

# adbizz denmark

## Sweden



### Reaching the decision-makers

Dagens Industri is one of Europe's biggest business newspapers, strongly penetrating its Swedish home market. The daily newspaper has over 370,000 readers per day.

The newspaper has achieved this position by making the content relevant to the entire business community of Sweden. The sustainable editorial concept and accurate editing are two of the reasons for Dagens Industri's long-standing relationship with its readers.

Dagens Industri is distributed widely across the country since it is the decision-makers' newspaper and most decision-makers live out with the Stockholm area. In fact, Dagens Industri is the only nationwide morning paper in Sweden!

The daily newspaper Dagens Industri also provides a magazine for its readers. DI Weekend takes over where DI leaves off and is inserted in Dagens Industri each Friday. All in all, Dagens Industri, DI Weekend and the online service di.se are read by almost half of the decision-makers in Sweden.



Rate 1/1 4C: SEK 127,900



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