branschaktuell

Media Kit

2027



DIGITAL ADVERTISING

BRANSCHAKTUELLT.SE

Sweden's most read industry portal

Reach decision makers when they are most receptive – right when they are looking for information on projects, suppliers and solutions in an editorial environment they trust.

Construction · Property · Infrastructure · Energy · Industry · Transport

280 000

unique visitors per month

- Measured in Google Analytics
- Traffic validated by a third party (Ocast)
- Six industries on one and the same site

159 800

newsletter recipients · 8 mailings per week



- Construction & Property · 99 800
- Infrastructure & Logistics · 40 000
- Energy & Industry · 20 000

35 %

open rate



100 %

transparent – validated by Ocast



READERS

Which decision makers do you reach?

Private sector

- CEOs & business leaders
- Clients & property owners
- Project managers & project directors
- Purchasing managers & procurement officers
- Technical managers & engineers
- Contractors & construction companies
- Operations and maintenance managers
- Production and site managers
- Energy and sustainability managers
- Logistics and transport managers

Public sector

- Building committees & urban planning offices
- Swedish Transport Administration & energy authorities
- Project managers in infrastructure
- Procurement officers

Three target groups via Branschaktuellt

Industry decision makers

Directors, CEOs and managers in construction, property, infrastructure and energy. People with a mandate to make decisions on purchasing, suppliers and business relationships.

Affluent private individuals

High-income earners. An attractive target group for financial services, wealth management, pensions and exclusive offers.

Business services & B2B solutions

Sweden's leading construction and property companies with concrete needs for consulting services, business law, IT solutions, training and other specialised B2B services.

PARTNERSHIP

What you get

1 A dedicated contact

A personal sales rep who knows the industry and suggests campaign packages based on what works – with concrete benchmarks based on your goals.

2 Help with design

We produce ad material if you need it, from banners to native ads.

3 Data-driven optimisation

We monitor CTR, reading time and engagement continuously – and adjust when needed for better results.

4 Open reporting

Traffic is validated by a third party (Ocast) and the figures come directly from Google Analytics. You see exactly what you get.

5 Measurable business value

We measure success by your return, not just exposure. Every campaign is evaluated against your business goals.

Overview

Source: Google Analytics

345 867
Active users

210 741
New users

1 516 078
Page views

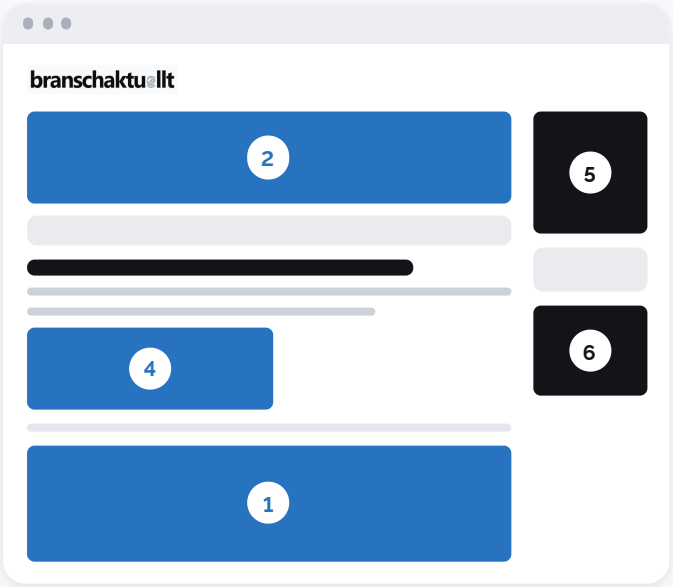
703 903
Sessions

WEB

Web ad formats

Format	Size	Price
1 **Panorama** · desktop	1960 × 720 px	21 900 SEK/2 wks · 13 900 SEK/wk €1 990/2 wks · €1 260/wk
2 **Panorama** · desktop	1960 × 480 px	19 900 SEK/2 wks · 11 900 SEK/wk €1 810/2 wks · €1 080/wk
3 **Panorama** · mobile	640 × 640 px	22 900 SEK/2 wks · 14 900 SEK/wk €2 080/2 wks · €1 350/wk
4 **In-Article** · desktop	1280 × 560 px	25 900 SEK/wk €2 350/wk
5 **Right skyscraper** · desktop	500 × 720 px	18 900 SEK/month €1 720/month
6 **Right box** · desktop	500 × 500 px	13 900 SEK/month €1 260/month
7 **Takeover** · desktop	2560 × 800 px	12 900 SEK/day · 55 900 SEK/wk €1 170/day · €5 080/wk
8 **Takeover** · mobile	1280 × 1040 px	14 900 SEK/day · 62 900 SEK/wk €1 350/day · €5 720/wk
Native · infinity scroll	–	10 SEK/read €0.91/read

Prices in EUR are indicative (1 EUR ≈ 11.00 SEK).



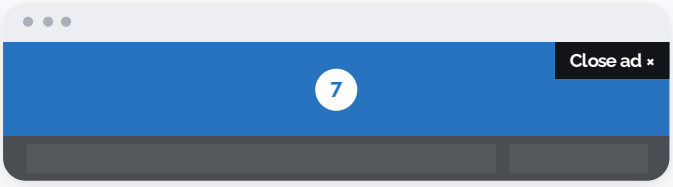
Desktop, article page



Mobile



Takeover mobile



Takeover desktop, full width at the top

Delivery

Deliver the ad in exactly the specified size. The ad is automatically scaled to the right size for each screen and placement.

The takeover appears at the top in full width when the site opens, with the site dimmed behind it.

NEWSLETTER

Newsletter ad formats

Construction & Property
99 800
recipients

Infrastructure & Logistics
40 000
recipients

Energy & Industry
20 000
recipients

Total 159 800 recipients · 8 mailings per week



Format	Size	Price
Panorama 1	1200 × 240 px	36 900 SEK €3 350
Panorama 2	680 × 340 px	26 900 SEK €2 450
Midfielder	720 × 460 px	20 900 SEK €1 900
Outsider	340 × 340 px	15 900 SEK €1 450
Native ad	Custom	35 900 SEK €3 260

Prices cover 6 placements. Prices in EUR are indicative (1 EUR ≈ 11.00 SEK).

Verified contacts

Our recipient lists are verified with double opt-in: every new subscriber confirms their email address before receiving newsletters from us.

MATERIAL

Material specifications

Finished ads

Supplying your own ad? Check that it meets the following:

Size	Exactly according to the selected format (pages 5 and 6). The ad is automatically scaled to the right size for each screen and placement.
File size	Max 150 kB. Takeover and animated ads: max 300 kB.
Colour mode	RGB (sRGB)
File format	JPG, PNG or GIF (for animated ads)

Ad production

We produce ad creatives for you. Send the following material:

Logo	PNG with transparent background or vector file (AI, EPS, PDF). Highest available resolution.
Images	JPG or PNG. High-resolution original files (not compressed). Feel free to send 2–5 images and we will choose the most suitable.
Text	Headline max 50 characters. Body text 1–2 sentences, max 150 characters. Send as editable text (Word, email or similar).
Brand guidelines	If you have them: brand manual, colour codes (HEX/RGB) and typeface.
Optional	Animated display (GIF) with 2–3 rotating frames.

See examples of previous ad productions in our ad catalogue.

Questions about material? Contact our production team at **ads@industryradar.com**

CUSTOMERS

Become one of our successful advertisers

A personal sales rep who knows the industry suggests campaign packages based on what works – with concrete benchmarks based on your campaign goals.





We look forward to a lasting partnership!

branschaktuellt

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www.branschaktuellt.se