

# Advertising rates & Publishing schedule 2025

## Publishing schedule

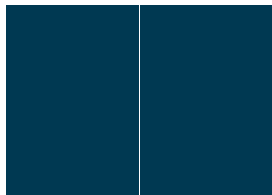
Edition Materials due Publishing date Theme

1	28/1	26/2	Scandinavian Coating   Industrial Coatings – Trends and Developments
2	20/2	21/3	Sustainability in the Surface Treatment & Coating Industry
3	1/4	7/5	The big suppliers issue (extra large distribution)
4	12/5	13/6	Energy Optimization of Coating & Surface treatment plants and processes
5	7/8	5/9	Pre-treatment, Industrial Cleaning & parts2clean   Wood Coating
6	4/9	3/10	Powder coating
7	2/10	31/10	Elmia Sucontractor Fair (extra large distribution)
8	13/11	12/12	Blasting & Corrosion protection   Ytskyddsdagarna 2026

## About the magazine

Ytforum is Scandinavia's leading industry magazine on surface treatment and corrosion protection, delivering news and articles to its readers for over 40 years. The magazine reaches professionals in industrial coating, corrosion protection painting, chemical and electrolytic surface treatment, hot-dip galvanizing, as well as purchasers and designers.

## Magazine advertisements



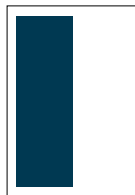
Two-page spread  
Full page bleed  
420x297 mm  
+3 mm bleed  
22 350 SEK



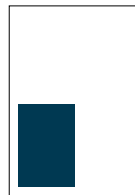
1/1-page  
Full page bleed  
210x297 mm  
+3 mm bleed  
14 900 SEK



1/2-page  
horizontal  
185x130 mm  
11 500 SEK



1/2-page  
vertical  
90x265 mm  
11 500 SEK



1/4-page  
horizontal  
90x130 mm  
7 300 SEK



1/4-page  
vertical  
185x62 mm  
7 300 SEK

### Premium positions & inserts

Cover 2	210x297 mm	19 500 SEK
Cover 3	210x297 mm	18 500 SEK
Back cover	<b>210x267 mm</b>	21 500 SEK

Insert	Max. size	Request price
	190x270 mm	

### Material

Print optimized pdf, 300 dpi resolution

## Supplier directory

The Supplier Directory shows who does what in the sector and is published in every issue of Ytforum as well as on ytforum.se. Participation is billed annually, and advertising continues until any cancellation is made by the customer.

By securing a spot in our directory, you can easily reach decision-makers, experts, and buyers actively seeking the products and services you offer.

### Annual Prices

Company Directory Standard: 1 950 SEK

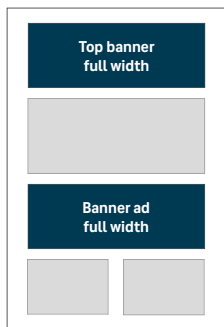
Company Directory, Extended (for multiple sites or additional information): 3 450 SEK

### Business Directory (per year)

1–10 products: 550 SEK/pcs  
11+ 275 SEK/pcs (-50%)  
(discount applies to the number of products exceeding 10)



## Advertising newsletter



Advertise in Ytforum's newsletter, published over 20 times per year.

### Top banner, full width

1128x396 px (b x h, retina x2)  
7 500 SEK per placement

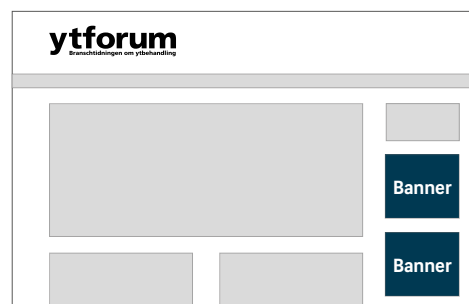
### Banner, full width

1128x396 px (b x h, retina x2)  
5 500 SEK per placement

### Material

Static jpg or png

## Advertising web



### Side banner, yearly

1454 x 968 px (b x h, retina x2)  
responsive design  
14 500 SEK

### Side banner, 1/2 year

1454 x 968 px (b x h, retina x2)  
responsive design  
8 500 SEK

### Material

Static jpg or png

## Information & terms

### Material address

Submit ad material to: urban@uhmarketing.se

### Terms of payment

Net due within 30 days of billing  
Prices are excl. VAT

### Discounts

Quantity discount is given as follows:  
4 times 10% discount, 6 times 15% and 8 times 20% discount.

For ad bookings or further information please contact:

Urban Hedborg, UH Marketing AB

Phone: (+46) 08-732 48 50

E-mail: urban@uhmarketing.se

