

# Edition'22 – An industry bible came to be

At the end of 2021, the Swedish industry association, Sveriges Tidsskrifter, launched an entirely new magazine called Edition.

Sveriges Tidsskrifter works as the industry association for the media area and therefore their audience is both 'knowledgeable and picky' as they put it. For this reason, they had to produce a top-notch magazine that handles an everchanging industry.

*When you are producing a magazine for the publication industry, then nothing can go wrong. That is why we chose Stibo Complete as our partner.*

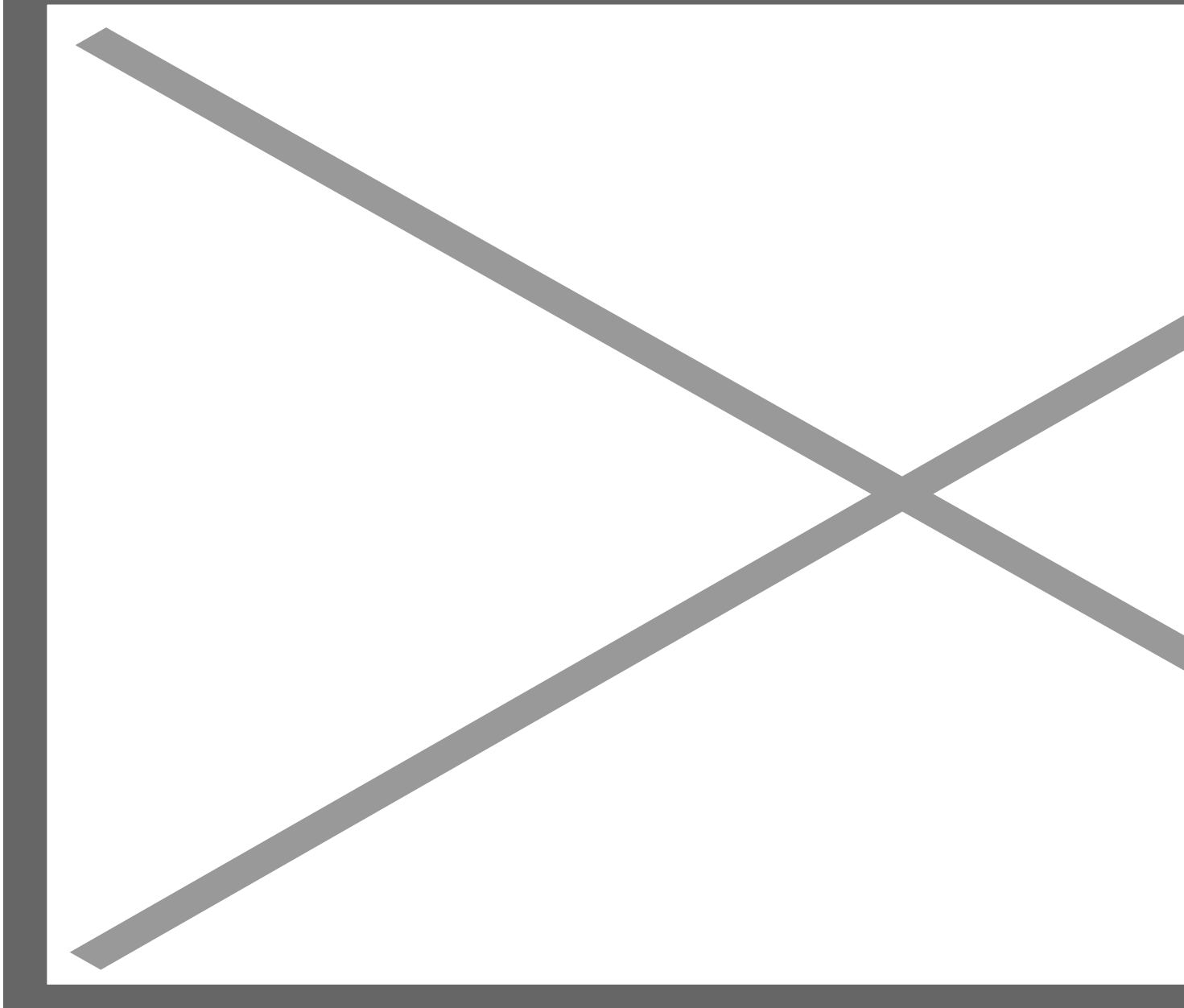
**Kerstin Neld**  
CEO Sveriges Tidsskrifter

## A helping hand from Stibo Complete

At Stibo Complete, we were part of the process from the beginning, giving advice on the best choice of paper, effects on the cover, as well as making the dream of a creative front page come true.

In addition, we wrapped the magazine in paper instead of plastic, using our [paper wrap solution](#).





### A kind of industry bible

Sveriges Tidsskrifter has a total of 375 members belonging to all kinds of niches such as commercial lifestyle brands, union magazines, and digital operators. The combination of the readers puts great demands on the content.

This has been taken into account as the magazine contains exciting articles about business models, journalism, digitalization, market communication, ads, and trends among others. According to plan, the magazine is to be published yearly and to be focused on the future. It is meant to be a sort of bible for the industry, which can be saved and looked at again and again.

*Stibo printed this top-notch product in a cost-effective way and gave us great advice along the way.*

**Barbro Janson Lundkvist**  
Editor in chief, Edition

