

# Uppfinnaren & Konstruktören



TIDSKRIFT FÖR NYSKAPANDE MÄNNISKOR • ÅRGÅNG 27 • WWW.UPPFINNAREN.COM

## CREATES NEW CONTACTS

**5.000**  
circulated copies

## MEDIAKIT 2012

# PUBLISHING PLAN 2012

1

## Prototypes and Visualisation

Being concrete regarding projects for development is a vital step for the realization of new products. In this issue we are looking into different methods and possibilities.

**LAST DAY FOR AD MATERIAL:** 17 February **PUBLISHING DATE:** week 9

2

## Plastic, Rubber and Composites

Polymers is a flexible material with multifaceted possibilities which give the constructor endless possibilities. This includes also rubber and composites, which we deal with in this issue. This issue is also handed out at the Elmia Polymers fair in Jönköping 8-11 May.

**LAST DAY FOR AD MATERIAL:** 23 March **PUBLISHING DATE:** week 15

3

## Short serial manufacturing and CAD

Short production line, more individual customer based solutions demands continued revises of construction and makes the interest for short serial manufacturing high. Therefore in this issue we look into different solutions based on these problems. In this issue we will also focus on CAD and construction.

**LAST DAY FOR AD MATERIAL:** 11 May **PUBLISHING DATE:** week 22

4

## Automation, Scanautomatic 2012

Automation is an important part for upholding Swedish competitiveness. Therefore one vital area for constructors which incorporate different parts of components and systems. This issue will be handed out on the Scanautomatic fair in Gothenburg 9-11 October.

**LAST DAY FOR AD MATERIAL:** 27 August **PUBLISHING DATE:** week 37

5

## Lightconstruction, Elmia Subcontractor Fair

It has become more important with "light" products in most applications to improve effectiveness and lowering carbon dioxide pollution. Different examples are explored in this issue. This issue will be handed out on the Elmia Subcontractor fair 6-9 November.

**LAST DAY FOR AD MATERIAL:** 12 October **PUBLISHING DATE:** week 43

6

## Intellectual property and industrial design

Product development is closely connected to intellectual property, especially patent rights. This and industrial design, i.e. combined technology, design, material, functionality and manufacturing methods are the themes of the last issue of the year

**LAST DAY FOR AD MATERIAL:** 19 November **PUBLISHING DATE:** week 49

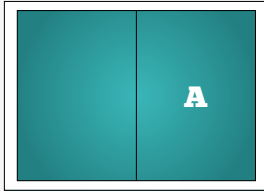
### WHY ADVERTISE IN UPPFINNAREN & KONSTRUKTÖREN:

The magazine is a nationwide publication and an edition of 5000. It covers a wide spectrum within construction and product development and, to say the least, advocating for new ideas and innovations.

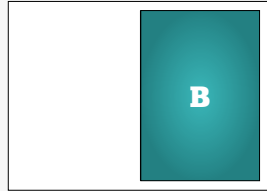
### ANY PUBLISHED AD REACHES MANY DECISION-MAKERS BECAUSE:

- 65% do see the ads as giving valuable information
- 40% save the publication for the future
- Reading time for each issue is an average 48 minutes

# PRICE LIST 2012



**A. Full cover**  
**Size:** 430x297 mm  
**Price:** 15.800 SEK



**B. Full Page**  
**Size:** 215x297 mm  
**Price:** 12.000 SEK\*



**C. Half Page**  
**Size:** 90x267 mm  
**Price:** 7.700 SEK



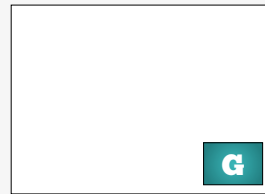
**D. Half Page**  
**Size:** 193x130 mm  
**Price:** 7.700 SEK



**E Quarter Page**  
**Size:** 90x130 mm  
**Price:** 4.800 SEK



**F. Quarter Page**  
**Size:** 193x65 mm  
**Price:** 4.800 SEK



**G. Eight Page**  
**Size:** 90x65 mm  
**Price:** 3.000 SEK



**H. Sixteenth Page**  
**Size:** 43x65 mm  
**Price:** 1.800 SEK

\*) Cover 2: 13.200 SEK, Cover 3: 13.200 SEK, Cover 4: 14.700 SEK (due to inkjet addressing size Cover 4 215x270 mm)

## SUPPLEMENTS

A4 Folder..... 11.800 SEK  
 A5 Folder..... 13.100 SEK  
 Prices are set to standard editions 6200 issues.  
 Maximum weight is 50gram and maximum size is 215x297mm. With any special edition please contact Jan-Erik Andersson.

## DISCOUNTS

Same ad published in 3 issues..... 10 %  
 Same ad published in 4 issues..... 15 %  
 Same ad published in 5 issues..... 20 %  
 Same ad published in 6 issues..... 25 %

## INDUSTRY MARKET

In the Industry market includes the same ad published in the printed edition in **"Industry Market"** for 6 issues (annually) for only 6.000sek. The ads have to be standard format. It will also be published in on [www.uppfinnaren.com](http://www.uppfinnaren.com) with a link to the company's website. This means your ad will be exposed up to 150.000 times to a very valuable price. For more information please contact Jan-Erik Andersson on +46 35 104156 or email [janerik@teknikfor.se](mailto:janerik@teknikfor.se)



**PRINTED EDITION OF  
 UPPFINNAREN & KONSTRUKTÖREN:  
 5.000 COPIES 2010 (TS)**

## INNOVATIONS SPECIALISTS

Here is the future for what companies, large or small, can offer in terms of technology and services. The price for being part is very valuable and worth it. Annually for the first headline is 1.500 sek, which include an subscription on the magazine. The continued headline costs 750 sek for a single headline. If you would like to ad your own presentation does that cost 250 sek for each written line. It will also be published on [www.uppfinnaren.com](http://www.uppfinnaren.com) and you can also link to your own homepage. One link of the first headline costs 350 sek, and the following headline costs 100 sek.

# A CONTINUOUS DEMAND OF NEW PRODUCTS

**D**emand for new innovative products continuous to be high. Innovation deals with competitiveness, welfare, and not at least means to combate climate changes. For any society to grow there must be special attention for innovation, product and service development to enable it to grow further and develop even more.

These are the issues dealt with in the 27th year of publishing this magazine. The magazine will stimulate and inspire fresh ideas, innovation and product development. Which all are issues that are dealt in-depth. Focus lays upon small and middle size industries. Besides individuals, innovation, product and service development are areas direct or indirect vital focus for the magazine. Examples are prototype manufacturing, design choices, manufacturing methods. Intellectual property, research and other technical and corporate trends. Welcome to advertise in the magazine of the future!



*Per-Anders Bengtsson*  
*Editor in chief, Uppfinnaren & Konstruktören*  
*Phone: +46 35-10 41 52, +46 70 49 60 569*  
*Email: pa@teknikfor.se*

## About Uppfinnaren & Konstruktören

### EDITORIAL STAFF:



Per-Anders Bengtsson, Editor in Chief,  
Phone: 035-10 41 52,  
Email: pa@teknikfor.se



Jan-Erik Andersson, Advertising Manager  
Phone: 035-10 41 56,  
Email: janerik@teknikfor.se



Michael Hultén, Sales  
Phone: 035-10 41 55,  
Email: michael@teknikfor.se

Staffan Bengtsson, Editorial  
Phone: 035-10 41 51,  
Email: staffan@teknikfor.se



Thomas Buza, Production  
Phone: 035-10 41 53,  
Email: thomas@teknikfor.se



## Uppfinnaren & Konstruktören

TIDSKRIFT FÖR NYSKAPANDE MÄNNISKOR • ÅRGÅNG 27 • WWW.UPPFINNAREN.COM

**Teknikförlaget AB**, Box 104, 301 04 Halmstad,  
Phone: +(0)35-10 41 50, Fax +(0)35-18 65 09

www.uppfinnaren.com  
info@teknikfor.se