

Ratecard
2025

PROFFS

En **RIKTIG** Lastbilstidning

No. 1 Trucker magazine
on the Internet!



Drivers & Fleet Owners rarely sits behind the desk.

PROFFS - the best place for Your ad!

www.tidningenproffs.se

Hit the target!

Through our magazine, you can reach your entire market 12 times a year, each issue has an audited circulation of 11,900 items (2023). The ability to also advertise on our websites, offers your company an accurate market activity, all year round.

Our target audience is anyone who is somehow involved in road transports. Drivers, fleet owners and courier companies are examples of customers you meet through our media.

This is Proffs

Our editorial base focuses on the daily lives of our readers. We write about everything from product launches to road safety issues and new rules and laws. But perhaps what made us most famous among our readers, is our articles about the "cheaters" and "rogue agents" in the industry. Our goal is to

not let the abusive competition continue in secret. We do this because we want the competition to take place on equal terms.

Do you agree?

Do you see the industry with the same serious eyes as we do? Then you should advertise in our media!

Want to know more?

Do you want to know more about our editorial specialties, please contact Göran Rosengren, Editor in chief. You can reach him by phone: +46 708-15 33 45 or via e-mail: goran@vagpress.se.

How to advertise

Talk with us about your advertising, please contact our advertising department:

Pekka Tikkanen

+46 8-653 83 80
annons@vagpress.se

Classified ads

+46 8-653 67 60
eftertext@vagpress.se

”All Inclusive”

By advertising in both magazines and on our two websites, you will give your company's message an optimized punch against the market.

Our official website lastbilstidning.se, together with our sister site queenoftheroad.se (target networking women in the transport industry) gives you a better chance of finding the right audience.

Lastbilstidning.se is Sweden's most read truck magazine on the internet!

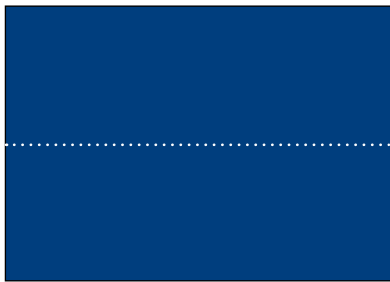
Contact us!

Contact us and we'll help you find the best combination for your business needs.



Technical Information

All prices are in SEK and excl. VAT

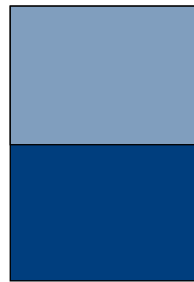


Spread
(515 x 365 mm)
B&W: 42.000,-
4-col.: 52.700,-

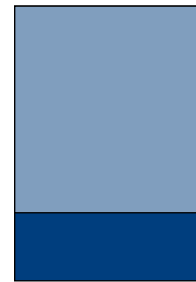
1/2 spread
(515 x 180 mm)
B&W: 32.000,-
4-col.:46.600,-



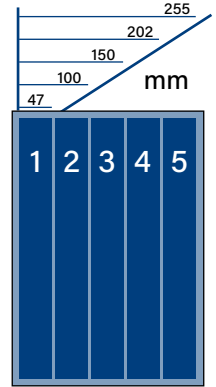
1/1-page
(255 x 365 mm)
B&W: 26.300,-
4-col.: 31.900,-



1/2-page
(255 x 180 mm)
B&W: 14.900,-
4-col.: 20.500,-



1/4-page
(255 x 90 mm)
B&W: 8.000,-
4-col.: 13.600,-



Special format
Column width: 47 mm
Millimeter price:
17:90/column mm

Specialpages, (4-col. only)

- Page 1 (255x45) 21.500,-
- Page 3 35.300,-
- 3rd cover 35.300,-
- 4th cover 36.800,-

Additional Costs

- Bleed +10%
- Special placement +10%
- A4-format mm-price +20%

Classified ads

Suppliers Market

Column mm price 17:90

Used Trucks:

Column mm price 17:90
1/1 page 22.800,-
1/2 page 13.400,-
1/4 page 8.600,-

Nb. Columnw. 40 mm. No of columns: 6.

The industry's Websites

Your company name and URL under heading in the newspaper and on the internet.

Clickable with logo on the internet.
3.000,-/year

Bolded text (in print):
+ 1.000,-/year

Yellow bolded text (in print):
+ 1.00,-/year

Supplement insert

- 0-20g 1:80 SEK
- >20g ask for estimate

Technical informations

- Format: 278 x 378 mm
- Type area: 255 x 365 mm
- Bleed: 278x378 +5mm
- No of columns: 5 (see above)
- Web offset, heat set
- 133 lines/inch

Digital material

PDF
EPS
Photoshop (PSD)

Enclose all of the illustrations in the main dokument in eps CMYK 300 dpi and all Open type fonts (do not use T1-Type).

We work on Mac platform.
Media: USB memory, FTP, E-mail.
Please, do not E-mail us material larger than 20 MB (ZIP).

General informations

TS-circulations:
11.900 issues, rated 2023

Member of Sveriges Tidskrifter

Publisher:

Vägpress AB, phone +46 8-653 83 80

Editor in chief:

Göran Rosengren, +46 708-15 33 45
E-mail: goran@vagpress.se

Ad. manager:

Pekka Tikkanen
Phone: +46 8-653 83 80
E-mail: annons@vagpress.se

Classified ads:

Phone: +46 8-653 67 60
E-mail: eftertext@vagpress.se

Homepage:

www.tidningenproffs.se

Conditions

- Ads and original according to estimates.
- Cancellation must be given the publisher at least 20 days before publishing day.
- Only cancellation by mail will be accepted.

Any questions?

Call us;
Pekka Tikkanen, +46 8-653 83 80,
+46 8-653 67 60

Technical information - Web ads

With an interesting message you get your audience to pay attention to your ad. But even function and interactivity are important for the ad to entice the viewer on the web. Our layout department can help you with the design of your banner.

The following information applies to both queenoftheroad.se and tidningenproffs.se

Examples:

R1 250 x 120

R2 250 x 240 Contact

R3 250 x 360 us for

R4 250 x 480 quotation!

H1 498 x 90

T1 980 x 120

TR 138 x 236 Contact

TL 550 x 98 us for

AT 498 x ? quotation!

"H", "R" and "AT" ads are available in varying heights. Contact us for quotation!

Other time periods? Contact us for quotation!

How to deliver your material

Send your ad by e-mail to: media@vagpress.se at least two weeks before publishing date. We accept all common ad formats as jpg, gif, and HTML 5.

Files should be named with the advertiser's name, module type and the starting date of the publication

"Name-ad type-yyymmdd".

Also specify the URL to which we should link the ad.

Demarcation

Ads published on our websites should be clearly demarcated in the form of a frame or colored base.

Other

Advertising material which is highly dependent on the client's computer power for its display, is not allowed.

Sound is allowed if the user / visitor activates it via, e.g., a play button.

More information

For technical questions, please send an email to media@vagpress.se.

Publisher & Editor in chief

Vägpress AB, phone: +46 8-653 83 80

Göran Rosengren, phone: +46 708-15 33 45

E-mail: goran@vagpress.se

The screenshot shows the Proffs website layout with several ad modules highlighted in orange boxes with their dimensions:

- T1** 980x120 (Top banner)
- TR** 138x236 (Right sidebar ad)
- TL** 550x98 (Middle banner)
- H1** 498x90 (Bottom left ad)
- R2** 250x240 (Bottom right ad)
- R1** 250x120 (Bottom right ad)
- R4** 250x480 (Bottom right ad)
- R3** 250x360 (Bottom right ad)

The website content includes a header with navigation links (HEM, KRÖNIKA, LEDARE, DEBATT, BRANSCHENS HEMSIDOR, WEBB-TV, PODD, FORMÄNER PÅ VÄG), a main article about LinCargo trucks, and a sidebar with a calendar for 24 SEPTEMBER 2021 and a section for Branschens hemsidor.

Advertising department

Pekka Tikkanen, +46 8-653 83 80

E-mail: annons@vagpress.se

Classified ads, +46 8-653 67 60

E-mail: eftertext@vagpress.se

Websites

www.queenoftheroad.se

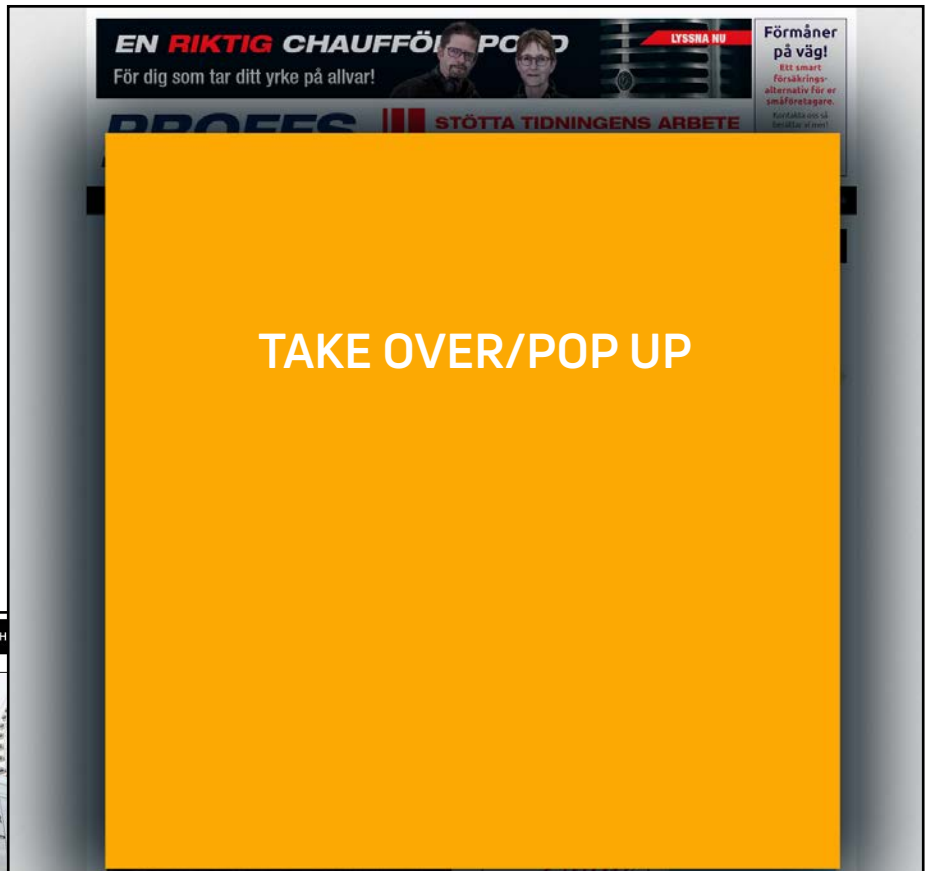
www.tidningenproffs.se

Terms and Conditions


- Cancellation must be notified to Vägpress AB no later than two weeks prior to insertion date.
- Only written cancellation approved.
- For correcting incomplete material, you will be charged SEK 950:- per commenced hour.

Technical information - Web ads

Pop up, 1000x1000
Contact us for quotation!



HEM KRÖNIKA LEDARE DEBATT BRANSCHENS H



DB Schenker använder nu enbart eldrivna fordon inom Gothenburg Green City Zone. Två eldrivna paketbilar och en tyngre distributionsbil ser till att alla paket och allt gods levereras fossilfritt inom zonen.

SCHENKER ENGAGERAR SIG I GOTHENBURG GREEN CITY ZONE

DB Schenker inleder samarbete med Business Region Göteborg för att bidra till uppskalning av eldrivna godstransporter inom Gothenburg Green City Zone - och blir därmed första logistikföretag att engagera sig i initiativet.

AT

Business Region Göteborg är en av initiativtagarna till Gothenburg Green City Zone där företag, samhällsaktörer och forskare ska utveckla, testa och skala upp ny teknik för fordon och infrastruktur. Målsättningen är att alla transporter i delar av Göteborg ska vara helt utsläppsfria 2030 och den använda elen grön.

Just nu drivs tre av DB Schenkers fordon i centrala Göteborg av el - två paketbilar och en distributionsbil från åkerierna TGM och Bäckebo's åkeri. De tre fordonen hanterar paket som distribueras i evenemangsområdet och på Lindholmen, som båda ingår i

ANNONSER

Plastol
Swec

TOBIDAN - BREMS
En av Nordens största inom Reservdel Lastbil, Buss, Trail

30% min slitage på h
EASY BAL
för exakt balat
SAFE CENT
för enklare mo

DOMETIC

MICHELIN X[®] MULTI™ GRIP
SÄKERHET & MOBILITET SOM VÄRAR, ÄVEN VID SVÅRA VINTERFÖRHÅLLANDEN

Styla dig och din lastbil i

AT
Flexible height, fixed width:
498 pxl
This ad is always visible
between the preamble and
the body text.
Contact us for quotation!

WWW

App 2025

Place your ad in the truck cab!

Via our magazine, you can reach your entire market 12 times a year. Each issue has an audited circulation of 11 900 items (2023). The ability to also advertise on our website, PROFFS and Queen of the Road, makes shure you reach all your audience, all year, and leaves a solid print in the industry.

As if that were not enough ... We are now among our readers always, no matter where they are, through our app which can be downloaded from Google Play and/or iTunes Store.



Distribution with precision

Anyone who has purchased a subscription can read the magazine free of charge in their smartphone and tablet. Each time a new issue of the magazine drops, it notifies readers directly in the portable device. **Simple**, right?



Want to know more? Contact our advertising team!

Pekka Tikkanen, +46 8-653 83 80, E-mail: annons@vagpress.se
Classified ads, +46 8-653 67 60, E-mail: eftertext@vagpress.se



Examples of ads in the newspaper

1/1-page

Upgreat.
Nya Actros L. Behagigare körning, effektivare arbete, bekännens överlevnad. Nya Actros L står en ny standard för Mercedes-Benz Trucks premiumklass. Mer information finns på www.mercedes-benz-trucks.com

Mercedes-Benz
Trucks you can trust

1/2-page

Grönt ljus för Volvos Klimatmiljö!

BRILLA OSS PÅ FACEBOOK

Flerspråkiga kundtjänst i Trelleborgs hamn

Passen i motorer drögs basen för utvalda foto av körlängsgångstjänst

Verktyg och ställt!

MULTISTAR G2 – VÅR MÅNGSIDIGA STJÄRNA

På Söring arbetar vi hårt för att utveckla vårt modellprogram – efter lanseringen av G22 är vi nu stolta att kunna presentera också Söring den nya Multistar G2.

Du hittar en av våra mångsidiga med både last- och stötpung som fungerar bra för dig med varierande körning.

Multistar hanterar riktigen lättare anslagningsarbeten som att frakta skaldjur eller kompostmaterial. Du kan även ansluta på ett alternativt sätt till ett stort antal olika typer av laster. Du kan även ansluta till ett stort antal olika typer av laster.

Vill du veta mer om Multistar G2? Besök www.soring.se

SÖRING

PROFFS nr 6-21

1/4-page and "plugs"

"Roligt att få vara med om uppstarten"

En svensk kvalitetsprodukt med hög standard och maximerad prestanda anpassad för det nordiska klimatet.

RICC NORDIC

Fors Industri AB • Tel 0866 66 10 30 • www.ricc.se • info@riccindustrial.se

PROFFS nr 5-21

150x135 and 100x135

Smarta laddare viktig del av omställningen mot el

PlastoMer Sweden AB

Gödsel-Biogas, Kemi, Livsmedel, Gas - allt enligt dina önskemål

Skärmarm som tål ett tuffare liv

Skärmarm och inre stötdämpare
Framkant på inre stötdämpare
Flera former och storlek
Flera olika monteringsalternativ

Praktiskt
Testade med
Utträskt
Resultat

Utsäat sortiment: MAGYAR viltskärmar - MACOLA gasstärmar

Biltankar • Tanksläp • Petroleumtankar
Tanksemitrailer • Tankcontainere
För transport av allt flytande gods.
I trycklösa tryckvakuum-ADR-klassat

TIMARS

Kontakta oss för ytterligare information!
E-postadress: timars@timars.se • Tel 0240-77 10 00
Fax 0240-77 10 10 • www.timars.se

PROFFS nr 6-21

Suppliers Market

LEVERANTÖRSKONTAKTEN

RENOVERINGSLÅSAR
SÄMRE OCH ANVÄNDRINGSVÄNLI
PÅSTÄMMNINGSLÅSAR
SLP
FOS

Fabriksoverlåtelse
www.fabriksoverlata.se
08-66 66 66

Släp
www.slapp.se
08-66 66 66

U-LIFT
www.u-lift.se
08-66 66 66

INNOVATION
www.innovation.se
08-66 66 66

SLÄPVAGNAR & BILPÅVAGNAR
www.slapp.se
08-66 66 66

Labag
www.labag.se
08-66 66 66

Värdetjänst
www.vardetjanst.se
08-66 66 66

STÅNDEKONTOR
www.standekontor.se
08-66 66 66

GRATIS REKLAM
www.gratisreklam.se
08-66 66 66

PlastoMer
www.plastomer.se
08-66 66 66

FINNS DITT FÖRETAG?
www.proffs.se
08-66 66 66

REKONSTRUKTION
www.rekonstruktion.se
08-66 66 66

INDUSTRI
www.industri.se
08-66 66 66

VANG
www.vang.se
08-66 66 66

VAK
www.vak.se
08-66 66 66

The Industry's Websites

BRANSCHENS HEMSIDOR

www.proffs.se

www.100.se

www.200.se

www.300.se

www.400.se

www.500.se

www.600.se

www.700.se

www.800.se

www.900.se

www.1000.se

www.1100.se

www.1200.se

www.1300.se

www.1400.se

www.1500.se

www.1600.se

www.1700.se

www.1800.se

www.1900.se

www.2000.se

www.2100.se

www.2200.se

www.2300.se

www.2400.se

www.2500.se

www.2600.se

www.2700.se

www.2800.se

www.2900.se

www.3000.se

www.3100.se

www.3200.se

www.3300.se

www.3400.se

www.3500.se

www.3600.se

www.3700.se

www.3800.se

www.3900.se

www.4000.se

www.4100.se

www.4200.se

www.4300.se

www.4400.se

www.4500.se

www.4600.se

www.4700.se

www.4800.se

www.4900.se

www.5000.se

www.5100.se

www.5200.se

www.5300.se

www.5400.se

www.5500.se

www.5600.se

www.5700.se

www.5800.se

www.5900.se

www.6000.se

www.6100.se

www.6200.se

www.6300.se

www.6400.se

www.6500.se

www.6600.se

www.6700.se

www.6800.se

www.6900.se

www.7000.se

www.7100.se

www.7200.se

www.7300.se

www.7400.se

www.7500.se

www.7600.se

www.7700.se

www.7800.se

www.7900.se

www.8000.se

www.8100.se

www.8200.se

www.8300.se

www.8400.se

www.8500.se

www.8600.se

www.8700.se

www.8800.se

www.8900.se

www.9000.se

www.9100.se

www.9200.se

www.9300.se

www.9400.se

www.9500.se

www.9600.se

www.9700.se

www.9800.se

www.9900.se

www.10000.se

Publication Schedule 2025

Issue	1	2	3	4	5	6	7	8	9	10	11	12
Closing	15 jan	12 feb	12 mar	7 apr	14 may	11 june	5 july	9 july	10 sep	8 oct	5 nov	3 dec
Deadline	17 jan	14 feb	14 mar	9 apr	16 may	13 june	11 july	11 july	12 sep	10 oct	7 nov	5 dec
Publishing	31 jan	28 feb	28 mar	25 apr	30 may	27 june	25 july	29 aug	26 sep	24 oct	21 nov	19 dec

All prices are in SEK and excl. Vat.

Vägpress AB • Phone: +46 8-653 83 80 • E-mail: annons@vagpress.se • Homepage: www.tidningenproffs.se
 Post address: Vägpress AB • Kornhultsvägen 19 • SE-312 53 Hishult • Sweden • Phone: +46 708-15 33 45
 E-mail digital material to: media@vagpress.se