

Advertising Price List

2026

The Nordic region's largest architecture magazine is now even sharper!

With an updated layout and fresh new features, the magazine Trä (wood in Swedish) is targets at decision-makers, professionals, and students within the fields of architecture and construction. Reports on innovative solutions and stories about the most interesting timber buildings are mixed with technical deep-dives and interviews with the people behind the projects.



The obvious choice to reach those who are shaping the future of architecture

Trä magazine gives you access to a curious and engaged readership seeking inspiration, insights, and new perspectives on the sustainable architecture of the future. Four times a year, you have the opportunity to place your advert in a context where in-depth themes meet exciting innovation and carefully selected timber architecture.

We currently have 25,000 subscribers who are studying or working as architects, structural designers, engineers, property managers, or are employed at construction companies. The magazine is sent to our subscribers' homes and is also available as a PDF in both Swedish and English on Swedish Wood's website. Subscribers also

receive a newsletter every three weeks, with tailored content.

We make sure your message not only gets seen but also captures the attention of those who will plan, create, and build tomorrow's sustainable society.

Warmly welcome to advertise with us!

Malin Age,
Editor

Alexander Nyberg,
Project Manager

tidningentra@
svenskttra.se
www.tidningentra.se



9 out of 10

subscribers want to read the magazine on paper.

50%

of readers say the magazine has influenced their choice of materials and interior design.

50%

save the magazine to read several times and share it at the workplace.

21%

of readers have requested more information from our advertisers.

11%

of readers have made purchases based on adverts in the magazine.

Source: Demoskop

The magazine has a circulation audited by TS (Tidningsstatistik), which means that the distribution figures are independently verified by a third party according to strict industry standards. This provides advertisers and media buyers with reliable and transparent data regarding the magazine's reach.

Advertise in the newsletter

Take the opportunity to advertise in Swedish Wood's Swedish newsletter Trä, which every three weeks reaches many of those who subscribe to the magazine. This gives you access to a curious and engaged readership seeking inspiration, insights, and new perspectives on the sustainable architecture of the future.

Prices

Four newsletters in connection with a print edition	16,400 SEK
Two packages with four mailings each (total 8 adverts)	14,200 SEK/package

Technical specifications

File format: JPG

Size: approx. 300 KB, 600 x 200 px

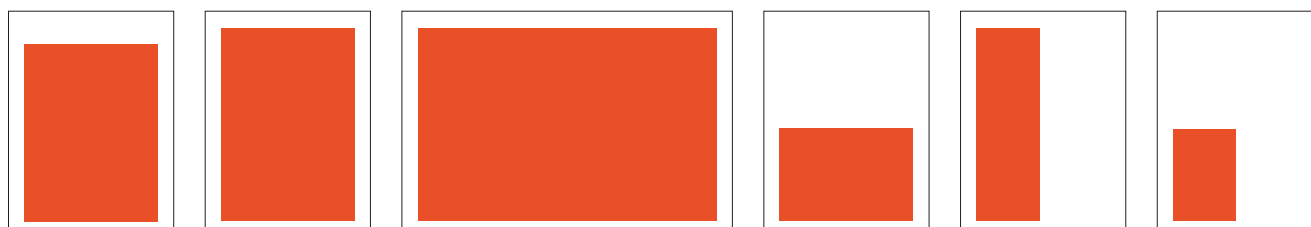
Don't forget to specify the website the clickable advert should link to.

Publication

Contact ad booking for detailed information.

Annonsera i tidningen

Advertise in the magazine



Back cover:
190 x 260 mm
+ 3 mm bleed

Full page:
190 x 260 mm

Double-page spread:
400 x 245 mm

Half page
horizontal:
190 x 125 mm

Half page
vertical:
90 x 260 mm

Quarter page:
90 x 125 mm

Prices

Advertising Prices

Price per insertion (SEK) when booking simultaneously (all prices include advertising tax but exclude VAT).

	1 time	2 times	3 times	4 times
Double-page spread:	55,900	55,330	49,200	43,200
Full page:	40,700	36,700	32,600	28,500
Half page:	24,000	21,600	19,200	16,900
Quarter page:	14,200	12,800	11,500	10,000

Insert Prices

Insertion or binding, max size 210 x 285 mm (price in SEK per piece).

Vikt	max pris
10 g	3,00
20 g	3,30
30 g	3,60
40 g	3,90

Advertorials

Advertisements with editorial appearance are discouraged. An editorial appearance arises, for example, if the advert has a headline followed by an introduction and subsequent longer body text. Ask for our advertising policy.

Ad Production

Digital ad material in PDF. We can assist with ad creation – request a quote.

If cancelled later than five weeks before publication, the full price will be charged.

Ad Formats & Publication Plan

Issue	With readers	Last booking	Material deadline
1	6 March	9 Feb	13 Feb
2	9 June	8 May	19 May
3	24 Sept	24 Aug	1 Sept
4	14 Dec	13 Nov	23 Nov

Ad Material

Technical specifications

Magazine format: 215 x 300 mm

Print: Sheet offset (4-colour)

Screen: 150 lines

Photos: 300 dpi at 100%

ICC profile: Download the ISOcoated_v2_300_eci profile from trydells.se or choose Coated Fogra39

Delivery of ad material

Material must be emailed by the material deadline for each issue to jon.ost@spmedia.se

Ad Booking

Jon Öst, Media Salesperson

jon.ost@spmedia.se, mobile 072-231 69 08

Swedish Pure Media AB

Ad Booking

Jon Öst, Media Salesperson
jon.ost@spmedia.se, mobile 072-231 69 08
Swedish Pure Media AB

Contact

tidningentra@svenskttra.se



Swedish Wood disseminates knowledge about wood, wood products and wood in construction, contributing towards a sustainable society and a thriving sawmill industry. We achieve this by inspiring, educating and driving technical advances. Swedish Wood represents the Swedish sawmill industry and is part of the Swedish Forest Industries Federation. Swedish Wood represents the Swedish glulam, CLT and packaging industries, and collaborates closely with Swedish builders' merchants and wholesalers of wood products.