

290673-2026 - Competition

Sweden – Advertising and marketing services – Medieförmedlingstjänster

OJ S 82/2026 28/04/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Pensionsmyndigheten

Email: inkop@pensionsmyndigheten.se

Legal type of the buyer: Central government authority

Activity of the contracting authority: Social protection

2. Procedure

2.1. Procedure

Title: Medieförmedlingstjänster

Description: Syftet med upphandlingen är att hitta en strategisk partner för medieförmedlingstjänster som Pensionsmyndigheten kan ha ett effektivt och flexibelt samarbete med, i syfte att nå allmänheten som målgrupp. Pensionsmyndigheten kan vid behov själv genomföra medieköp och placering i mindre omfattning. Se upphandlingsdokumenten för mer information om upphandlingen.

Procedure identifier: b6fb6e17-7254-47ad-8605-2ca878d7fec0

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

2.1.2. Place of performance

Country subdivision (NUTS): Stockholms län (SE110)

Country: Sweden

2.1.3. Value

Estimated value excluding VAT: 40 000 000,00 SEK

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

5. Lot

5.1. Lot: LOT-0001

Title: Medieförmedlingstjänster

Description: Syftet med upphandlingen är att hitta en strategisk partner för medieförmedlingstjänster som Pensionsmyndigheten kan ha ett effektivt och flexibelt samarbete med, i syfte att nå allmänheten som målgrupp. Pensionsmyndigheten kan vid behov själv genomföra medieköp och placering i mindre omfattning. Se upphandlingsdokumenten för mer information om upphandlingen.
Internal identifier: urn:eavrop:mdn:ProcurementProject:127907:Lot:1

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 79341100 Advertising consultancy services, 79413000 Marketing management consultancy services

Options:

Description of the options: Se upphandlingsdokumenten

5.1.2. Place of performance

Country subdivision (NUTS): Stockholms län (SE110)

Country: Sweden

5.1.3. Estimated duration

Start date: 25/08/2026

Duration end date: 24/08/2030

5.1.4. Renewal

Maximum renewals: 2

5.1.6. General information

Reserved participation:

Participation is not reserved.

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): yes

5.1.7. Strategic procurement

Aim of strategic procurement: No strategic procurement

Green Procurement Criteria: No Green Public Procurement criteria

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.11. Procurement documents

Address of the procurement documents: <https://www.e-avrop.com/Pensionsmyndigheten/e-Upphandling/NoticeLink.aspx?id=126897>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Allowed

Address for submission: <https://www.e-avrop.com/Pensionsmyndigheten/e-Upphandling/NoticeLink.aspx?id=126897>

Languages in which tenders or requests to participate may be submitted: Swedish

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 30/05/2026 00:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 6 Months

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Electronic invoicing: Required

Electronic ordering will be used: no

Electronic payment will be used: yes

5.1.15. Techniques**Framework agreement:**

Framework agreement, without reopening of competition

Maximum number of participants: 1

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Förvaltningsrätten i Stockholm

Organisation providing additional information about the procurement procedure:

Pensionsmyndigheten

Organisation providing more information on the review procedures: Förvaltningsrätten i Stockholm

8. Organisations

8.1. ORG-0001

Official name: Pensionsmyndigheten

Registration number: 202100-6255

Postal address: Box 38190

Town: Stockholm

Postcode: 100 64

Country subdivision (NUTS): Stockholms län (SE110)

Country: Sweden

Email: inkop@pensionsmyndigheten.se

Telephone: 0771-771771

Roles of this organisation:

Buyer

Organisation providing additional information about the procurement procedure

8.1. ORG-0002

Official name: Antirio AB

Registration number: 556533-8133

Postal address: GÅRDSVÄGEN 18

Town: Solna

Postcode: 169 70

Country subdivision (NUTS): Stockholms län (SE110)

Country: Sweden

Email: support@e-avrop.com

Telephone: 08-501 190 00

Internet address: <https://www.e-avrop.com>

Roles of this organisation:

TED eSender

8.1. ORG-0003

Official name: Förvaltningsrätten i Stockholm

Registration number: 202100-2742

Town: Stockholm

Postcode: 115 76

Country subdivision (NUTS): Stockholms län (SE110)

Country: Sweden

Email: forvaltningsrattenistockholm@dom.se

Telephone: +46 8-561 680 00

Internet address: <https://www.domstol.se/forvaltningsratten-i-stockholm/>

Roles of this organisation:

Review organisation

Organisation providing more information on the review procedures

Notice information

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