

The Trä magazine is a source of inspiration and a reference work for architects, structural designers, developers, building contractors, engineers, property managers, students and lecturers (at university level). Our 22,800 subscribers (verified by TS) have asked to receive the magazine. Every issue of the magazine is translated to English and published as a pdf.

According to Demoskop, 94% of subscribers want to read the magazine on paper, 70% save the magazine to read again and also circulates it in the office. Half of readers are responsible for material and interior decisions in their projects. 30% of readers have contacted advertisers and asked for additional information.











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Urmon.
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In annan stedel med konstruktionen ar «-trä var att den mößliggjorde en rationell metod där många element kunde prefakrimetod prefakrimetod programmenten staten staten som Konstruktionen innebär att man helt dipper pelare i mitten av den så meter ber yyggnaden, vilket skapar en känsla av rym

NAME OF THE OWNER, 2000 WES

Advertising prices

Price per insertion (SEK) when booked at the same time (all prices include advertising tax, but exclude VAT).

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Insertions	1	2	3	4	
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1/4 page	10,200	8,670	8,160	7,140	

Advertising material

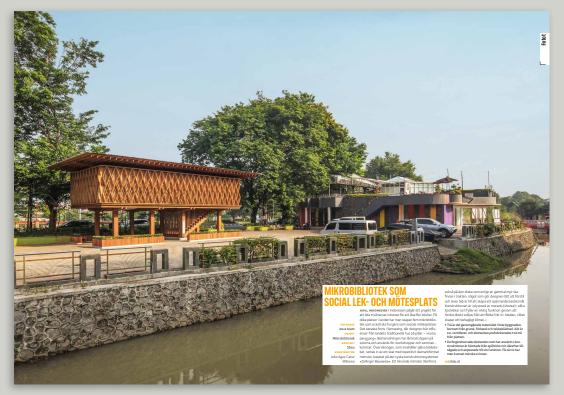
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Technical details

Magazine format: 215 x 300 mm Printing system: Sheet-fed offset (4-colour) Raster: 150 lines Photos: 300 dpi at 100% ICC-profil: download the profile ISOcoated_v2_300_eci from trydells.se or choose Coated Fogra39









The Nordic region's biggest architecture magazine

Trä! (Swe)	22,800
Arkitekten (Swe)	14,100
Byggeri + Arkitektur (Dk)	9,700
Arkitekten (Dk)	8,300
Form (Swe)	8,000
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Arkitektur (Swe)	5,500
Betong (Swe)	4,800
Arkkitehtiuutiset (Fi)	4,300
Arkkitehti (Fi)	4,200
Landskab (Dk)	1,750
Rum (Swe)	*

SOURCES kantarsifo.se, betong.se, formmagazine.com, fagpressen.no, mediakortit.fi, danskemedier.dk, * edition not verified.

Our subscribers

Of our 22,800 subscribers, around half work in the construction sector, and the majority of them are architects and designers. Around 1,800 are in property management, 1,900 are suppliers and manufacturers, 2,500 subscribers are in research and education, and the following more than 5,300 subscribers are other stakeholders.

Format

BACK COVER 215 x 270 mm + 3 mm bleed FULL PAGE 215 X 300 mm + 3 mm bleed **SPREAD**430 X 300
+ 3 mm bleed

HALF PAGE
- horizontal
215 x 150 mm
+ 3 mm bleed

HALF PAGE
- vertical
107 x 300 mm
+ 3 mm bleed

1/4-PAGE vertical 100 x 144 mm

Publishing schedule

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3 February Material deadline:

13 February

ISSUE 2

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Material deadline: 19 May

ISSUE 3

Published 17 September

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Material deadline: 1 September **ISSUE 4**

Published 3 December

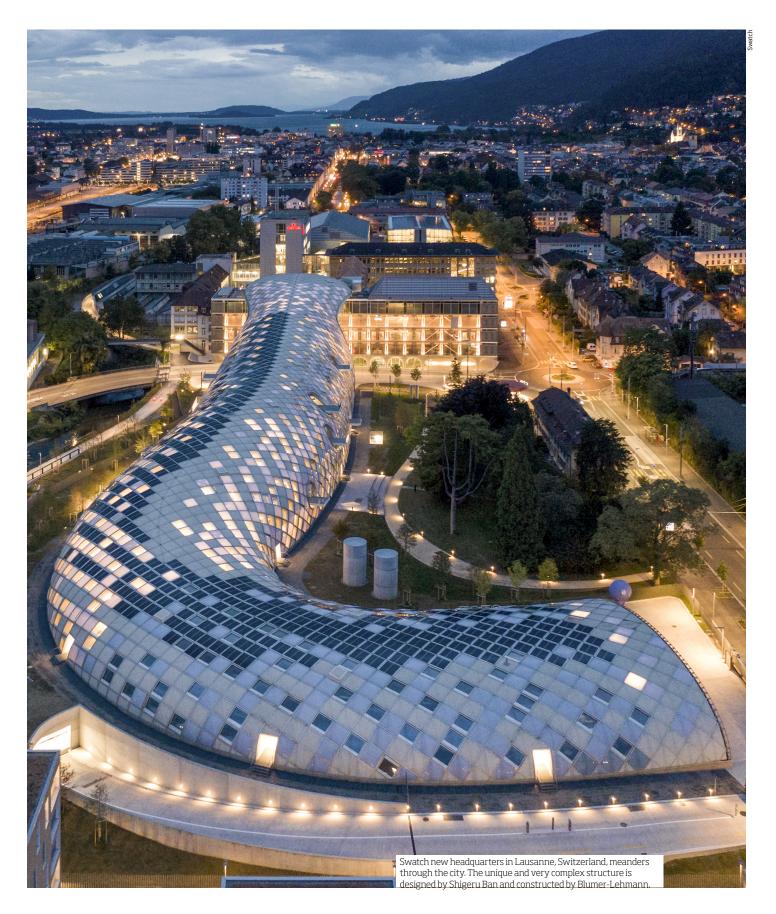
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15 November

Advertising hand-in

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Swedish Wood represents the Swedish sawmill industry and is part of the Swedish Forest Industries Federation. The forest industry is one of Sweden's most important business sectors. It provides employment throughout the country. Thanks to its natural raw materials and products, the forest industry has a key role in the development towards a sustainable, biobased society.

Trä magazine is aimed at architects, structural engineers and everyone else interested in architecture and construction.

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