

MiljöAktuellt

REACH THE ENVIRONMENTAL PROFESSIONALS AND
TOP MANAGERS WHO INFLUENCE THE REST OF THE WORLD

MILJÖAKTUELLT is Sweden's largest environmental and business magazine for professionals and key people in both public and private organizations. Our readers are pushing the development, make policy decisions about purchasing and environmental issues and are central figures in procurement.

PRINT

PRINTED CIRCULATION:

11,700 (TS full year 2007)

FREQUENCY: 11 issues/year

REACH: 19,000 readers
(Orvesto Näringsliv 2008)

ONLINE

WEB ADDRESS: miljoaktuellt.se,
miljoaktuellt.se/karriar

AVERAGE WEB TRAFFIC 01/02
-08 (TS): 5,400 unique user
agents/week, 15,972 page
views/week

NEWSLETTERS: Karriär (Career)
25,000 subscribers, Nyhets-
brevet (The Newsletter) 25,000
subscribers

CAREER ADS: 50 new jobs are
published every month.

EVENTS

TITLE: Sustainability Day, Sus-
tainable Innovation Day, Grön
IT (Green IT), Grön Upphandling
(Green Procurement), Social
Responsibility Day

FREQUENCY: All events are a
rranged once a year

TARGET GROUP: Company
management, environmental
managers, procurers, politicians,
buyers, social planners and other
environmental professionals.



TARGET GROUP

People who make real decisions on environmental and strategic business issues. Environmental managers, CSR officers, procurers, buyers, politicians, CEOs, business managers and consultants.

EDITOR-IN-CHIEF: Mikael Salo

PHONE EDITORIAL DEPARTMENT: +46-8-453-6246 PHONE SALES: +46-8-453-6340



THE NEWSLETTER FOR SELECTIVE ENVIRONMENTAL PROFESSIONALS

M-PLUS is the given tool for environmental professionals who demand dependable and useful information. The newsletter provides readers with the latest and most important news about environmental legislation, rulings, government agencies, exercise of public authority, the EU, research findings and tools for environmental work. M-plus is produced by Miljöaktuellt's editorial staff.

PRINT

NEWSLETTER CIRCULATION: about 2,500 paying subscribers. Distributed both in a digital and a printed version.

FREQUENCY: 14 issues/year

THICKNESS: 68 pages

ONLINE

WEB ADDRESS: miljoaktuellt.se

AVERAGE WEB TRAFFIC
01/02 -08 (TS): 5,400
unique user agents/week
15,972 page views/week

M-PLUS DIGITAL

CLICKABLE LINKS: The digital edition of m-plus has clickable links and sources, which enables the readers to easily go deeper into material if they so wish.



TARGET GROUP

Environmental professionals in the public and private sectors, environmental and sustainability consultants, as well as people who work professionally with environmental issues.

EDITOR-IN-CHIEF: Mikael Salo

PHONE EDITORIAL DEPARTMENT: +46-8-453-6246 PHONE SALES: +46-8-453-6340