

# 2024

## Meetings & events

### has never been more important

AI, remote work and an unsafe environment. Conferences and kick offs are always important for companies and organizations but in changing times they become indispensable. Common goals and values lay the foundation for the business and, in addition, a positive working climate, an inspired atmosphere and good cooperation are needed. Then there is nothing that beats the physical meeting.

All signs indicate that 2024 will be a meeting-intensive year with continued growth for the meetings industry.

**TID FÖR KONFERENS** (Time for conference) is Sweden's largest independent magazine for meetings and events. The magazine is in its 23rd 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 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 267,000 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 initiatives on the theme of conferences and events.

Let's together make 2024 a rewarding meeting year! ♦

Ingela Engblom  
Writer, Tid för konferens



\*Source: Orvesto Konsument 2022:Helår



Icehotel, Tid för konferens #02-2023



Hooks Herrgård, Tid för konferens #02-2023



Visit Åland, Tid för konferens #01-2023

## 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 2024:**

Nr 1: April 11      **Deadline material: March 15**  
 Nr 2: September 12      **Deadline material: August 16**

**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

**BOOKING AND INFORMATION:**

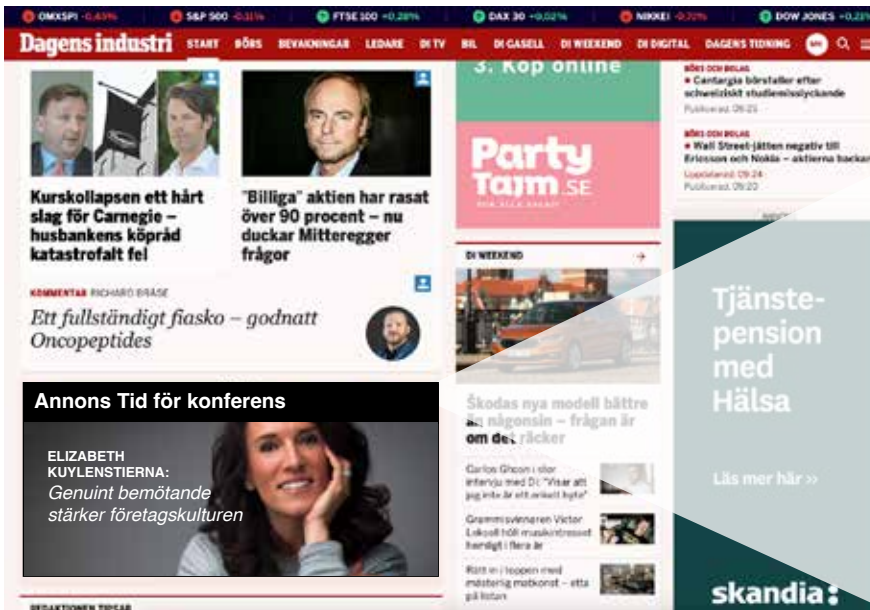
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AS AN ADVERTISER IN TID FÖR KONFERENS you have a fantastic opportunity to reach your message / campaign through Tid för konferens Content marketing via the start page on Di.se. Here you communicate with our readers between the editions and exactly when it suits you. Of course, we help you with all production. With marketing Dagens industri print and digital you have only 22% double coverage. ♦



**DI.SE IS SWEDEN'S LEADING NEWS SITE** for the latest news, analyses, and insights that affect the market, the stock exchange, and business. Di.se was launched in 1994 and is today by far Sweden's largest financial site with around 700,000 unique visitors every week on desktop and just over 500,000 via mobile. di.se is one of the country's largest media sites overall. Di.se has been awarded multiple times. In June 2019, the site was named the best financial site for the nineteenth year in a row in the stock market analysts' and company managers' annual ranking (Svensk Image/Hallvarsson and Halvarsson). ♦

Source: [www.di.se/nyheter/om-oss/](http://www.di.se/nyheter/om-oss/)

CLICK TO READ OUR PREVIOUS EDITIONS OF TID FÖR KONFERENS



A selection of our previous editions.

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Tid för konferens

