PMA reduces the entrance fee to SEK 1!

Product Media Association (PMA) held an extraordinary general meeting 17th of November, 2025, where members decided to change the entrance fee. During the meeting, the industry association also presented its continued plans regarding lobbying work, the PMA Academy's new education programs, and the "Reklam-kakan" survey, where partner IRM Institute for Advertising and Media Statistics reported the results.

The PMA board has prepared a presentation that will serve as a basis for making an initial contact with the Swedish government regarding lobbying for a higher gift limit. A modernization for commitment, sustainability and competitiveness. The current limit for tax-free gifts to employees has been stagnant for a long time and when compared internationally, Sweden is clearly the lowest in the Nordic countries.

This spring, the PMA Academy will arrange a basic course and continuing education in the current subject of AI. The courses in Artificial Intelligence will be held by the company Scribill, which since its inception in 2022 has trained over 4,000 participants from 800+ companies with the goal of teaching how to use AI directly in everyday life and save time on what you do every day. PMA also continues to work together with Nordiska Textilakademin, which is a hub for education and expertise in textiles, to spread current knowledge about textile sustainability, laws and regulations. Dialogue is ongoing about a set of webinars regarding textiles and will be launched later this year.

The collaboration with the IRM Institute for Advertising and Media Statistics continues with a new collection of statistics during February-March 2026. At the members' meeting, the results for the Advertising Cake 2024 were reported with a forecast for 2025, which we will be able to see in its entirety before the summer.

Following the amendment of its statutes in September 2024, PMA has increased its membership by approximately 40 members and currently consists of over 100 member companies, suppliers and retailers, who work with products intended to strengthen end customers' brands and brand profiles. A complete list of members can be found at **www.productmediaassociation.com**

The extraordinary general meeting decided to change the previous entrance fee of 15,000 SEK to 1 SEK until the next annual meeting in June 2026. The reason is primarily that PMA still needs to get more members to represent the industry and together have a strong voice! The service fee is currently 6,000 SEK and the membership fee is 500 SEK. The annual fee is valid for the entire year 2026 and new invoicing takes place in February each year. The new statutes came into force on 15 December.

Product Media Association hopes to unite as many members as possible within the product media industry so that we can stand united, strong, credible, and professional – as a future-ready industry.

If you're interested in becoming a member, please contact:
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pma
product media association

Together we develop the product media industry