

Modern MfSS Stadstrafik



**INFORMATION & ADVERTISING PRICE LIST
WITH PLAN OF PUBLICATION**

2012

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
ADVERTISMENT MANAGER

Advertising price list & Plan of publication 2012

ADVERTISING PRICES

Format	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 2012
1	20 January	8 February
2	9 March	29 March
3	4 May	24 May
4	10 August	30 August
5	5 October	25 October
6	23 November	13 December

ADVERTISING

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EDITORIAL

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TECHNICAL FACTS

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



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