

2022

Bright future for meetings & events

NOTHING BEATS THE PHYSICAL MEETING AND NOW COMPANIES ARE PLANNING CONFERENCES AND EVENTS LIKE NEVER BEFORE. THERE IS A HUGE PENT-UP NEED TO BE SEEN AND HEARD. WE AT TIME FOR CONFERENCE THEREFORE BELIEVE IN A FANTASTIC 2022 FOR THE MEETING INDUSTRY.

TID FÖR KONFERENS (Time for conference) is Sweden's largest independent magazine for meetings and events. The magazine is in its 20th year and with its annual editions has established itself as one of the most important marketing channels for the meeting industry. **Tid för konferens** is distributed two times a year in **Dagens industri** - The Nordic region's largest business newspaper.

BEHIND THE MAGAZINE 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. **Tid för konferens** 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 THE MAGAZINE TID FÖR KONFERENS?

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 288,000 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 **Tid för konferens**. 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 initiatives on the theme of conferences and events. Let's together make 2022 a rewarding meeting year! ♦

Ingela Engblom
Editor, **Tid för konferens**



*Source: ORVESTO 2021:2



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. ♦



Scandinavian XPO, Tid för konferens 2021



Lofsdalen, Tid för konferens 2021

Boost your campaign on Di.se and reach another 500,000 unique readers



AS A CUSTOMER IN **TID FÖR KONFERENS**, you have a fantastic opportunity to reach out with your message/ campaign through Tid för konferens content marketing through the start page on di.se. Here you communicate with our readers in between editions and exactly when it suits you. We will of course help you with all production. Combined marketing in both Dagens Industri print and digital has a double coverage of only 22 percent. ♦

INFORMATION & BOOKING

PUBLICATIONS 2022:

No 1: March 24th *Deadline: February 24th*
 No 2: September 29th *Deadline: August 25th*

PARTNER PROMOTION MATERIAL:

Deadline 10 days before material deadline.

GRAPHIC ADS

Spread	130.800 SEK	420 x 297 mm + 5 mm bleed
Full page	79.000 SEK	210 x 297 mm + 5 mm bleed
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

INFORMATION & BOOKING:

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