

# 2025

## Meetings & events

### has never been more important

Conferences and kickoffs have always been essential for businesses and organizations. They serve as a platform to clarify shared goals and values, creating a strong foundation for operations and growth. Beyond this, a positive work environment, an inspiring atmosphere, and solid collaboration are crucial for success. This is where in-person meetings truly make a difference – nothing can replace the dynamism and energy of face-to-face interaction.

All signs indicate that 2025 will be a year brimming with meetings, with the events industry continuing to thrive. Prioritizing conferences and kickoffs is not just an investment in the team but a commitment to the future success of the organization.

**TID FÖR KONFERENS** (Time for conference) is Sweden's largest independent magazine for meetings and events. The magazine is in its 24th year and, with its annual publications, has established itself as one of the most important marketing channels for the meeting industry. Tid För Konferens is distributed twice a year, spring and autumn in Dagens Industri – the Nordic region's largest business newspaper.

**BEHIND THE NEWSPAPER IS** Newsfactory Media Group. Thanks to the high quality of the editorial content and the inviting layout, the magazine has become an obvious media choice for many meeting facilities, conference, travel and event organizers.

**TOGETHER WITH YOU** we at the editorial office want to focus on tomorrow's meetings. Time for conferences wants to contribute to new perspectives through exciting trend research and interviews with inspiring people. For us, it has always been important to highlight the financial benefits of investing in our employees through various activities such as team building, training, conferences and events. We will continue to show that every krona invested in the staff gives at least two kronor back. Committed teams are a prerequisite for companies to create additional sales and customer value.

#### WHY CONFERENCE TIME?

The magazine has an enormous impact as it is distributed in the Nordic region's largest business magazine Dagens Industri's - national edition. It provides a potential reach of 270,000 readers, which is a unique opportunity for you to increase sales and profitability. Through Dagens Industri you reach those who decide when, where and how! It is difficult to reach that purchasing power in a more cost-effective way than in Conference Time. In addition to the printed magazine, it is produced in a digital version that is distributed to buyers and suppliers of meetings, conferences and business trips, as well as in our own networks and social media.

**WELCOME TO PARTICIPATE** in one of the country's largest independent media ventures on the theme of conference and event. Let's together make 2025 a rewarding meeting year! ♦

Ingela Engblom  
Writer, Tid för konferens

\*Source: Orvesto Konsument 2023:Helår



Steningevik & Nova Park , Tid för konferens # 2-2024



Hooks herrgård, Tid för konferens # 1-2024



Visit Åland, Tid för konferens # 1-2024

## PARTNER PROMOTION

#### HERE YOU HAVE A FANTASTIC EXPOSURE!

Together with our writers, you create an inspiring exclusive report on your destination, cruise, facility, event, service, etc. Inspirational texts and facts mixed with pictures make the content a very positive experience. Your promotion article also gets its own title and page reference in the table of contents. ♦

## Information & booking

#### PUBLICATIONS 2025:

Nr 1: April 16                      Deadline material: March 20  
Nr 2: September 25              Deadline material: August 27

PARTNER PROMOTION MATERIAL:  
Deadline 10 days before material deadline.

#### GRAPHIC ADS

Spread	130.800 SEK	420 x 297 mm + utfall
Full page	79.000 SEK	210 x 297 mm + utfall
Half page	47.400 SEK	185 x 132 mm / 90 x 270 mm
Quarter page	28.440 SEK	185 x 60 mm / 90 x 132 mm

#### PARTNER PROMOTION

Spread	149.800 SEK
Full page	92.800 SEK

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