

Modern ^{MfSS} Stadstrafik

Information &
Advertising price list
with Plan of publication

2010/2011

Want to reach the key decision makers in the Swedish public transport?

Modern Stadstrafik is the leading Swedish independent business magazine focused on public transport and urban development, as its name implies.

It brings in-depth knowledge of developments in the modern public transport business, its trends and tendencies, both in the Swedish and the international public transport areas.

Modern Stadstrafik brings business news, essential for public transport authorities as well as operators, and for politicians who want to remain updated. The topics covered are, beside public transport and urban development, e.g. financial and political issues, technical questions, relevant research, the tendering processes, and operation and maintenance.

Since the start in the beginning of 2009, Modern Stadstrafik has served as an important source of knowledge, and as a base for decision amongst **consultants** in the trade, as well as for **public transport planners, lobbyists** and **politicians**.

With an advertisement in Modern Stadstrafik you will reach over 2.000 readers, all active within different areas of public transport, in Sweden and the Nordic countries.

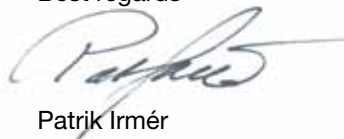
Modern Stadstrafik is published by Svenska Spårvägssällskapet (The Swedish Tramway Society), six times per year.

Svenska Spårvägssällskapet was founded in 1959 and had its 50th anniversary on December 5th, 2009. Modern Stadstrafik is part of a varied Jubilee Programme, and an important channel, directly to key persons in the Swedish public transport business.

Editorial Programme of Modern Stadstrafik:

- **Public transport and urban development**
- **Public transport in general, on road and on track**
- **The political scene and public transport**
- **The conflict areas public transport vs car traffic**
- **Technical questions in public transport**
- **Research, relevant to public transport**
- **Debate and exchange of information, relevant to public transport**
- **The economy in public transport**
- **The tendering process**
- **The public transport heritage**

Best regards



Patrik Irmér
Advertisement Manager



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ADVERTISING PRICES

| | Price | Measurements (mm) | Bleed |
|--|------------|--------------------------|------------------|
| Spread | 21.900 SEK | 420 x 297 | + 3 mm |
| 1/1-page | 14.900 SEK | 185 x 265 | 210 x 297 + 3 mm |
| 1/2-page | 7.900 SEK | 185 x 130 | |
| 1/4-page | 4.900 SEK | 90 x 130 | |
| Covers: Inside front, Inside back and Outside back | 17.900 SEK | (Cover 210 x 297 + 3 mm) | |

Discount
10% when ordering 6 Advertisement simultaneously

Magazine circulation
2000 copies

Supplements:
Contact ad dept. for offer.

PLAN OF PUBLICATION

| No | Ad delivery | Date of publishing 2011 (2010) |
|----|-------------|--------------------------------|
| 1 | 21/1 | 10/2 |
| 2 | 11/3 | 31/3 |
| 3 | 19/5 | 26/5 |
| 4 | 12/8 | 1/9 (2/9) |
| 5 | 7/10 | 27/10 (26/10) |
| 6 | 25/11 | 15/12 (16/12) |

ADVERTISING

Modern Stadstrafik
Advertisement manager:
Patrik Irmér
Antennvägen 10
SE-135 48 Tyresö
Sweden

Tel +46 (0)8 742 10 08
Fax +46 (0)8 742 10 09
annons@modernstadstrafik.se

EDITORIAL

Modern Stadstrafik
Editor
Thomas Johansson
Tel +46 (0)70 727 49 51
red@modernstadstrafik.se

TECHNICAL FACTS

- 3 mm bleed all around.
- High resolution 300 dpi;
PDF, EPS, TIF, PSD, JPG

Modern MSS
Stadstrafik

ADVERTISING DEPARTMENT
Modern Stadstrafik

Irmér Media AB
Antennvägen 10
SE-135 48 Tyresö
Sweden

Tel +46 (0)8 742 10 08
Fax +46 (0)8 742 10 09
info@irmermedia.com

