



# MEDIA ESSENTIALS

## 2024



**FASTIGHETS***världen.*

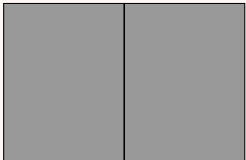
Tidnings AB Fastighetsvärlden  
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# Fastighetsvärlden magazine publication dates 2024

## Format



**Full Page**  
**PRICE:** SEK 24 , 900  
**DIMENSIONS:** 210 x 275 mm



**Spread**  
**PRICE:** SEK 36 , 900  
**DIMENSIONS:** 420 x 275 mm



**Half Page**  
**PRICE:** SEK 18 , 900 SEK  
**HORIZONTAL:** 210 x 133 mm  
**VERTICAL:** 103 x 275 mm

### #1/2024

**INNEHÅLL**      **Theme:** Logistics properties  
**City analysis:** Helsingborg

<b>DEADLINE</b>	18 jan	<b>RELEASE</b>	29 jan
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### #2/2024

**CONTENTS**      **Theme:** Mipim  
**City analysis:** Stockholm

<b>DEADLINE</b>	22 feb	<b>RELEASE</b>	4 mar
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### #3/2024 + bonus attachment

**CONTENTS**      **Theme:** Housing development  
**Special:** Hotel  
**City analysis:** Jönköping  
**Attachment:** 100 largest owners

<b>DEADLINE</b>	11 apr	<b>RELEASE</b>	22 apr
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SP

### #4/2024 – Social Infrastructure

**CONTENTS**      A special edition about  
Almedalen/Visby, healthcare,  
welfare property and social issues

<b>DEADLINE</b>	5 jun	<b>RELEASE</b>	17 jun
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### #5/2024

**CONTENTS**      **Theme:** The best office premises  
**City analysis:** Örebro

<b>DEADLINE</b>	15 aug	<b>RELEASE</b>	26 aug
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### #6/2024

**CONTENTS**      **Theme 1:** Real estate law  
**Theme 2:** Shopping centers  
**City analysis:** Gothenburg  
**Special:** ExpoReal

<b>DEADLINE</b>	19 sep	<b>RELEASE</b>	30 sep
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SP

### #7/2024 – Innovation & fastigh.

**CONTENTS**      Special edition with focus on  
proptech, digitalization and future  
business practices.

<b>DEADLINE</b>	24 oct	<b>RELEASE</b>	4 nov
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### #8/2024

**CONTENTS**      **Theme:** Real estate consultants  
**City analysis:** Malmö

<b>DEADLINE</b>	28 nov	<b>RELEASE</b>	9 dec
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## Reader distribution based on segment and share

Property owning companies	50%	Asset managers	5%	Audit firms	2%
Real estate consultants	16%	Architects	4%	Organisations and others	2%
Banking & finance	8%	Municipalities	5%		
Construction & development	8%	Law firms	2%		





## THE DAILY NEWSLETTER FASTIGHETSVÄRLDEN IDAG

# The leading news service

The newsletter FV Idag is the leader in the industry with the latest top news and credible reporting. A popular letter which industry professionals read when they first come to work.

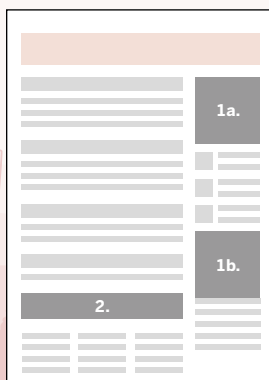
The editorial staff is careful to always be at the front line with solid news work. An active selection is made to compress the content and help the recipients to an effective news coverage.

We offer an attractive advertising space with very good exposure. Fastighetsvärlden Idag is the obvious morning reading for real estate professionals. You are guaranteed to be on most decision makers' desks during the time you are advertising.

The newsletter is distributed every weekday morning for 45 weeks, with breaks during July and between Christmas and New Year. ■

## Ad spaces

POSITION	DIMENSIONS MM & 300 DPI	PRICE PER WEEK
1a. Right Side Banner Top	58 x 55 mm	SEK 18,900
1b. Right Side Banner	58 x 55 mm	SEK 16,900
2. Bottom Banner	120 x 16 mm	SEK 14,900



## Accepted file formats

- PDF
- PNG
- JPEG
- TIF

Send ads to: [annons@fastighetsvarlden.se](mailto:annons@fastighetsvarlden.se)



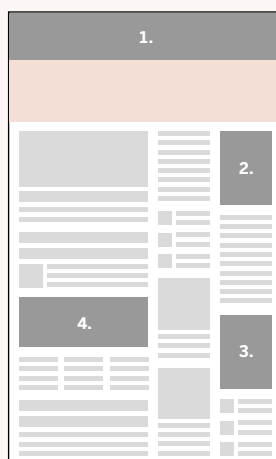
FASTIGHETSVARLDEN.SE

# The best site in the industry

The real estate industry's best and most visited news site offers not only the latest news but also portraits of industry profiles, chronicles, photo specials, job ads, charts and much more.

During one week in July 2023 [fastighetsvarlden.se](https://fastighetsvarlden.se) had approximately 88,000 unique browsers, 145,000 visits and 244,000 page views. Our statistics are reported openly and clearly on [ocast.com](https://ocast.com).

With the top banner Panorama you get a very clear exposure at the top of the site. Even with our other Module and Widescreen formats, we offer you attractive visibility – either in the main flow of news or at the top of the right-hand column, which includes the latest services in the real estate industry and personal news. ■



## Accepted file formats

- JPEG
- GIF (animated OK)
- PNG
- Mp4 (h264).

Send ads to: [annons@fastighetsvarlden.se](mailto:annons@fastighetsvarlden.se)

## Ad spaces

POSITION	DIMENSIONS PX	PRICE
1: Panorama	1225 x 240	SEK 27.900
2: Premium widescr. <sup>1</sup>	250 x 360	SEK 19.900
3: Widescreen <sup>1</sup>	250 x 360	SEK 12.900
4: Module	645 x 240	SEK 17.900
4: Module two <sup>2</sup>	645 x 240	SEK 12.900
4: Module article <sup>3</sup>	645 x 240	SEK 21.900
Special: Pop-up <sup>4</sup>	800 x 400	SEK 39.900

<sup>1</sup> Only visible on desktop – not on mobile phones

<sup>2</sup> Same type as the ordinary module, only further down.

<sup>3</sup> Same type as the ordinary module, but only visible in news articles after the lead.

<sup>4</sup> Modal pop-up window placed on top of the homepage at the first daily visit by the user. Not visible on mobile phones.





## FASTIGHETSVÄRLDENS SEMINARS & EVENTS

# An opportunity for personal meetings with the industry

Every year, FV arranges a number of well-attended and appreciated seminars in Stockholm, Gothenburg, Malmö and several regional cities. We place great emphasis on creating interesting and creative seminar programs.

We offer a limited number of exhibitor places at each seminar. For you as an exhibitor, this means very good opportunities to establish contacts with a qualified target group consisting of active investors, professional

managers, senior consultants and advisors, business management and decision makers. Here you have the chance to make your brand visible and acquire new relationships for future business opportunities.

If you are interested in participating in several seminars or combine with exposure in other products – for example Fastighetsvärlden's magazine, web or newsletter – we can of course tailor a solution. ■

### Partner

from SEK 35,000

- ✓ Exhibition space
- ✓ Two free attendees
- ✓ Corporate logo visible in all of our marketing regarding the event – banners, e-mails, print brochures etc.
- ✓ Corporate logo included in seminar program and in the list of attendees.

### EXAMPLES OF A FEW OF FASTIGHETSVÄRLDENS' PARTNERS 2019-2021





# Seminar calender 2024

## Spring 2024

SEMINAR	CITY	VENUE	DATE
Logistik & Fastigheter	Eskilstuna + webbsänt	Elite Stadshotellet	7 feb
Bostadsdagen	Stockholm	Grand Hôtel	6 mar
Fastighetsdagen Östgöta	Norrköping	Louis De Geer Konsert & Kongress	21 mar
Fastighetsdagen Uppsala	Uppsala	Uppsala Konsert & Kongress	9 apr
Fastighetsdagen Göteborg	Göteborg	Radisson Blu Scandinavia	25 apr
Fastighetsdagen Stockholm	Stockholm	Grand Hôtel	23 may
FV Almedalen	Visby	Lindgården	25-26 jun



## 2 000+

visitors attended  
Fastighetsvärldens  
seminars during the  
last year.

## 80+

partners worked with  
us during during the  
last year.



## Questions?

If you have any questions  
about our upcoming  
events, contacts us at  
[seminarier@  
fastighetsvarlden.se](mailto:seminarier@fastighetsvarlden.se).

## Autumn 2024

SEMINAR	CITY	VENUE	DATE
Fastighetsdagen Örebro	Örebro	Konserthuset Örebro	4 sep
Köpcentrum & Butiker	Stockholm	Grand Hôtel	11 sep
Fastighetsdagen Öresund	Malmö	Scandic Triangeln	26 sep
Hotell & Fastigheter	Stockholm	Grand Hôtel	16 okt
Fastighetsmarknaden	Stockholm	IVA	5 nov

