



Advertising Opportunities **Branscholl Pack & Pack**

Branscholls main strength is our readers. We have an unusually high open rate for our newsletters and steady traffic on our website from a genuinely interested readership.

- At Branscholl, you reach approximately 10,000 people working in print, advertising, signage, packaging, promotional products, and workwear.
- Branscholl Print & Pack focuses on all activities in printing, packaging and labeling and reaches decision-makers, project managers, salespeople, and producers at small and large companies within the industry.
- Branscholl.se had nearly 800,000 page views in 2023. We are heading towards a million in the coming year.

In short, you reach the majority of the Swedish graphic industry through a highly appreciated channel.

Do not hesitate to contact us if you want to be visible in the industry!

Ola Karlsson
Editor and Publisher
Redaktör och Ansvarig utgivare

Ad Packages

A banner is a simple and clear way to showcase your brand and products.

It's advantageously used to communicate offers and news and to constantly stay "top of mind" with customers.

SMALL

Banner branschkoll.se

- ✓ Banner on web
- Banner in newsletters
- Shared top banner
- One mention in podcast
- One mention in social media
- 1 x native articles
- 4 x job ads

1,500 EUR	PER 3 MONTHS
2,100 EUR	PER 6 MONTHS
3,000 EUR	PER YEAR

MEDIUM

Banner BranschKoll.se + newsletters

- ✓ Banner on web
- ✓ Banner in newsletters
- ✓ Shared top banner web
- One mention in social media
- One mention in podcast
- 1 x native articles
- 4 x job ads

2,500 EUR	PER 3 MONTHS
3,500 EUR	PER 6 MONTHS
5,000 EUR	PER YEAR

LARGE

More visibility for your brand

- ✓ Banner on web
- ✓ Banner in newsletters
- ✓ Shared top banner web
- ✓ One mention in social media
- ✓ One mention in podcast
- ✓ 1 x native articles
- ✓ 4 x job ads

11,000 EUR	PER YEAR
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Placements

This is how the ads are placed on the site and in the newsletters.



Artiklar

INSPIRATION Puli 20 dec 2024

Tusentals unika etiketter för Nutella med hjälp av AI-design

"AI-drivna designlösningar kan revolutionera tryckindustrin - väg för storskaliga, personifierade förpackningslösningar."



I ett projekt skapades tusentals unika etiketter för Nutella med hjälp av AI.

Italienska tryckeriet Eurostampa har tillsammans med Bria och HP skapat 9 000 unika etiketter för Nutella.

Genom att kombinera generativ AI från Bria och tryckteknologi från HP har tusentals olika etiketter inspirerade av konststilar som kubism och popkonst tagits fram. Målet har varit att erbjuda personifierad design och skapa konstnärliga uttryck för varje burk. Projektet har gjorts i samarbete med det italienska tryckeriet Eurostampa.



Nyhetsbrev

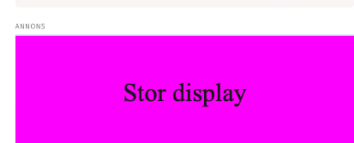


Bryter sig loss från IT-kedja - har avtal med flera printleverantörer

Production print är en del av utbudet.

Den stora rekonstruktionsplanen överklagas av myndighet

Söker prövningstillstånd eftersom man anser att det saknas vägledande praxis.



Other opportunities for exposure

TAKE OVER Bransch koll

Are you launching a product? Machine? The latest sustainability initiative? When you have something really important and time-critical to communicate, you can "take over Industry Watch". This means that for two weeks, you get triple views in the top banner, you appear on the "BIG POST" (see sketch) which is only used in this package, and you are at the top among regular banners in the newsletter during your two weeks.

Price: 20,000 kronor for two weeks..

Sponsored job ad

The importance of the right staff cannot be overstated, when your organization is hiring, of course, you want to receive as many relevant applications as possible. With a sponsored job ad at Industry Watch, you get up to 5 times more readings of your job ad. This also includes posting on social media and your logo is visible on our site and in our newsletter for 4 weeks.

Price: 3,900 kronor / 5,900 kronor if you also want to reach any of our other target groups within Print or Promotion.

Podcast

The Bransch koll podcast has quickly become an integral part of our environmental scanning. Here, there are all possibilities to come up with really fun and modern campaigns together. We would love to have you as an advertiser in an episode and talk about what your company offers and stands for. And then we read up shorter messages in the other episodes, either directly from you or we record them for you.

If you are interested, we will make contact and discuss the structure, time, and prices.

Advertorial

We offer so-called "advertorials" or "native content", it's simply an article that you write and we publish. The article is clearly marked as a paid article and gets good visibility in our channels. You write the article and we make it possible for thousands of people in your target group to take part in it. And perhaps most importantly - it includes a dofollow-link from our stable and highly ranked website, which will increase your Google ranking.

Price: 7,500 kronor.

Contact us

Contact me and we will discuss a solution that works best for you.

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