

# BERGSMANNEN



STÅL | METALL | BERG | MINERAL | GRUV



## THE DECISION MAKERS

Bergsmannen med Jernkontorets Annaler is the leading Nordic trade magazine for the steel and mining industries. The magazine is also the information channel for Svenska Bergsmannaföreningen, Föreningen Bergskamraterna, and Jernkontoret. Most decision makers in these industries belong to one or more of these organizations.

With a magazine circulation of 6,000 copies, your ad reaches a very interesting target group.

Membership subscription for engineers gives the magazine an extraordinary accuracy. In addition, we distribute the magazine to the industry's future engineers students in the areas of metallurgy and minerals engineering at several universities and colleges.

In addition, the magazine is distributed to businesses, libraries and institutions in the Nordic region.

## NORDIC STEEL & MINING REVIEW

This is an English version of Bergsmannen; twice a year, we present the situation in Nordic steel and mining. We invite the entire industry to participate, both with editorial content and advertising. Our editor-in-chief sets the agenda together with industry representatives.

*Nordic Steel & Mining Review* is specially distributed to Jernkontorets international contacts, and non-Nordic subscribers of *Scandinavian Journal of Metallurgy*. The Swedish Export Council's trade office distributes these issues to recipients with special interest in Nordic contacts, as well as member companies of the *The International Iron and Steel Institute, IISI*; an organization for all steel manufacturers in the world, as well as a large number of mining companies in approximately 40 countries worldwide.



# PUBLICATION INFO 2018

## PUBLICATION & ADVERTISING MATERIAL DATES

In all our issues, we monitor all parts of the industry, with some editorial special features.

- NO 1 Mining/steel**  
February, 17th (material: January, 25th)
- NO 2 Steel/mining**  
April, 20th (material: Mars, 29th)
- NO 3 Gruvtema**  
May, 25th (material: May, 14th)  
**Euro Mine Expo – mässtidning\***  
May, 25th (material: May, 14th)
- NO 4 Steel/mining**  
September, 7th (material: August, 24th)
- NO 5 Mining/steel**  
October, 12th (material: September, 28th)
- NO 6 Gold and copper**  
November, 9th (material: October, 26th)
- NO 7 Nordic Steel & Mining Review**  
December, 7th (material: November, 23th)

\*Euro Mine Expo's official trade fair catalogue is included in Bergsmannen 3, 2018. Material: May, 14th.

## THE PURCHASE GUIDE

In each issue of Bergsmannen we collect the industry's suppliers to the mining, steel and metal industry: address register, product register and consultants. The purchase guide is also published on Bergsmannens website.

Company contact information: SEK 3,800.

Any number of headings in the product register and in the list of consultants: SEK 800/headings.

The prizes are valid for twelve calendar months, and refer to six regular issues of Bergsmannen.

VAT is added to the price, advertising tax is included.



## WWW.BERGSMANNEN.SE

Advertise on the *bergsmannen.se* website!

- 140 x 100 pixels –SEK 1,000/month (excl. VAT)
- 334 x 108 pixels –SEK 2,000/month (excl. VAT)
- 334 x 216 pixels –SEK 2,750/month (excl. VAT)
- 1140 x 300 pixels – SEK 4,500/month (excl. VAT)

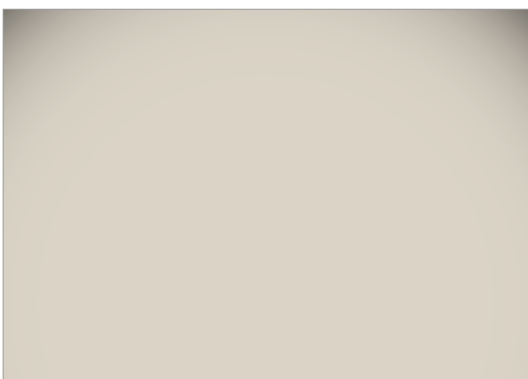
The three smaller sizes for web ads are added to the right side of the site. The larger top banner is placed on the top of the page. GIF or JPEG format.

## CIRCULATION

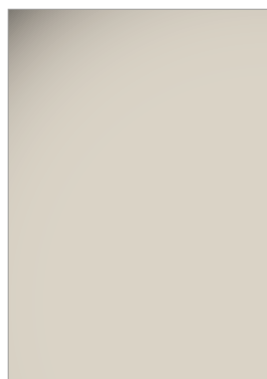
The circulation of *Bergsmannen* consists of 6,000 copies, of which 5,000 copies is distributed to our subscribers. *The Nordic Steel & Mining Review* edition consists of 8,000 copies (regular ad rates apply).

## CONTACT & AD MATERIAL

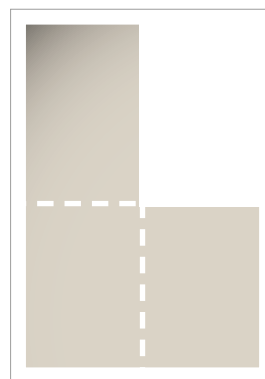
Richard Svensk +46 70 890 05 67, [richard@kontaktmedia.se](mailto:richard@kontaktmedia.se)



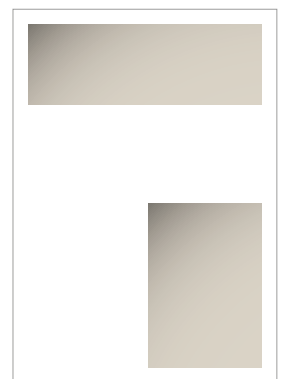
**SPREAD**  
420 x 297 mm +3 mm bleed  
SEK 34,000 + VAT



**FULL PAGE**  
210 x 297 mm + 3 mm bleed  
SEK 23,000 + VAT



**HALF PAGE**  
90 x 260 mm vertical  
185 x 127 mm horizontal  
SEK 13,950 + VAT



**QUARTER PAGE**  
90 x 127 mm vertical  
185 x 60 mm horizontal  
SEK 8,250 + VAT