



Maskinregisteret

Media Information 2024

Part of Nordiske Fagmedier

MR MASKINREGISTERET

www.maskinregisteret.no

ABOUT NORDISKE FAGMEDIER AS

In January 2020, the Norwegian part of Nordiske Medier merged with Egmont-owned Fagmedia - and formed the company Nordiske Fagmedier AS.

Nordiske Fagmedier AS publishes the following media:

Print:

Fagbladene Maskinregisteret, TransportMagasinet, AnleggsMagasinet and Bruknytting.

Digitally:

www.metalsupply.no, www.tungt.no,
www.plastforum.no, www.maskinregisteret.no
and www.mascus.no

After the merger, the Norwegian company has 18 employees and a turnover of just over NOK 30 million. Owners are Egmont Publishing as (75%) and Nordiske Medier A/S (25%).

Our members and advertisers have a unique opportunity to get in touch with key people through the newsletters and portals.

Read more about www.nordiskemedier.dk
Read more about www.storyhouseegmont.no

 Nordiske Fagmedier

**story
house**
EGMONT

FACTS

MR MASKINREGISTERET

Target group

Maskinregisteret is Norway's largest contact for machinery and equipment within the workshop and industrial sector.

With advertisements in Maskinregisteret, you reach the most within this target group.

MEMBERSHIP - MASKINREGISTERET

Effective and targeted marketing

MEMBERSHIP

A membership at Maskinregisteret means greater digital visibility for your company and makes it easier for potential customers to find you.

NOK 13.800/year

You get your own profile where you can:

- ✓ Write your own news articles
- ✓ Post ads with pictures/video on purchases and sales, positions, courses, companies, fairs
- ✓ Publish an unlimited number of sales ads

MEMBERSHIP+

With membership+, you get help with publishing, use the marketing tool and become more visible in the industry.

NOK 21.800/year

- ✓ With a membership+ you get help to get started
- ✓ You get help to create and publish sales advertisements for your products and share the news on our media
- ✓ Access to all the benefits of a membership

Top banner full size



Type: W: 1800 px x H: 450 px
Mobil: W: 468 px x H: 300 px
Size: max. 250 kB
Price: NOK 11.500

Side banner



Side banner*
Type: W: 200 px x H: 175 px
Size: max. 90 kB
Price: NOK 1.700

Campaign banner



Campaign banner 1 and 2
Type: W: 300 px x H: 250 px
Mobil: W: 300 px x H: 250 px
Size: max. 90 kB
Price pos. 1: NOK 6.500
Price pos. 2: NOK 5.000

Gigabanner



Giga banner 1 and 2
Type: W: 980 px x H: 250 px
Mobil: W: 468 px x H: 300 px
Size: max. 150 kB
Price pos. 1: NOK 9.000
Price pos. 2: NOK 5.000

Top banner



Type: W: 980 px x H: 150 px
Mobil: W: 468 px x H: 300 px
Size: max. 250 kB
Price: NOK 9.000

Sticky banner



Sticky banner*
Type: W: 240 px x H: 400 px
Size: max. 90 kB
Price: NOK 6.500

Billboard



Type: W: 980 px x H: 300 px
Mobil: W: 468 px x H: 300 px
Size: max. 150 kB
Price: NOK 13.500

Corner banner



Corner banner*
Type: W: 200 px x H: 300 px
Size: max. 90 kB
Price: NOK 4.500

ADVERTISING

Banners rotate on page change.

Banners are delivered in either jpg, png, gif, script or HTML5, as well as the option of a video banner.

Prices per monthly for members.

* Sticky banner, corner banner and side banner are only displayed on desktop.

ADVERTISING ON ARTICLE PAGE

Article banner



Type: W: 660 px x H: 200 px
Size: max. 90 kB
Price:.....NOK 6.000

Title banner



Type: W: 300 px x H: 60 px
Size: max 90 kB
Price:.....NOK 9.500

Inread banner



Type: W: 300 px x H: 250 px
Size: max 90 kB
Price:.....NOK 5.500

CONTENT MARKETING

Tell your story and get it read by the right target group.

Advertised article on the news page.
Write your own content.

The advertorial is out for a week, Monday to Sunday.
Placement in the newsletter among other articles.

Possibility of professional help to write the article.
Contact us for more info.

Price per week: **NOK 5.000 +**
possibly help with editorial text

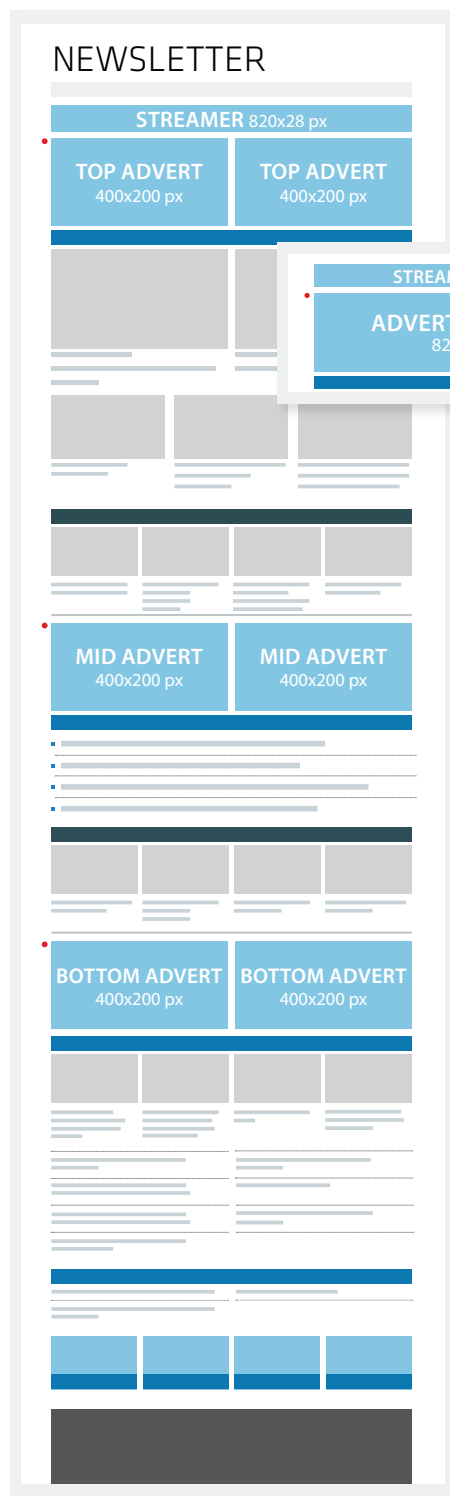


**Finished
content
marketing**

ADVERT - NEWSLETTER

Maskinregisteret sends out a newsletter every Tuesday and Thursday.

Specifications for advertisements in the newsletter:
The ads are static.
File format jpg, gif or png.
Finished file is a maximum of 50 kB.



Streamer

Type: W: 820 x H: 28 px
Jpg, gif or png – max. 50 kB.
Price per week:..... NOK 4.000

Advert full size

Type: W: 820 x H: 200 px
Jpg, gif or png – max. 50 kB.
Price per week:..... NOK 4.000



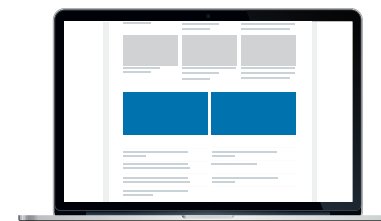
Top advert

Type: W: 400 x H: 200 px
Jpg, gif or png – max. 50 kB.
Price per release:..... NOK 2.000



Mid advert

Type: W: 400 x H: 200 px
Jpg, gif or png – max. 50 kB.
Price per release:..... NOK 1.500



Bottom advert

Type: W: 400 x H: 200 px
Jpg, gif or png – max. 50 kB.
Price per release:..... NOK 1.000

Nordiske Fagmedier consists of:

 **METAL SUPPLY**

PLAST FORUM

 **tungt**

MR MASKINREGISTERET

RITCHIE BROS.
MASCUS

 **Nordiske Fagmedier**

CONTACT INFORMATION

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