

– the newspaper for Swedish Public Sector decision makers

Sweden has a large public sector. Municipalities, county councils, authorities and state, account for more than a third of the economy and employ one in three of the country's workforce. For many companies, the public sector market is a large and important customer group.

The public sector in Sweden buys, in total, goods and services for circa € 60 billion per year. The major part of public operations is found in the 290 municipalities and the 20 county councils. Their purchasing exceeds € 30 billion a year. The municipalities are responsible for a broad spectrum of operations for their local residents, from schools, care, culture to town planning, environment, power, water and public transport. The county councils are responsible for national health and regional communications. The different operations are managed and developed by the civil servants and specialists in charge of them, together with the local politicians who hold the ultimate responsibility. The purchasing

process for goods and services is in many cases an interaction between civil servants and politicians. The public sector's decision makers have need of a newspaper that understands and deals with their operations - as opposed to the commercial decision makers whose interests lie more in business and the stock exchange. Dagens Samhälle is the newspaper that has impact on the public sector and is read by the decision makers. No other newspaper has such a large circulation in this target group. Dagens Samhälle is also the newspaper, which has the largest recruitment section when seeking candidates for higher positions with experience of the public sector.

BRIEF FACTS ON DAGENS SAMHÄLLE:

Dagens samhälle is published by Dagens Samhälle Förlag AB, which is owned by the Swedish Association of Local Authorities and Regions (SALAR).

Webpage www.dagenssamhalle.se

Issued Weekly, 45 times per year
editorial staff: Twenty journalists with experience and expertise in public operations.

Subscribed circulation 29,600 copies, TS (Newspaper Statistics) controlled circulation.

Readers The public sector decision makers – politicians and managers with financial, operational and personnel responsibilities or specialist positions. Both local and central governance and management.

Format Tabloid, text-face 250x370 mm, 6 columns

Price full page Colour 58,500 SEK*

Price half page Colour 39,900 SEK*

* 1 SEK = € 0,09 (2011)



Publ.	Week	Publ. date	Material
Nr 1	2	13 jan	5 jan
Nr 2	3	20 jan	13 jan
Nr 3	4	27 jan	20 jan
Nr 4	5	3 feb	27 jan
Nr 5	6	10 feb	3 feb
Nr 6	7	17 feb	10 feb
Nr 7	8	24 feb	17 feb
Nr 8	9	3 mar	24 feb
Nr 9	10	10 mar	3 mar
Nr 10	11	17 mar	10 mar
Nr 11	12	24 mar	17 mar
Nr 12	13	31 mar	24 mar
Nr 13	14	7 apr	31 mar
Nr 14	15	14 apr	7 apr
Nr 15	16	20 apr	13 apr
Nr 16	17	28 apr	20 apr
Nr 17	18	5 maj	28 apr
Nr 18	19	12 maj	5 maj
Nr 19	20	19 maj	12 maj
Nr 20	21	26 maj	19 maj
Nr 21	22	1 jun	25 maj
Nr 22	23	9 jun	1 jun
Nr 23	24	16 jun	9 jun
Nr 24	25	23 jun	16 jun
Nr 25	26	30 jun	21 jun

SUMMER BREAK

Nr 26	32	11 aug	4 aug
Nr 27	33	18 aug	11 aug
Nr 28	34	25 aug	18 aug
Nr 29	35	1 sep	25 aug
Nr 30	36	8 sep	1 sep
Nr 31	37	15 sep	8 sep
Nr 32	38	22 sep	15 sep
Nr 33	39	29 sep	22 sep
Nr 34	40	6 okt	29 sep
Nr 35	41	13 okt	6 okt
Nr 36	42	20 okt	13 okt
Nr 37	43	27 okt	20 okt
Nr 38	44	3 nov	27 okt
Nr 39	45	10 nov	3 nov
Nr 40	46	17 nov	10 nov
Nr 41	47	24 nov	17 nov
Nr 42	48	1 dec	24 nov
Nr 43	49	8 dec	1 dec
Nr 44	50	15 dec	8 dec
Nr 45	51	22 dec	15 dec

THEME PUBLICATIONS

Publ.	Publ. date	Material	Booking
New in Politics	27 jan	18 jan	11 jan
School	24 mar	15 mar	8 mar
Finance	12 maj	3 maj	26 apr
IT	26 maj	17 maj	10 maj
Almedalen - Political	30 jun	17 jun	17 jun

CONFERENCE & EDUCATION

Publ	Week	Publ. date	Material
Nr 1	2	13 jan	5 jan
Nr 3	4	27 jan	20 jan
Nr 5	6	10 feb	3 feb
Nr 7	8	24 feb	17 feb
Nr 9	10	10 mar	3 mar
Nr 11	12	24 mar	17 mar
Nr 13	14	7 apr	31 mar
Nr 15	16	20 apr	13 apr
Nr 17	18	5 maj	28 apr
Nr 19	20	19 maj	12 maj
Nr 21	22	1 jun	25 maj
Nr 23	24	16 jun	9 jun
Nr 25	26	30 jun	21 jun

SUMMER BREAK

Nr 27	33	18 aug	11 aug
Nr 29	35	1 sep	25 aug
Nr 31	37	15 sep	8 sep
Nr 33	39	29 sep	22 sep
Nr 35	41	13 okt	6 okt
Nr 37	43	27 okt	20 okt
Nr 39	45	10 nov	3 nov
Nr 41	47	24 nov	17 nov
Nr 43	49	8 dec	1 dec
Nr 45	51	22 dec	15 dec

DELIVERY ADDRESS
dsannons@informa.se

Publication 2011

12-column

1	Full page spread	526 x 370 mm	95 900 SEK
2		526 x 183 mm	64 600 SEK
3		526 x 89 mm	43 900 SEK

9-column

4		399 x 370 mm	87 800 SEK
---	--	--------------	------------

6-column

5	Full page	250 x 370 mm	58 500 SEK
6	Half page	250 x 183 mm	39 900 SEK
7		250 x 136 mm	35 000 SEK
8	Quarter page	250 x 89 mm	21 600 SEK
9	Eighth	250 x 42 mm	12 900 SEK

5-column

10	A5	206 x 136 mm	28 500 SEK
11	A4	206 x 276 mm	49 900 SEK

4-column

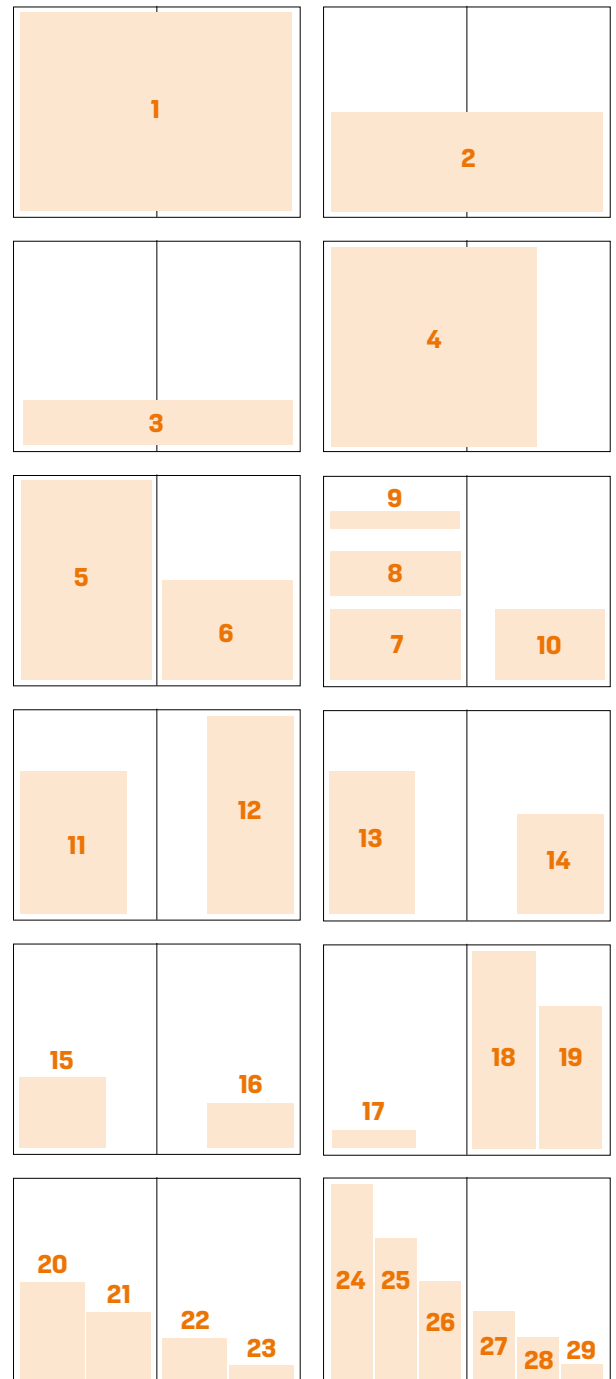
12		163 x 370 mm	54 700 SEK
13		163 x 276 mm	39 900 SEK
14	A5	163 x 183 mm	31 500 SEK
15		163 x 136 mm	21 500 SEK
16		163 x 89 mm	15 300 SEK
17		163 x 42 mm	9 200 SEK

3-column

18	Half page	121 x 370 mm	39 900 SEK
19		121 x 276 mm	35 600 SEK
20	Quarter page	121 x 183 mm	21 600 SEK
21		121 x 136 mm	17 500 SEK
22	Eighth	121 x 89 mm	12 900 SEK
23		121 x 42 mm	6 700 SEK

2-column

24		78 x 370 mm	31 800 SEK
25	Quarter page	78 x 276 mm	21 600 SEK
26		78 x 183 mm	15 700 SEK
27	Eighth	78 x 136 mm	12 900 SEK
28		78 x 89 mm	9 800 SEK
29		78 x 42 mm	4 600 SEK



FIXED FORMAT

Front page	247 x 42 mm
Back page	247 x 66 mm

Size

Price

21 600 SEK
21 600 SEK

SPECIAL PLACEMENT

+10%