

Modern ^{MfSS} Stadstrafik



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

2017



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.

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

Frida Walter

ADVERTISEMENT MANAGER

Advertising price list & Plan of publication

ADVERTISING PRICES

Format	Price	Measurements (mm)	Bleed
Spread	23.700 SEK	420 x 297	+ 3 mm
1/1-page	16.700 SEK	185 x 265	210 x 297 + 3 mm
1/2-page	9.700 SEK	185 x 130	
1/4-page	5.900 SEK	90 x 130	
Covers: Inside front, Inside back and Outside back	19.200 SEK	(Cover 210 x 297 + 3 mm)	

Discount

10% when ordering 6 Advertisement simultaneously

Supplements

Contact ad dept. for offer.

PLAN OF PUBLICATION

No	Ad delivery	Date of publishing 2015
1	16 January	9 February
2	2 March	30 March
3	24 April	18 May
4	7 August	31 August
5	28 September	26 October
6	20 November	14 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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