

**Sweden's most entertaining, coolest and most diesel smelling magazine!**

Traktor Power is Sweden's first tractor magazine with everything from modern to classic veteran tractors, they are presented with amazing pictures and vivid texts.

Our writers love tractors and are extremely potent within their field. Our readers favorite subjects are renovating and amateur mechanics.

Circulation 16 000 ex



## PUBLICATION SCHEDULE 2024 / 2025 (PRINT)

Issue	Material Day	Publication
8 2024	19 jul 2024	15 aug 2024
9 2024	20 sep 2024	15 okt 2024
10 2024	20 nov 2024	15 dec 2024
1 2025	20 jan 2025	17 feb 2024
2 2025	20 mar 2025	15 apr 2024
3 2025	20 maj 2025	16 jun 2024
4 2025	18 jul 2025	15 aug 2024
5 2025	19 sep 2025	15 okt 2024
6 2025	20 nov 2025	15 dec 2024

## MATERIAL (PRINT)

**Delivery:** Delivery via email to mans@agrar.nu

**Technical specifications:** 300 dpi PDF-files

**Further information:** www.traktorpowers.se

## SALES CONTACT

**Måns Niléhn**

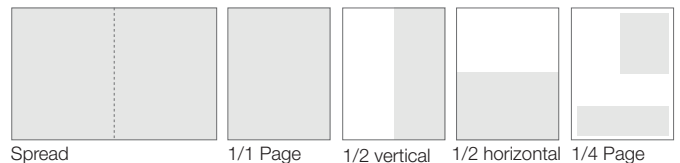
+46 (0)72-387 57 77

mans@agrar.nu

## PRICE & FORMAT (PRINT)

Format	Price SEK	Width x Height mm	Bleed*
Spread	29 100 SEK	420x297	+ 5 mm
1/1 Page	15 800 SEK	210x297	+ 5 mm
1/2 Page	8 300 SEK	105x297 / 210x145	+ 5 mm
1/4 Page	4 700 SEK	90x130 / 210x75	+ 5 mm
1st spread	33 300 SEK	420x297	+ 5 mm
Cover 2	18 400 SEK	210x297	+ 5 mm
Cover 3	17 300 SEK	210x297	+ 5 mm
Cover 4	19 400 SEK	210x272	+ 5 mm

\* Add 5 mm bleed and cropmarks all around



## CLASSIFIED (PRINT)

1/4 vertical 90x125 mm 3 600 SEK	1/4 horizontal 185x65 mm 3 600 SEK	1/8 92x61 mm 2 490 SEK	1/16 vertical 43x68 mm 1 020 SEK	1/16 horizontal 90x35 mm 1 020 SEK
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## INSERTS

Send an insert with the magazine. Contact us for price and information.

## THE BRAND TRAKTOR POWER

**Traktor Power** is much more than a magazine. The brand is strong and well known in the industry. For many years, Traktor Power has been working purposefully with social media where we have reached **respectable levels** as you see below. In the industry, there are few in Sweden who match our numbers when it comes to the number of subscribers and followers. Of those who follow us, **90 percent are men** and the majority of these are in the age range **18-44 years**. In addition to newspaper and site, we can offer marketing on Instagram, YouTube and Facebook. We help you reach out!

### SOCIAL MEDIA

The brand **Traktor Power** is leading within the tractor segment:



- YouTube**  
80 400+ subscribers  
19 million views/year (2020)
- Instagram**  
222 000+ followers
- Facebook**  
165 000+ followers  
56 000+ likes

### EVENTS

Every year, **Traktor Power** arranges a number of tractor cafés and meetings where our readers and followers are invited to socialize with like-minded people and talk about tractors. At these events, there is room for sponsorship in several different ways. For several years, Traktor Power has also been a co-organizer of a number of trips, for instance, to USA and United Kingdom. Every year we also participate in a number of fairs. Here, too, collaborations may be relevant.

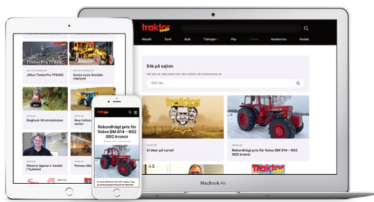


### PROFILE PRODUCTS

**Traktor Power** offers profile products such as caps, t-shirt, decals and more in a webshop.



## traktorpowers.se



Reach your target group with display advertising! On **traktorpowers.se** you'll find the latest news, cool clips and the webshop  
Max 200 kB.

Format	SOV	Desktop px	Mobile px	Price/month
Panorama	50%	980x240	320x320	3 000 SEK



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mans@agrar.nu

### MATERIAL (DIGITALT)

**Delivery:** Send material for digital platforms by e-mail to: mans@agrar.nu

**Technical specifications:** www.traktorpowers.se