Publication schedule & format/rate card 2018

VERSION 180322

PRINT

ATL

– agriculture's leading business magazine

News leading journalism in land, forest and construction

ATL is aimed at all farmers, focusing on land, forests and construction. All the professional entrepreneur needs to be able to make the right decision in a competitive everyday life.

Important news
Business benefits
Investigative journalism
Useful ads
Practical tests



Did you know that ATL has
125 000
*readers per issue?**
–increase 10%
(Orvesto Enterprise)
**on average*

The strongest brand within agriculture
(Trade press survey 2016)



Did you know that
ATL reaches a highter share of business owners
than Dagens Industri?
(Orvesto Enterprise 2017)

ATL PRINT
Publication schedule 2018

An eye on the world
– the most important news on agriculture, forestry and contracting.



Lilian Almroth
Editor-in-chief ATL



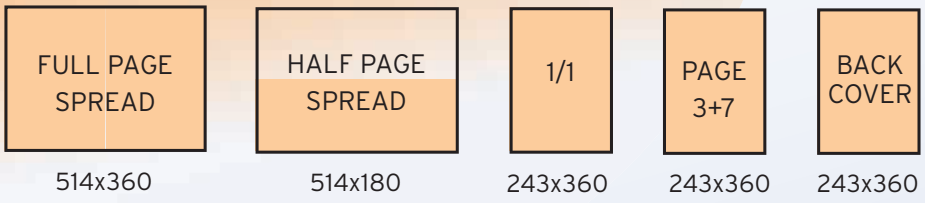
NO	PUBLICATION DAY	COPY DEADLINE		THEME
		TS	ET	TS=text page ET=classifieds
1	Jan 9	Jan 4	Jan 4	
2	**Jan 12**	Jan 5	Jan 9	
3	Jan 16	Jan 9	Jan 11	
4	**Jan 19**	Jan 12	Jan 16	
5	Jan 23	Jan 16	Jan 18	Machine maintenance/Tyres
6	**Jan 26**	Jan 19	Jan 23	
7	Jan 30	Jan 23	Jan 25	
8	**Feb 2**	Jan 26	Jan 30	
9	Feb 6	Jan 30	Feb 1	
10	**Feb 9**	Feb 2	Feb 6	
11	Feb 13	Feb 6	Feb 8	Forestry**
12	**Feb 16**	Feb 9	Feb 13	
13	Feb 20	Feb 13	Feb 15	
14	**Feb 23**	Feb 16	Feb 20	
15	Feb 27	Feb 20	Feb 22	
16	**Mar 2**	Feb 23	Feb 27	
17	Mar 6	Feb 27	Mar 1	Spring farming in: Skåne, Blekinge, Halland, V.Götaland, Ö.götland*
18	**Mar 9**	Mar 2	Mar 6	
19	Mar 13	Mar 6	Mar 8	Forestry
20	**Mar 16**	Mar 9	Mar 13	
21	Mar 20	Mar 13	Mar 15	Crop/Pest management
22	**Mar 23**	Mar 16	Mar 20	
23	Mar 27	Mar 20	Mar 22	
24	Mar 29	Mar 22	Mar 26	
25	**Apr 6**	Mar 29	Apr 3	
26	Apr 10	Apr 3	Apr 5	
27	**Apr 13**	Apr 6	Apr 10	Forestry
28	Apr 17	Apr 10	Apr 12	
29	**Apr 20**	Apr 13	Apr 17	
30	Apr 24	Apr 17	Apr 19	
31	**Apr 27**	Apr 20	Apr 24	
32	Apr 30	Apr 23	Apr 25	
33	**May 4**	Apr 27	Apr 30	
34	May 8	May 2	May 3	
35	**May 11**	May 4	May 8	
36	May 15	May 8	May 9	
37	**May 18**	May 10	May 15	
38	May 22	May 15	May 17	Contracting, MaskinExpo 24-26/5
39	**May 25**	May 18	May 22	
40	May 29	May 22	May 24	Contracting, Svenska skogsmässan 1-2/6 ***
41	**Jun 1**	May 25	May 29	
42	Jun 5	May 29	May 31	
43	**Jun 8**	Jun 1	Jun 5	
44	Jun 12	Jun 5	Jun 7	Forestry, Skogsnolia 14-16/6
45	**Jun 15**	Jun 8	Jun 12	
46	Jun 21	Jun 14	Jun 18	Agriculture/Contracting/Borgeby Fältdagar, 27-28/6*Skåne, Blekinge, Halland, Småland
47	**Jun 29**	Jun 21	Jun 26	Agriculture, Brunnby Lantbruksdagar, 4-5/7
48	**Jul 6**	Jun 29	Jul 3	
49	**Jul 13**	Jul 6	Jul 10	
50	**Jul 20**	Jul 13	Jul 17	
51	**Jul 27**	Jul 20	Jul 24	
52	**Aug 3**	Jul 27	Jul 31	
53	**Aug 10**	Aug 3	Aug 7	
54	**Aug 17**	Aug 10	Aug 14	Forestry, Mittia, Gård & Skog, 24-25/8**
55	**Aug 24**	Aug 17	Aug 21	
56	Aug 28	Aug 21	Aug 23	
57	**Aug 31**	Aug 24	Aug 28	
58	Sep 4	Aug 28	Aug 30	Contracting, Contracting Live, 6-8/9
59	**Sep 7**	Aug 31	Sep 4	
60	Sep 11	Sep 4	Sep 6	Autumn farming
61	**Sep 14**	Sep 7	Sep 11	
62	Sep 18	Sep 11	Sep 13	
63	**Sep 21**	Sep 14	Sep 18	
64	Sep 25	Sep 18	Sep 20	
65	**Sep 28**	Sep 21	Sep 25	
66	Oct 2	Sep 25	Sep 27	Forestry**
67	**Oct 5**	Sep 28	Oct 2	
68	Oct 9	Oct 2	Oct 4	Economy: Profitable sustainable agric.
69	**Oct 12**	Oct 5	Oct 9	
70	Oct 16	Oct 9	Oct 11	Forestry
71	**Oct 19**	Oct 12	Oct 16	Agriculture, Elmia Lantbruk, 24-26/10
72	Oct 23	Oct 16	Oct 18	
73	**Oct 26**	Oct 19	Oct 23	
74	Oct 30	Oct 23	Oct 25	
75	**Nov 2**	Oct 26	Oct 30	
76	Nov 6	Oct 30	Nov 1	Agriculture, Eurotier 13-16/11
77	**Nov 9**	Nov 2	Nov 6	
78	Nov 13	Nov 6	Nov 8	Meat production/locally produced
79	**Nov 16**	Nov 9	Nov 13	
80	Nov 20	Nov 13	Nov 15	Agriculture, Agromek 27-30/11
81	**Nov 23**	Nov 16	Nov 20	
82	Nov 27	Nov 20	Nov 22	Forestry
83	**Nov 30**	Nov 23	Nov 27	
84	Dec 4	Nov 27	Nov 29	Machine maintenance/Tyres
85	**Dec 7**	Nov 30	Dec 4	
86	Dec 11	Dec 4	Dec 6	
87	**Dec 14**	Dec 7	Dec 11	
88	Dec 18	Dec 11	Dec 13	
89	**Dec 21**	Dec 14	Dec 18	

Bold font style in the table above marks the Friday edition.

The last Tuesday issue before the summer break will be published on June 13 and the first Tuesday issue after the break will be published on August 29.

* Distributed to around 10 000 extra farming households.
** Distributed to around 10 000 extra forest owners.
*** Distributed to around 10 000 extra contractors.

ATL PRINT
Publication schedule 2018





Column width text page (mm)
1-col = 45 2-col = 94,
3-col = 144 4-col = 194
5-col = 243
Column height 360 mm for full page (1/1).

PLEASE NOTE No cutting marks are allowed on the ad material.

FORMATS & RATES

TEXT PAGE	FORMAT	PRICE
First page	243x45	14,900:-
Price/column-mm		24:-
Full page spread	514x360	51,400:-
Half page spread	514x180	28,300:-
Full page	243x360	27,000:-
Full page 3 and 7	243x360	29,700:-
Back cover	243x360	31,000:-
Half page horizontal	243x180	15,500:-
A4-format	194x285	22,700:-
Quarter page horizontal	243x90	9,600:-
	94x175	7,200:-
	94x115	4,600:-
	94x85	3,600:-

CLASSIFIED	FORMAT	BLACK	CMYK
Price/column-mm		15:-	20:-
Full page	243x360	19,700:-	26,600:-
Half page horizontal	243x180	10,800:-	14,900:-
Half page vertical	120x360	10,800:-	14,900:-
Quarter page horizontal	243x90	6,700:-	9,100:-
Quarter page vertical	120x180	6,700:-	9,100:

Column width text page					Column height
1 col	2 col	3 col	4 col	5 col	TEXT PAGE
45	94	144	194	243	360

Column width classified						Column height
1 col	2 col	3 col	4 col	5 col	6 col	CLASSIFIED
39	80	121	162	203	244	360

All prices are stated in exkl. VAT

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AD PRODUCTION

LRF Media is happy to help you produce your ad material. Please contact us at **annons@atl.nu**.

PRINT AD
250:-

Issues:	89 per year
Contractor supplements:	40 per year
Reach:	125,000 (Orvesto consumer full year 2016)
Edition:	31,000 (TS full year 2016)
Age distribution:	16-29, 12%, 30-49, 31%, 50-64, 34%, 65-80, 23%
Sex distribution:	71% men, 24% women