

## – 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 € 85 billion per year. The major part of public operations is found in the 290 municipalities and the 20 county councils. Their purchasing exceeds € 40 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](http://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)



Month	Publ.	Week	Publ. date
January	Nr 1	2	12 jan
	Nr 2	3	19 jan
	Nr 3	4	26 jan
February	Nr 4	5	2 feb
	Nr 5	6	9 feb
	Nr 6	7	16 feb
	Nr 7	8	23 feb
March	Nr 8	9	1 mar
	Nr 9	10	8 mar
	Nr 10	11	15 mar
	Nr 11	12	22 mar
	Nr 12	13	29 mar
April	Nr 13	14	4 apr
	Nr 14	15	12 apr
	Nr 15	16	19 apr
	Nr 16	17	26 apr
May	Nr 17	18	3 maj
	Nr 18	19	10 maj
	Nr 19	20	16 maj
	Nr 20	21	24 maj
	Nr 21	22	31 maj
June	Nr 22	23	7 jun
	Nr 23	24	14 jun
	Nr 24	25	21 jun
	Nr 25	26	28 jun
<b>SUMMER BREAK</b>			
August	Nr 26	32	9 aug
	Nr 27	33	16 aug
	Nr 28	34	23 aug
	Nr 29	35	30 aug
	Nr 30	36	6 sep
September	Nr 31	37	13 sep
	Nr 32	38	20 sep
	Nr 33	39	27 sep
	Nr 34	40	4 okt
October	Nr 35	41	11 okt
	Nr 36	42	18 okt
	Nr 37	43	25 okt
	Nr 38	44	1 nov
	Nr 39	45	8 nov
November	Nr 40	46	15 nov
	Nr 41	47	22 nov
	Nr 42	48	29 nov
	Nr 43	49	6 dec
December	Nr 44	50	13 dec
	Nr 45	51	20 dec

## THEME PUBLICATIONS

Publ.	Publ. date	Material	Booking
School & Education	8 mar	1 mar	28 feb
Geriatric Care	19 apr	12 apr	10 apr
Almedalen – Political	28 jun	19 jun	14 jun
Finances & Economy	16 aug	9 aug	7 aug
Building & Infrastructure	4 oct	27 sep	25 sep
Medical Service	29 nov	22 nov	20 nov

## CONFERENCE & EDUCATION

Publ	Week	Publ. date	Material
Nr 1	2	12 jan	5 jan
Nr 3	4	26 jan	19 jan
Nr 5	6	9 feb	2 feb
Nr 7	8	23 feb	16 feb
Nr 9	10	8 mar	1 mar
Nr 11	12	22 mar	15 mar
Nr 13	14	4 apr	29 mar
Nr 15	16	19 apr	12 apr
Nr 17	18	3 may	26 apr
Nr 19	20	16 may	9 may
Nr 21	22	31 may	24 may
Nr 23	24	14 jun	7 jun
Nr 25	26	28 jun	19 jun

## SUMMER BREAK

Nr 27	33	16 aug	9 aug
Nr 29	35	30 aug	23 aug
Nr 31	37	13 sep	6 sep
Nr 33	39	27 sep	20 sep
Nr 35	41	11 okt	4 okt
Nr 37	43	25 okt	18 okt
Nr 39	45	8 nov	1 nov
Nr 41	47	22 nov	15 nov
Nr 43	49	6 dec	29 nov
Nr 45	51	20 dec	13 dec

**DELIVERY ADDRESS**  
dsannons@informa.se

# Publication 2012

## 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
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## 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 PLACEMENTS

Front page  
Back page  
Page 5

### Size

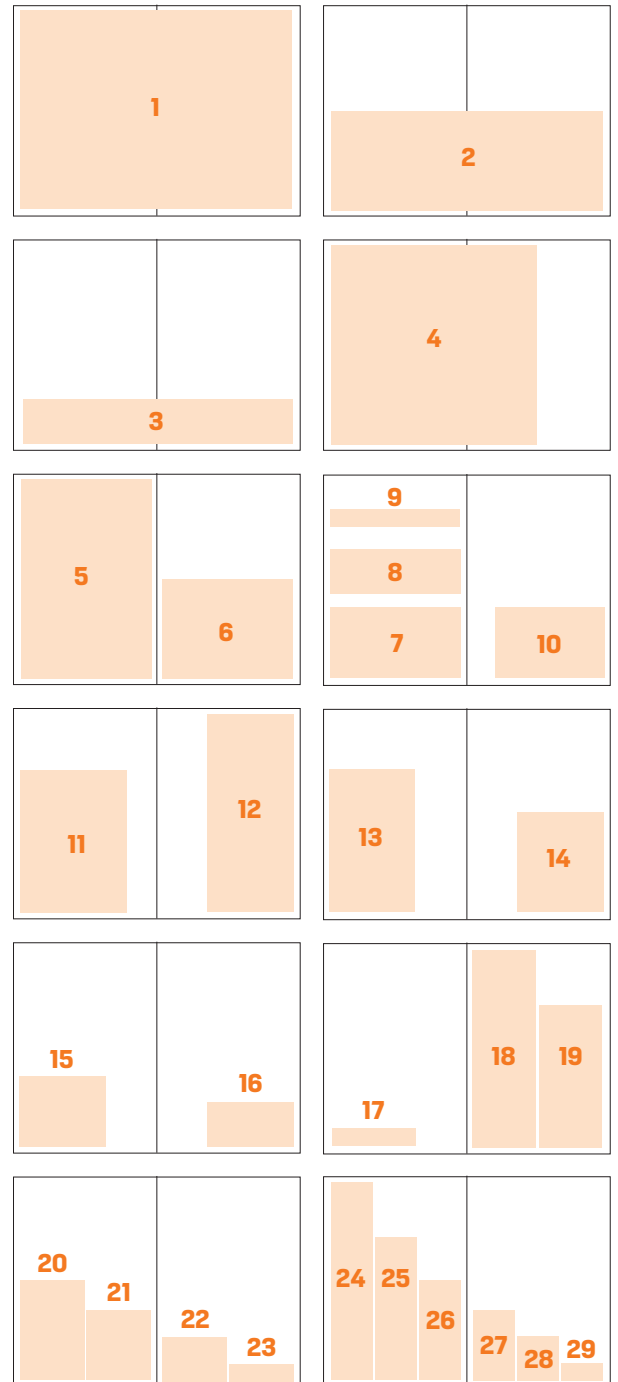
247 x 42 mm  
247 x 66 mm  
250 x 370 mm

### Price

21 600 SEK  
21 600 SEK  
63 500 SEK

### SPECIAL PLACEMENT

+10 %



# Pricelist 2012