

OFFICERSTIDNINGEN

Reach the Swedish Armed Forces!



Officerstidningen is the Swedish Officers Association's member magazine, published six times per year with a circulation of 21,000 copies.

Our readers are an active and attractive target group. They are accustomed to making decisions, collaborating, and motivating others. They hold managerial positions within all branches of the Swedish Armed Forces: the Army, Air Force, and Navy.

The magazine provides a unique opportunity to reach all members, decision makers, and purchasers at FMV (Försvarets Materialverk), FRA (Försvarets Radioanstalt), FOI (Totalförsvarets Forskningsinstitut) och FortV (Fortifikationsverket).

Your ad appears in an editorial context with high credibility. The magazine is also distributed to politicians and the media and plays an increasingly important role in Sweden's defense policy debate.

The magazine's modern design allows more space for visual storytelling through photography. It is highly appreciated by its readers and was also nominated for the Swedish Design Award 2022 and Magazine of the Year in 2022 and 2024.

We also keep our readers updated between issues with news coverage and articles through the popular *officerstidningen.se* and in our newsletters.

AD BOOKINGS BENGTTSSON & SUNDSTRÖM MEDIA +46 8-442 00 13

REACH THOSE WHO DEFEND SWEDEN!

AD BOOKINGS

Contact Robin Zackrisson at Bengtsson & Sundström Media, +46 8-442 00 13 or officerstidningen@bs-media.se. Let us know if you need assistance with preparing your materials.

MATERIAL SPECIFICATIONS

High-resolution PDF with embedded fonts. Images and logos should have a resolution of 300 dpi and be in CMYK.

Material address: officerstidningen@bs-media.se

Printing house: Ljungbergs Tryckeri AB

Circulation: 21,000 copies

WEBPAGE OFFICERSTIDNINGEN.SE

Our popular website and newsletters keep readers updated between print issues. Here, you have the opportunity to reach your audience with your message.

News feed	1 700 x 550 px, desktop 1 200 x 800 px, mobile	8 900 SEK/month
Sidebar	550 x 550 px, desktop 1 200 x 400 px, mobile	6 900 SEK/month

* VAT is added to advertising on Officerstidningen.se

NEWSLETTERS

Our newsletters are sent to our subscribers twice a month and keeps our readers updated between printed issues. Also an opportunity for advertisers to be featured.

Newsletter	1 200 x 400 px	7 900 SEK
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* VAT is added to advertising in newsletters

INSERTS

Inserts are quoted separately based on weight.

CANCELLATIONS

Must be made no later than on the booking deadline day. Deviations from these terms may result in full charges.

PUBLISHER

Officersförbundet is the trade and professional union for employed military personnel and students training to become officers. Membership is very high, with over 90% of Sweden's officers enrolled.



EDITORIAL CALENDER 2026

No	Booking*	Material	Distributed
1	16 Jan	23 Jan	w. 7
2	20 Mar	27 Mar	w. 16
3	15 May	22 May	w. 24
4	14 Aug	21 Aug	w. 37
5	2 Oct	9 Oct	w. 44
6	20 Nov	27 Nov	w. 51

* Bookings may be accepted after deadline, if space allows

OUR FORMATS

1/1 page
215 x 280 mm
(+3 mm bleed)

Back cover
215 x 240 mm
(+3 mm bleed)

1/1 page 23 900 SEK
2nd, 3rd cover 29 900 SEK

1/1 page 29 900 SEK

1/2 page
92 x 245 mm
with bleed
105 x 280 mm
(+3 mm bleed)

1/2 page
190 x 118 mm
with bleed
215 x 138 mm
(+3 mm bleed)

1/4 page
92 x 118 mm
with bleed
105 x 138 mm
(+3 mm bleed)

1/2 page 15 900 SEK

1/4 page 10 900 SEK

Full spread 37 900 SEK
430 x 280 mm (+3 mm bleed)

Requested placement 10% surcharge

The magazine is exempt from VAT and advertising tax