

Advertising rates & Publishing schedule 2026

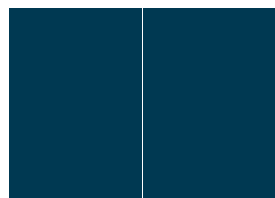
Publishing schedule

Edition	Editorial deadline	Materials deadline	Publishing date	Theme
1	22/1	29/1	20/2	Sustainability Powder Coating
2	26/2	5/3	27/3	PaintExpo Surface Technology Ger Aluminium Surface Treatment
3	7/4	14/4	7/5	The big suppliers issue Electroplating
4	18/5	25/5	16/6	Pre-treatment & Industrial Cleaning Trä & Teknik Fair
5	21/8	28/8	21/9	Powder Coating Paint Application Equipment
6/7	28/9	5/10	27/10	Elmia Subcontractor Extra Large Double Issue
8	12/11	19/11	11/12	Blasting & Corrosion Protection Ytskyddsdagarna 2027

About the magazine

Ytforum is Scandinavia's leading trade magazine for surface treatment and corrosion protection. We report on news, technological developments, standards, and industry issues across the entire field of surface treatment. The content includes articles on current projects, company features, expert interviews, guides to material selection and methods, as well as analyses of market trends and research. Ytforum covers developments in industrial coating, corrosion protection painting, hot-dip galvanizing, chemical and electrolytic surface treatment, blasting and pre-treatment, and other related areas.

Magazine advertisements



Two-page spread
Full page bleed
420x297 mm
+3 mm bleed
23 500 SEK



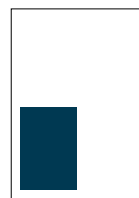
1/1-page
Full page bleed
210x297 mm
+3 mm bleed
15 700 SEK



1/2-page
horizontal
185x130 mm
12 100 SEK



1/2-page
vertical
90x265 mm
12 100 SEK



1/4-page
horizontal
90x130 mm
7 700 SEK



1/4-page
vertical
185x62 mm
7 700 SEK

Premium positions & inserts

Cover 2	210x297 mm	20 500 SEK
Cover 3	210x297 mm	19 500 SEK
Back cover	210x267 mm	22 600 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

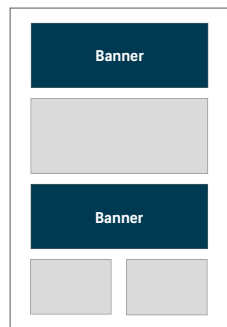
Company Directory, Extended (for multiple sites or additional information): 3 450 SEK

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.

Banner, full width

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

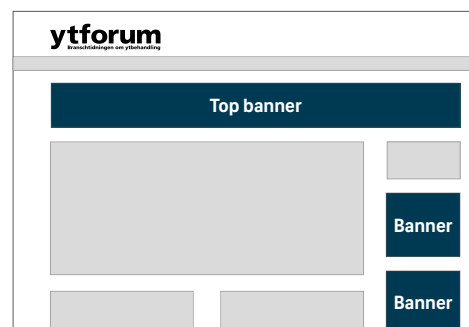
One-off newsletter

A one-time email featuring only your message to the entire Ytforum audience.
22 500 SEK

Material

Jpg, png or gif

Advertising web



Top banner

(responsive design, retina x2)
Desktop: 2460 x 376 px
Mobil: 1454 x 968 px
1/2 year: 18 000 :-

Side banner

1454 x 968 px (b x h, retina x2)
responsiv design
Full year: 14 500 :-
1/2 year: 8 500 :-

Material

Jpg, png or gif

Information & terms

Material address

Submit the material to: peter@businessfactory.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, contact:

Peter Edvall, Business Factory AB

Phone: +46 (0)70-791 07 85

E-mail: peter@businessfactory.se

