



# The periodical that reaches decision-makers in the Nordic railway industry

**YOU ARE WELCOME TO ADVERTISE** in the Nordic Railway Journal. With an advertisement in the Nordic Railway Journal you will reach readers that hold leading positions at railway companies, infrastructure administrators, consultants, contractors, suppliers, trade institutions, authorities and other participants within the entire Nordic railway sector. The periodical is published five times a year in an edition of 2 500 copies and is distributed in Denmark, Finland, Norway and Sweden.

**THE NORDIC RAILWAY JOURNAL** contains articles about the railway industry in the Nordic countries. The railway traffic is increasing, both within the transportation of people and the transportation of goods. An increasing amount of participants are flocking to an expanding market. The entire Nordic railway industry has an annual turnover which exceeds 200 billion Swedish krona (approximately 20 billion euro). In the periodical you will find interesting articles and news about people, events and other things of interest that occur within the industry.

**THE NORDIC RAILWAY JOURNAL** is published by NJS, Forum for Nordic Railway Association. The first issue was published in 1874. The periodical is created by co-workers and experts within the railway sector for the railway sector. An advertisement in the Nordic Railway Journal is therefore a natural choice for those of you who want to be seen and who want to reach important decisionmakers within the entire Nordic railway industry.

In the digital version of the magazine, the ad is also clickable with link to the company's website.



**MIKAEL PRENLER**  
Chief Editor of  
the Nordic Railway Journal



## ADVERTISEMENT PRICES AND SIZE SPECIFICATIONS

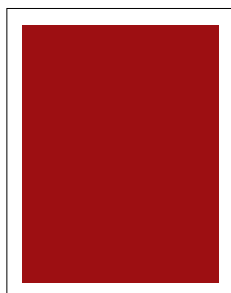
### Size



#### Full page, bleed-off page

**Inside:**  
210 x 280 mm  
+ 4 mm trim

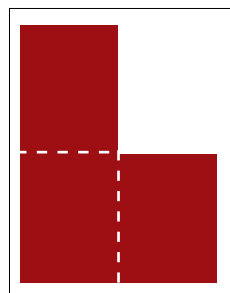
**Cover IV:**  
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#### Full page

**Inside:**  
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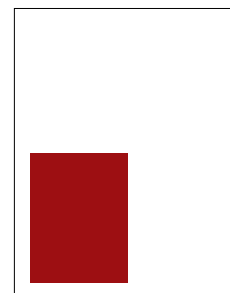
**Cover IV:**  
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#### Half page

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85 x 120 mm

### Prices

Cover II and III:	SEK 15 850
Cover IV:	SEK 17 500
Full page:	SEK 14 750
Half page:	SEK 8 850
Quarter page:	SEK 5 700

Other requested emplacements: +10%  
Advertising tax may be additional

### Discounts

When 2 advertisements  
are booked: 5% discount

When 3 advertisements  
are booked: 10% discount

When 5 advertisements  
are booked: 20% discount

### Edition

2 500 copies

### Technical information

Advertisement material is to  
be delivered by FTP or Email  
and should be marked "NJT".

#### File format:

EPS, optimized PDF or similar.

**Resolution:** 300 dpi.

### Material addresses

#### FTP:

mediabank.exakta.se/  
webnative/listdir

**User name:** B.sjh-tryck,

**Password:** pub

Click at "pub" and then at  
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#### Email:

prepress.boras@exakta.se

**Printer:** Exakta Print

#### Contact:

Astrid Lönnerstam  
Phone: +46 33-29 03 50

### Booking of advertisements

Per Olof Lingwall  
c/o Trafikverket  
SE-172 90 Sundbyberg  
SWEDEN  
Tel: +46(0)707 24 55 12  
E-post: per-olof.lingwall@trafikverket.se



### PUBLICATION PLAN 2018

No	Theme	Booking	Deadline for printable files	Publishing date
1	Seamless Traveling	8/2	16/2	1/3
2	Expansion of ERTMS in the Nordic Countries	22/3	29/3	19/4
3	Stations and Community Planning	17/5	25/5	7/6
4	Competence Supply	6/9	14/9	27/9
5	Vehicle Development and Innovation	15/11	23/11	6/12



NJS - Forum för  
Nordiskt Järnvägs  
Samarbete