5 500 SEK per placement

Material

Static jpg or png

Advertising web



Side banner, yearly

296x198 px (b x h)
14 500 SEK

Side banner, 1/2 year

296x198 px (b x h)
8 500 SEK

Material

Static jpg or png

Information & terms

Material address

Submit ad material to: urban@uhmarketing.se

Terms of payment

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

Discounts

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

For ad bookings or further information please contact:

Urban Hedborg, UH Marketing AB

Phone: (+46) 08-732 48 50

E-mail: urban@uhmarketing.se

