

## ***Rate card***

as from No 2/2025

# **The Nordic region's largest architecture magazine gets even sharper**

With an updated layout and fresh new features, Trä! magazine is aimed at decision makers, professionals and students in the field of architecture and construction. Reports on innovative solutions and the most interesting wooden buildings are presented along with advanced technical information and interviews with the people behind the projects.



***New design  
New content***

as from No 2/2025



# The obvious choice to reach people who are creating tomorrow's architecture

Trä! magazine gives you access to an engaged and interested readership looking for inspiration, insights and new perspectives on the sustainable architecture of the future.

**Four times a year**, you can place your advert in a context where in-depth topics meet exciting innovation and carefully selected wooden architecture.

**Join us in 2025** as Trä! magazine is developed and given a major makeover, with a new look and new content.

**We currently have 25,100 subscribers** who work as architects, designers, engineers, property managers and industry executives, and we are now making an extra effort to reach a younger target group. The magazine, which is sent to each subscribers' home address, is also available online in PDF format.

**We make sure that your message** is not only seen, but that it also captures the attention of the people who are planning, creating and building tomorrow's sustainable society.

*We welcome you to advertise with us!*

**Malin Age,**  
Editor

**Alexander Nyberg,**  
Project Manager

tidningentra@  
svenskttra.se  
www.tidningentra.se



**We are the Nordic region's largest architecture magazine!**

## Number of subscribers

1 Trä! magazine (Swe)	25,100
2 Arkitekten (Swe)	14,400
3 Byggeri + Arkitektur (Den)	10,300
4 Arkitekten (Den)	10,100
5 Form	8,000
6 Arkitektur (Nor)	6,800
7 Arkkitehti (Fin)	4,050
8 Arkkitehtiutiset (Fin)	3,500
9 Arkitektur (Swe)	3,500
10 Landskab (Den)	1,920

**25,100 subscribers\* to Trä! magazine**

## Number of subscribers

Construction industry (mainly architects and designers – but also developers, contractors, engineers...)	12,800
Property management	2,000
Suppliers and manufacturers	2,000
Research and education (university students and professors)	2,600
People interested in wooden buildings	5,700
<b>Total</b>	<b>25,100</b>

\*TS-verified circulation

**9 out of 10**

subscribers want to read the magazine in printed form.

**50%**

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

**50%**

save the magazine to re-read and share at work.

**21%**

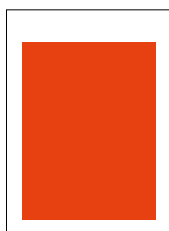
of readers have requested more information from our advertisers.

**11%**

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

# Technical information

## Advert dimensions



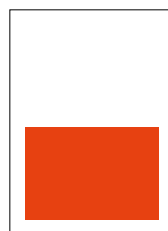
Back cover  
190 x 260 mm  
+ 3 mm bleed



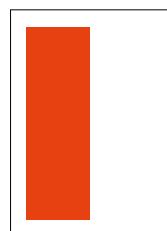
Full page  
190 x 260 mm



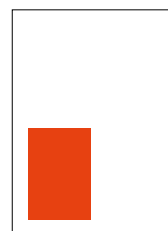
Spread  
400 x 245 mm



Half page  
(horizontal)  
190 x 125 mm



Half page  
(vertical)  
90 x 260 mm



Quarter page  
90 x 125 mm

## Prices

### Advert rates

Price per insertion (SEK) at time of booking (all prices are inclusive of advertising tax but exclusive of VAT).

	1 issue	2 issues	3 issues	4 issues
Spread	55,900	50,300	44,700	39,200
Full page	37,000	33,300	29,600	25,900
½ page	21,800	19,600	17,400	15,300
¼ page	12,900	11,600	10,400	9,100

### Insert rates

Loose insert or bound-in insert, maximum size 210 x 285 mm (price per unit in SEK).

Weight	max price
10 g	2.70
20 g	3.00
30 g	3.30
40 g	3.50

### Advertorials

Adverts with an editorial appearance are not accepted, for example adverts with a headline followed by introductory text and longer body text.

### Advert production

Digital advert material in PDF format. We can assist with advert production – ask for a price quotation. Full price is charged if booking is cancelled later than 5 weeks before publication.

## Publication plan

Issue	Publication date	Final booking	Forms-close date
1	5 Mar	6 Feb	12 Feb
2	9 Jun	9 May	19 May
3	23 Sep	22 Aug	1 Sep
4	12 Dec	13 Nov	21 Nov

## Advert material

### Technical specifications

Magazine format: 215 x 300 mm

Offset printer: Arkoffset (4-colour)

Image processing: 150 lines

Photos: 300 DPI at 100%

ICC profile: download profile ISOcoated\_v2\_300\_eci from trydells.se, or choose Coated Fogra39

### Delivery of advert material

Material is to be sent by the forms-close date for each issue to [jon.ost@spmedia.se](mailto:jon.ost@spmedia.se)

## Advert booking

Jon Öst, media vendor

[jon.ost@spmedia.se](mailto:jon.ost@spmedia.se), mobile 072-231 69 08

Swedish Pure Media AB

## ***Advert booking***

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Swedish Pure Media AB



Swedish Wood expands knowledge about wood, wood products and wood in construction to promote a sustainable society and a thriving sawmill industry. We do this by inspiring, educating and driving technological development. Swedish Wood represents the Swedish sawmill industry and is part of the Swedish Forest Industries Federation. Swedish Wood also represents the Swedish glulam, CLT and packaging industries, and collaborates closely with the Swedish building trade and wood product wholesalers.